Non-survey methods for measuring the e-commerce and the digital economy in Mexico
Gross Value Added of E-commerce (VABCOEL)

Supply and Use Tables of the Digital Economy (COUD)

Indicator of the Digital Economy
Gross Value Added of E-commerce
Definition

E-commerce

Process of purchasing, selling or exchanging goods, services and information over computer networks

* Payment and delivery can be done online or offline.

OBJECTIVE

To present, from a supply approach, the participation of the gross value added of the e-commerce in the GDP; as well as to show a breakdown of wholesale and retail online sales of goods, and other online services.

https://www.inegi.org.mx/temas/vabcoel/
The order is placed by a person directly to the seller, including online; The commercial process is the same as a physical order. This differs from automated systems, where the order is placed by the person indirectly, simply by pressing buttons on some digital media.

### Base year 2013

**Information sources:**
- Economic Census
- Wholesale and retail trade survey (annual)
- Information on total sales carried out online (through internet)
- Includes email

### Base year 2018

**Information sources:**
- Economic Census
- **All surveys** that contain information on e-commerce
- Breakdown of sales and purchases through digital media
- **E-mail** is not included
ESTIMATION PROCESS

Goods

- Census factor of e-commerce through digital media
- Trade; SUT Trade Margins
- Estimation of e-commerce of goods through digital media
- SUT’s GVA/GO ratios

Services

- Census factor of e-commerce through digital media
- Services Use from SUT
- Estimation of e-commerce of services through digital media
- SUT’s GVA/GO ratios

VABCOEL of wholesale and retail goods through digital media

VABCOEL services through digital media

SUT - Supply and Use Tables
GVA - Gross Value Added
GO - Gross Output
GROSS VALUE ADDED OF E-COMMERCE

Total and Share (%) of GDP

- 2013: 3.3%
- 2014: 3.3%
- 2015: 3.6%
- 2016: 3.8%
- 2017: 4.0%
- 2018: 4.2%
- 2019: 4.3%
- 2020: 4.7%
- 2021: 5.0%

In 2021 VABCOEL participated (through Email) with 2.0% in GDP

Next publication: February 16, 2024
GROSS VALUE ADDED OF E-COMMERCE

Share (%) of GDP by type of trade

<table>
<thead>
<tr>
<th>Year</th>
<th>Wholesale Trade</th>
<th>Retail Trade</th>
<th>Other services</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>24.4</td>
<td>31.2</td>
<td>44.4</td>
</tr>
<tr>
<td>2020</td>
<td>23.5</td>
<td>35.7</td>
<td>40.8</td>
</tr>
<tr>
<td>2019</td>
<td>20.7</td>
<td>29.9</td>
<td>49.4</td>
</tr>
<tr>
<td>2018</td>
<td>25.3</td>
<td>13.5</td>
<td>61.2</td>
</tr>
<tr>
<td>2017</td>
<td>26.0</td>
<td>13.6</td>
<td>60.5</td>
</tr>
<tr>
<td>2016</td>
<td>25.6</td>
<td>12.5</td>
<td>61.9</td>
</tr>
<tr>
<td>2015</td>
<td>21.9</td>
<td>10.9</td>
<td>67.2</td>
</tr>
<tr>
<td>2014</td>
<td>18.1</td>
<td>8.4</td>
<td>73.5</td>
</tr>
<tr>
<td>2013</td>
<td>19.0</td>
<td>9.0</td>
<td>72.0</td>
</tr>
</tbody>
</table>

In 2021, VABCOEL (of E-mail) for Wholesale Trade was 4.7%
Supply and Use Tables of the Digital Economy
In 2021 INEGI and the IMF collaborated to estimate an experimental statistic of the **Gross Value Added of Digital Products** to direct efforts to measure the Digital Economy in Mexico.
Figures with experimental statistical information showing the **OUTPUT (availability)**, **consumption (intermediate and final uses)** and **digital commerce (purchases and sales transactions)** of digital and non-digital goods and services in terms of **monetary value**

**DEFINITION**

**OBJECTIVE**

Make visible in the macroeconomic statistics of the **System of National Accounts of Mexico** the magnitude of the **digital economy** and its contribution to GDP

CALCULATION METHOD

**Information sources (internal and external)**

**Classification of Products and Industries**

**Direct allocation**
- Identification of products, digital services by digital industry, digital value is assigned.

**Indirect allocation**
- Performing studies to create production accounts by digital industry, the digital value is assigned.

**METHODS**

**OECD Handbook on Compiling Digital Supply and Use Tables**

**NAICS**
- North American Industry Classification System 2018

**ISIC**
- International Standard Industrial Classification of All Economic Activities

**CPC 2.1**
- Central Product Classification

**CPA 2.1**
- Statistical Classification of Products by Activity
The tables are presented as follows:

- Amounts in millions of pesos
- Level of aggregation of activities: sector and subsector
- Values at basic prices and producer prices
- Total Supply
- Total Use
- Production
- Intermediate Consumption
- Publication frequency: Quinquennial basis
SUPPLY AT BASIC PRICES 2018

Total products and digital services:
11,458,265 millions of pesos at current prices  (22%)

Total Supply = 52,932,938

Share of total supply by origin

- 64% Total output (other industries)
- 21% Total output (digital industries)
- 15% Imports, CIF

