



Measuring e-commerce and the digital economy

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Statistics
Canada

Statistique
Canada

Canada

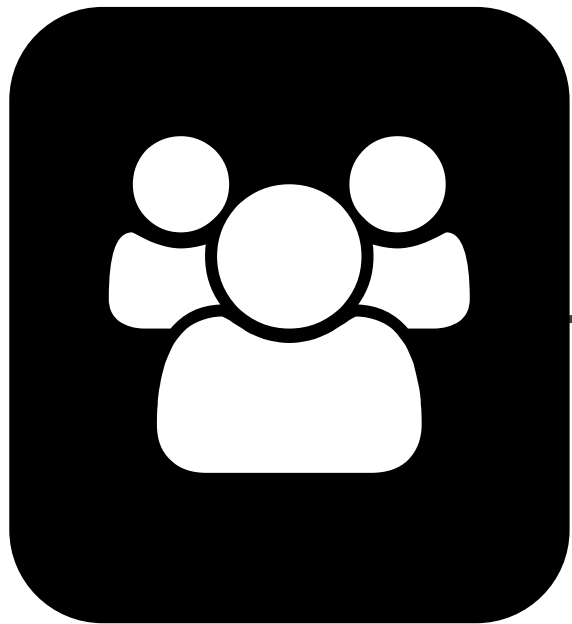


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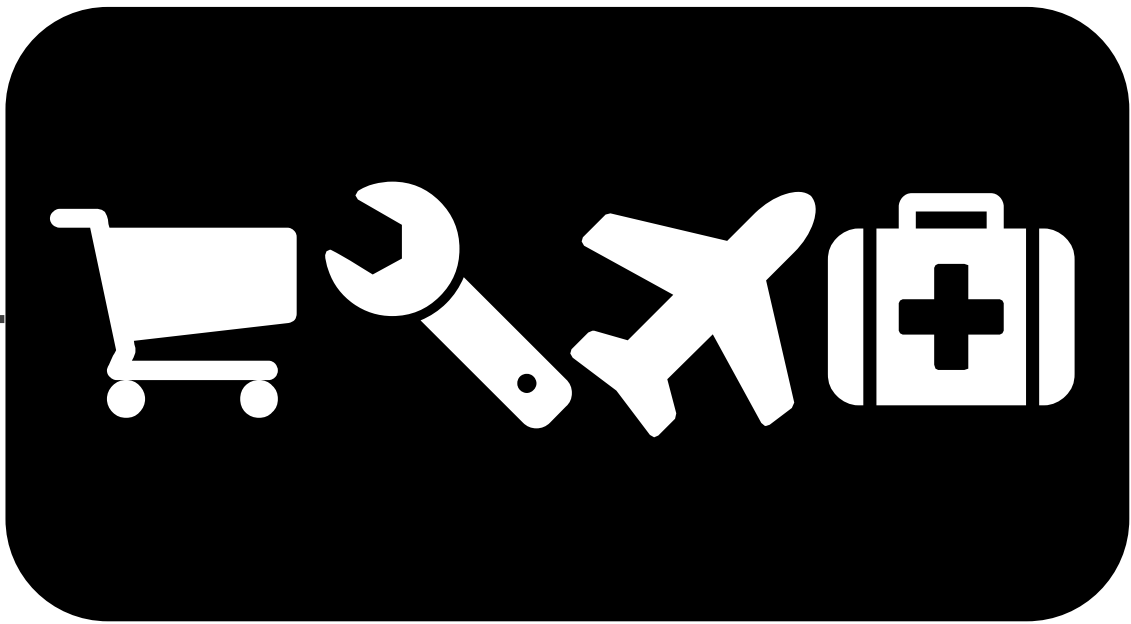
- Current work at Statistics Canada
 - E-commerce in 2021
 - Digital trade in 2021
 - Moving forward
- Current work undertaken by the UNCEBTS Task Team on Globalization and Digitalisation
 - Key topics
 - Membership

