



E-COMMERCE MEASUREMENT @UNCTAD

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E-COMMERCE DEFINITION: A REMINDER

- OECD definition of an e-commerce transaction:
 - “...the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders”.
 - Payment and delivery do not have to be conducted online.
 - Orders made by telephone calls, fax or manually typed e-mail excluded
- Business-to-business (B2B)
- Business-to-consumer (B2C)
- Consumer-to-consumer (C2C)
- Government-to-business (G2B)

MAJOR E-COMMERCE MARKETS: 2015

New UNCTAD Estimates

		Total		B2B		B2C
	Economy	\$ billion	% of GDP	\$ billion	% of all e-commerce	\$ billion
1	United States	7,055	39%	6,443	91%	612
2	Japan	2,495	60%	2,382	96%	114
3	China	1,991	18%	1,374	69%	617
4	Korea (Rep.)	1,161	84%	1,113	96%	48
5	Germany (2014)	1,037	27%	944	91%	93
6	United Kingdom	845	30%	645	76%	200
7	France (2014)	661	23%	588	89%	73
8	Canada (2014)	470	26%	422	90%	48
9	Spain	242	20%	217	90%	25
10	Australia	216	16%	188	87%	28
	10 above	16,174	34%	14,317	89%	1,857
	World	25,293		22,389		2,904

Note: Figures in italics are estimates. Missing data were estimated based on average ratios. Converted to \$ using annual average exchange rate.

Source: UNCTAD, adapted from US Census Bureau; Japan Ministry of Economy, Trade and Industry; China Bureau of Statistics; KOSTAT (Republic of Korea); EUROSTAT (for Germany); UK Office of National Statistics; INSEE (France); Statistics Canada; Australian Bureau of Statistics and INE (Spain).



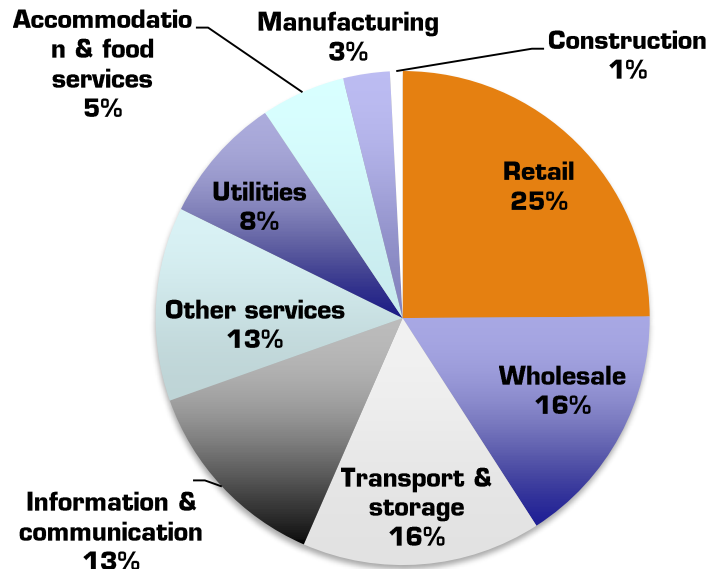
MAJOR E-COMMERCE MARKETS

- Global e-commerce at \$25 trillion in 2015
- United States by far the largest market, with combined sales of over \$7 trillion in 2015; Japan and China some distance behind
- United States ahead by some margin in B2B e-commerce, and just behind China in B2C
- Significant revision of earlier estimates for B2C e-commerce which now place the United States on par with China
- All data from official sources
- Improved coverage by economic activity and enterprise size

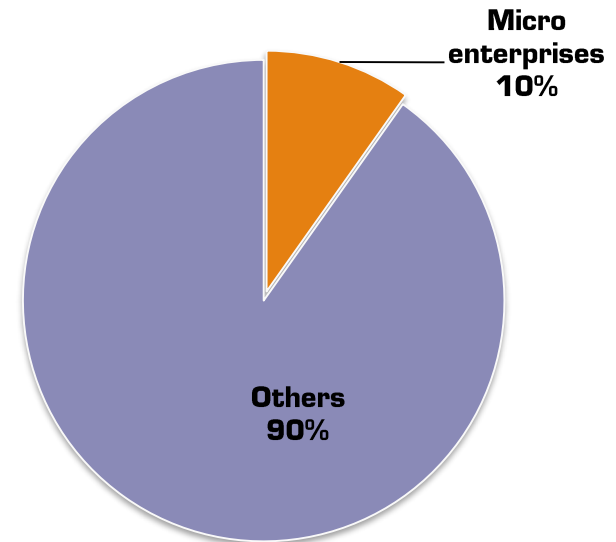


B2C E-COMMERCE BY SECTOR & ENTERPRISE SIZE, UNITED KINGDOM, 2014

Web sales to private customers



Web sales to private customers



Note: Micro enterprises refer to entities with less than 10 employees.