<table>
<thead>
<tr>
<th>Category</th>
<th>Millions of Pesos at current prices</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICT goods</td>
<td>3,179,509</td>
<td>(6%)</td>
</tr>
<tr>
<td>Priced digital services</td>
<td>635,215</td>
<td>(1.2%)</td>
</tr>
<tr>
<td>Cloud computing services</td>
<td>46,473</td>
<td>(0.1%)</td>
</tr>
<tr>
<td>Digital intermediary services</td>
<td>2,011,505</td>
<td>(3.8%)</td>
</tr>
<tr>
<td>Non-Digital products- significantly affected by digitalization</td>
<td>5,585,922</td>
<td>(10.6%)</td>
</tr>
</tbody>
</table>

Imports, CIF

Total Supply = 52,932,938
PRODUCTION BY COMPONENTS

Total digital industries: 2,685,913 millions of pesos (6%)

Gross Output = 41,959,242

Value Added + Intermediate Inputs = Gross Output

Digital enabling industries: 2,357,409
- DIPS charging a fee: 200,489 (0.5%)
- Data- and advertising-driven digital platforms: 51,143 (0.1%)
- Producers dependent on DIPS: 0 (0%)
- E-tailers: 504 (0.02%)
- Financial service providers predominantly operating digitally: 76,282 (0.2%)
- Other producers operating only digitally: 86 (0.003%)

87.8% of Gross Output
Supply 2018. Digitally delivered

Total products and digital services: 646,472 millions of pesos (1.2%)

Share of total supply by origin

- Total output (digital industries): 84%
- Total output (other industries): 12%
- Imports, C.I.F.: 4%

Supply = 52,932,938
USE 2018

Total products and digital services: 8,311,245 millions of pesos (16%)

Final Demand

Intermediate Demand (other industries)

Intermediate Demand (digital industries)

Share of total use

Total Use = 52,932,938
USE 2018

Total of digital industries:
1,805,101 millions of pesos (3.4%)

* The graph is displayed on a logarithmic scale

Total Use = 52,932,938
Use 2018. Digitally delivered

By destination of the digital products:
233,873 millions of pesos (0.4%)

<table>
<thead>
<tr>
<th>Category</th>
<th>Use 2018 (Millions of Pesos)</th>
<th>Share of Total Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Demand</td>
<td>188,361</td>
<td>81%</td>
</tr>
<tr>
<td>Intermediate Demand (other</td>
<td>31,485</td>
<td>13%</td>
</tr>
<tr>
<td>industries)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intermediate Demand (digital</td>
<td>14,028</td>
<td>6%</td>
</tr>
<tr>
<td>industries)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Use</td>
<td>52,932,938</td>
<td></td>
</tr>
</tbody>
</table>

Total Use= 52,932,938
Employment by industry

Total of digital industries: 1,461,483 (2%)

Number of positions = 59,505,022

* The graph is displayed on a logarithmic scale
GROSS VALUE ADDED AND ITS SHARE (%) IN GDP

Total of digital industries:
880, 811 millions of pesos (3.6%)

Share by industry

- Digital enabling industries: 696,665 million pesos (2.9%)
- DIPS charging a fee: 126,118 million pesos (0.5%)
- Data- and advertising-driven digital platforms: 26,640 million pesos (0.1%)
- Producers dependent on DIPS: 391 million pesos (0.0%)
- E-tailers: 30,939 million pesos (0.1%)
- Financial service providers predominantly operating digitally: 59 million pesos (0.0%)
- Other producers operating only digitally: 30,939 million pesos (0.1%)

* The graph is displayed on a logarithmic scale

GDP = 24, 176, 670 millions of pesos
INDICATOR OF THE DIGITAL ECONOMY 2018
In 2018, the **Gross Value Added** represented **7.4%** of the GDP.

- **92.6%** - GVA (No Digital Economy)
- **7.4%** - GVA (Digital economy)
Indicators of the Digital Economy: Coverage

- Considers wholesale and Retail Trade industries (NAICS 43-46) that commercialize through digital media and other services industries
- Includes social networks and instant messaging, excludes email
- Does not classify digital or non-digital products and services

**VABCOEL**

**Digital SUTS (COUD)**

- Identifies industries that produce and provide ICT
- Identifies industries by the digital technology they use to commercialize products and services
- Identify digital products and services and those that are not
- Excludes social networks, instant messaging and email

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**Estimation method of the Indicator of the Digital Economy**

<table>
<thead>
<tr>
<th>Digital Industries</th>
<th>GVA</th>
<th>% GVA</th>
<th>% GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital SUTS</td>
<td>880,810,995</td>
<td>48.9%</td>
<td>3.6%</td>
</tr>
<tr>
<td>(VABCOEL ∩ DIGITAL SUTS)</td>
<td>26,061</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>(VABCOEL U DIGITAL SUTS)</td>
<td>918,686,052</td>
<td>51.1%</td>
<td>3.8%</td>
</tr>
<tr>
<td><strong>Total Digital Economy</strong></td>
<td><strong>1,799,523,108</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>7.4%</strong></td>
</tr>
<tr>
<td>VABCOEL-(VABCOEL U Digital SUTS)</td>
<td>85,682,705</td>
<td></td>
<td>0.4%</td>
</tr>
<tr>
<td><strong>Total VABCOEL</strong></td>
<td><strong>1,004,368,757</strong></td>
<td></td>
<td><strong>4.2%</strong></td>
</tr>
<tr>
<td>GDP</td>
<td></td>
<td></td>
<td><strong>24,176,670,374</strong></td>
</tr>
</tbody>
</table>
THANK YOU!

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