SURVEY OF DIGITAL TECHNOLOGY AND INTERNET USE

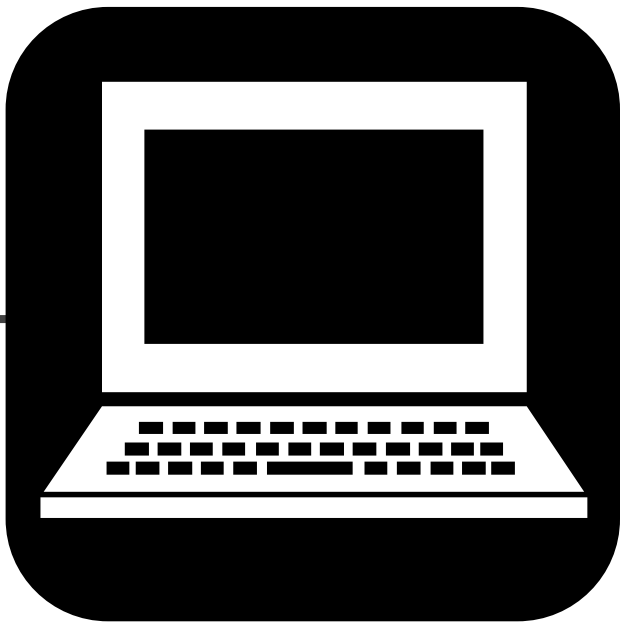
Data collection occurred from November 2021 to March 2022



Firms with **5+**
employees



Across all sectors, over
14,000 firms in the sample



Response
rate of **73%**

E-COMMERCE TRENDS IN 2021



\$398 billion

The total value of e-commerce sales made by Canadian businesses with five or more employees in 2021. An increase of **\$94 billion** from 2019.

33%

The percentage of Canadian businesses with online sales in 2021. Up **8 percentage points** since 2019.

\$3.7 million

The average amount sold online by Canadian businesses in 2021. This varied substantially by size of business.

DIGITAL TRADE TRENDS IN 2021

- In 2021, a lower proportion of Canadian businesses with e-commerce sales made those sales to customers outside of Canada (**19%**) compared with 2019 (**24%**). Despite this, the total number of businesses that exported their e-commerce sales increased marginally from 2019 to 2021.
- These trends suggest that many businesses that began selling online during the COVID-19 pandemic only have **domestic sales**. New entrants likely focused on domestic markets due to their familiarity with those markets and to replace lower domestic sales from non-digital channels during periods of economic restrictions.
- Approximately 80% of the value of goods/services were ordered domestically, 16% went to the United States and 4% went on to other parts of the world
- About one-fifth (**18%**) of the online sales of Canadian businesses were for digitally delivered goods and services in 2021, a similar proportion to 2019.