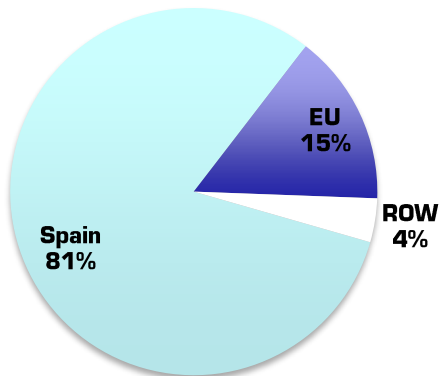
Source: UNCTAD, based on data from ONS.



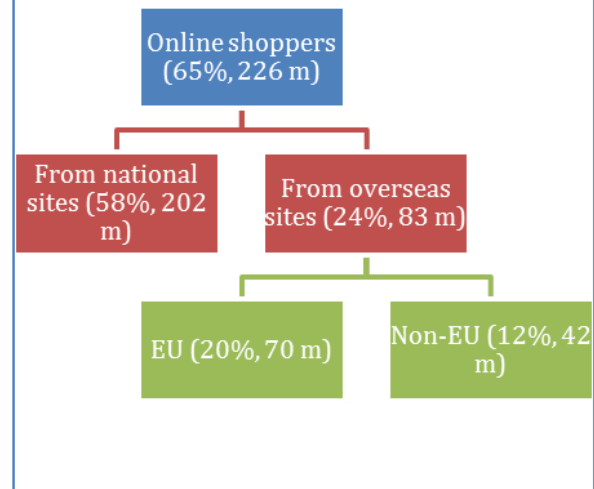
CROSS-BORDER E-COMMERCE

- While international trade in goods and services is sluggish...
- ... data traffic volume is exploding
- How much of international trade is e-commerce?
- How much of e-commerce is cross-border?
- Few official statistics on XB e-commerce; one some estimates available

Distribution of Spanish web sales, 2015



Cross-border shopping in the EU, 2015 (no of shoppers)





CROSS-BORDER E-COMMERCE DATA GAPS

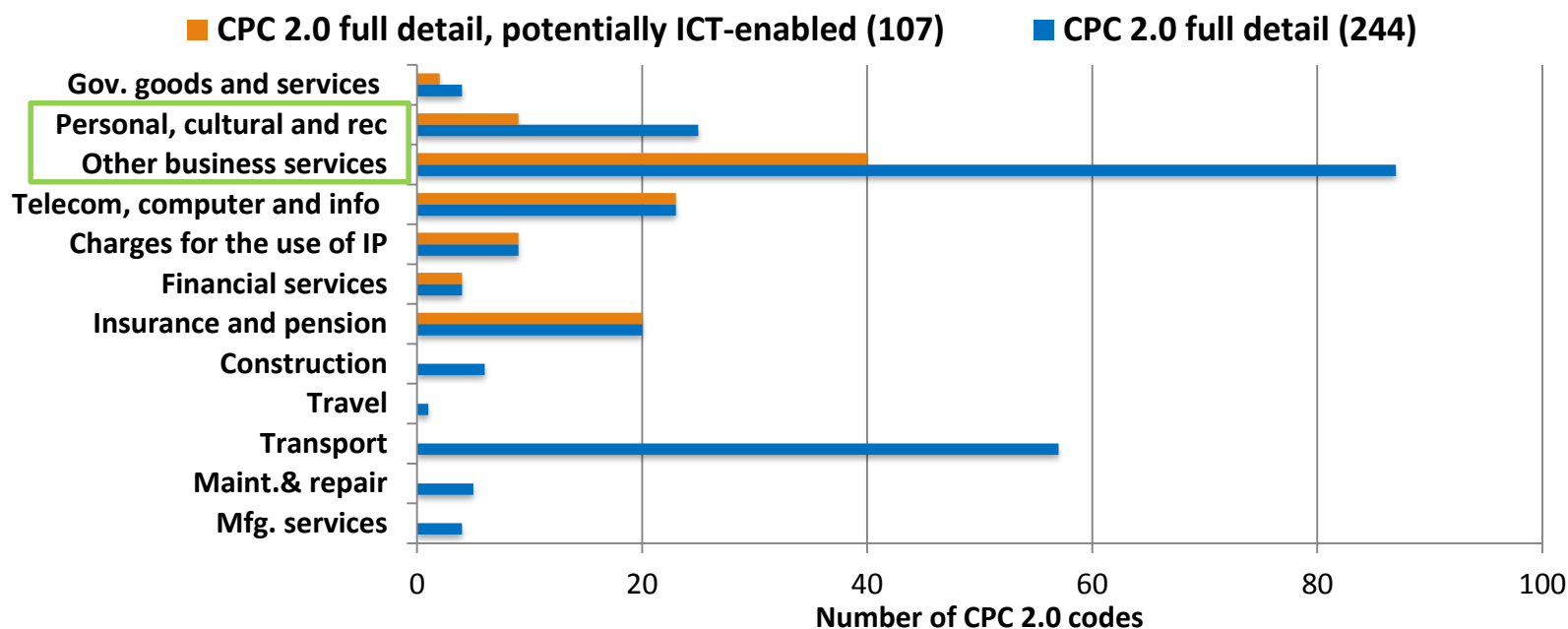
- We have good data on cross-border merchandise trade
 - But we cannot distinguish what is the result of e-commerce
- We have some data on e-commerce
 - But very limited information on what is cross-border
- We have balance of payment statistics on services trade
 - But these data do not distinguish by mode of supply



NEW METHODOLOGY

- No existing definition or comparable official statistics
- Existing trade statistics do not distinguish by mode of supply
- First systematic and detailed attempt to define and classify ICT-enabled services using existing classifications
- Distinguish between service categories that can potentially be delivered remotely over ICT networks and those that cannot
- ICT-enabled services = services with outputs that *can be delivered remotely over ICT networks*
- Based on existing classifications (EBOPS, CPC)

POTENTIALLY ICT-ENABLED SERVICES BY EBOPS 2010 MAJOR COMPONENTS



Source: UNCTAD ICT4D Technical Note 3, derived from UN Statistical Division, "Correspondence between the EBOPS 2010 and the Central Product Classification (CPC, version 2) - Detailed version".



NEW COMPLEMENTARY GROUPING

Type of service		Description
Type 1	Potentially ICT-enabled services	<p>Services that can be delivered remotely. Includes:</p> <ul style="list-style-type: none"> 1 ICT services – Telecommunications 2 ICT services – Computer services (including computer software) 3 Sales and marketing services, not including trade and leasing services 4 Information services 5 Insurance and financial services 6 Management, administration, and back office services 7 Licensing services 8 Engineering, related technical services and R&D 9 Education and training services
Type 2	Not ICT-enabled	<p>Transport and travel services that involve the transport of physical objects, material, and electricity.</p> <p>On-site or personal services that require on-site or personal delivery.</p>



NEXT STEPS

- Methodology used by US Bureau of Economic Analysis
 - But only digitally « deliverable »
- Three pilot surveys
 - Meeting in Geneva 7-8 Dec 2016 to review and approve survey questionnaire
 - May- June pilot survey implementation in Costa Rica
 - June-July India
 - October-November Thailand
- December 2017 – expert meeting to take stock of results
- Adjust methodology & possibly roll out survey in more countries in 2018



FURTHER ONLINE RESOURCES

- *UNCTAD Information Economy Report 2015: Unlocking the Potential of E-commerce for Developing Countries*
- UNCTAD B2C E-commerce Index 2016. *UNCTAD Technical Notes on ICT for Development N°7*. TN/UNCTAD/ICT4D/07
- In Search of Cross-Border E-commerce. *UNCTAD Technical Notes on ICT for Development N°6*. TN/UNCTAD/ICT4D/06
- www.unctad.org/ict4d/technicalnotes
- www.unctadstat.unctad.org
- <https://etradeforall.org/ressources/data-indicators>