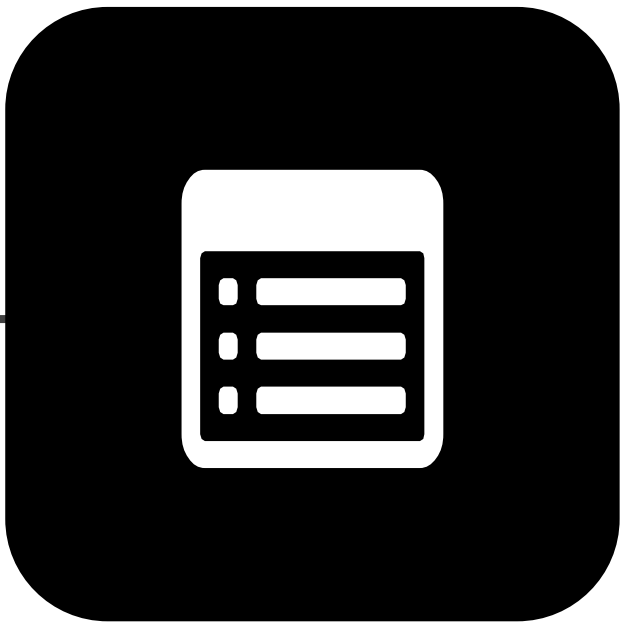


CANADIAN INTERNET USE SURVEY

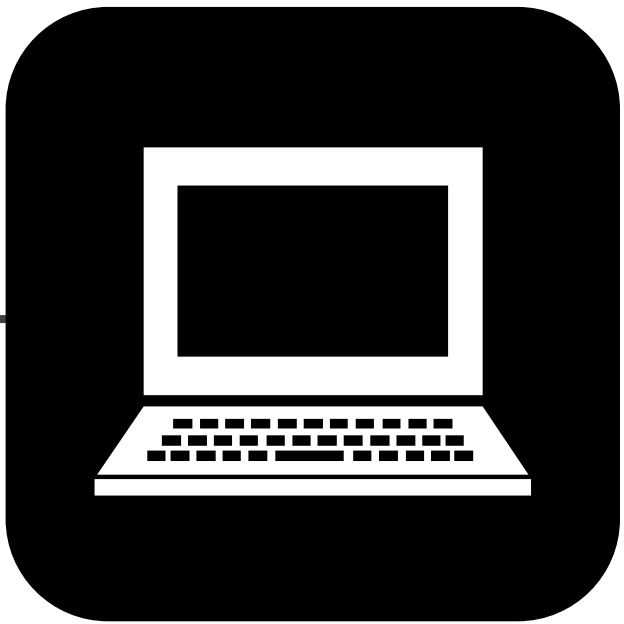
Most recent data were published for 2020 (2022 collection is in-progress)



Individuals
15 years of
age or older



Over **45,000** Canadians in
the initial sample



Response
rate of **42%**

E-COMMERCE SPENDING BY CONSUMERS IN 2020

In 2020, the total spending of Canadian online shoppers reached **\$84 billion** (+47% since 2018).



Digital goods
or services

\$568
(+64%)



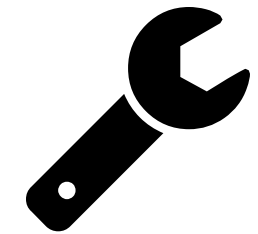
Physical
goods

\$2,336
(+100%)



Peer-to-peer
services

\$1,073
(-2%)



Other
services

\$1,048
(-25%)



Total average expenditure: **\$3,377**

MOVING FORWARD

- **The Survey of Digital Technology and Internet Use is now in a redesign phase before it goes back into the field in 2023**
- **Looking to include a greater focus on e-commerce for both traditional physical goods and those goods or services that are digitally delivered**
- **Canadian Internet Use Survey is currently in the field and will have new data available on e-commerce for RY2022 in July of 2023**





UPDATE ON THE UNSD UNCEBTS TASK TEAM ON GLOBALIZATION AND DIGITALIZATION



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TASK TEAM ON GLOBALIZATION AND DIGITALIZATION

Mandate

The Task Team works to foster collaboration and integration of programs relevant to globalization and digitalization. It also promotes an integrated approach to statistical measurement of globalization and digitalization based on newly emerging global and national business models enabled by digital technologies and facilitated by global digital standards and intermediaries and global ICT infrastructure and operators.

- Fifth meeting of the United Nations Committee of Experts on Business and Trade Statistics took place in New York from September 6th – 9th
- 40 participants from 19 countries and several international and regional organizations
- Particular focus for the future work of the UNCEBTS will be on
 - (1) digitalization, productivity and innovation;
 - (2) well-being and social inclusion; and
 - (3) green economy and the identification of the best data production framework to achieve them

https://unstats.un.org/unsd/business-stat/uncebts/Fifth_Meeting_2022/

KEY TOPICS GOING FORWARD

Previously, the Task Team has played a large role in the development of the Manual on Principal Indicators which will be released soon and includes many definitions and guidelines for indicators related to ICT use and e-commerce.

Going forward, the following topics have been identified:

- Measures of productivity based on digitalization level of firms
- Measurement of the value of intangibles and investments
- Improvement of productivity data timeliness
- **New data sources and methods to provide guidance on measuring e-commerce, rather than building new indicators**
- Identification of the adoption level of technologies in businesses and its contribution to business success
- Improvement of data timeliness, coherence and adaptability on technologies adoption by businesses
- Profiling and understanding the structure of large multinational enterprise (MNE) groups and their effect on business statistic in a national context and enablers of globalization
- Linkage of globalization and digitalization to business innovations related to environment and societal issues, such as climate change and well-being.



NEW MEMBER

We are seeking participants for the Task Team!

If you, or someone else from your organization would like to help us tackle the identified emerging topics in globalization and digitalization, please feel free to reach out.

QUESTIONS ?

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