

Measuring E-commerce and the Digital Economy

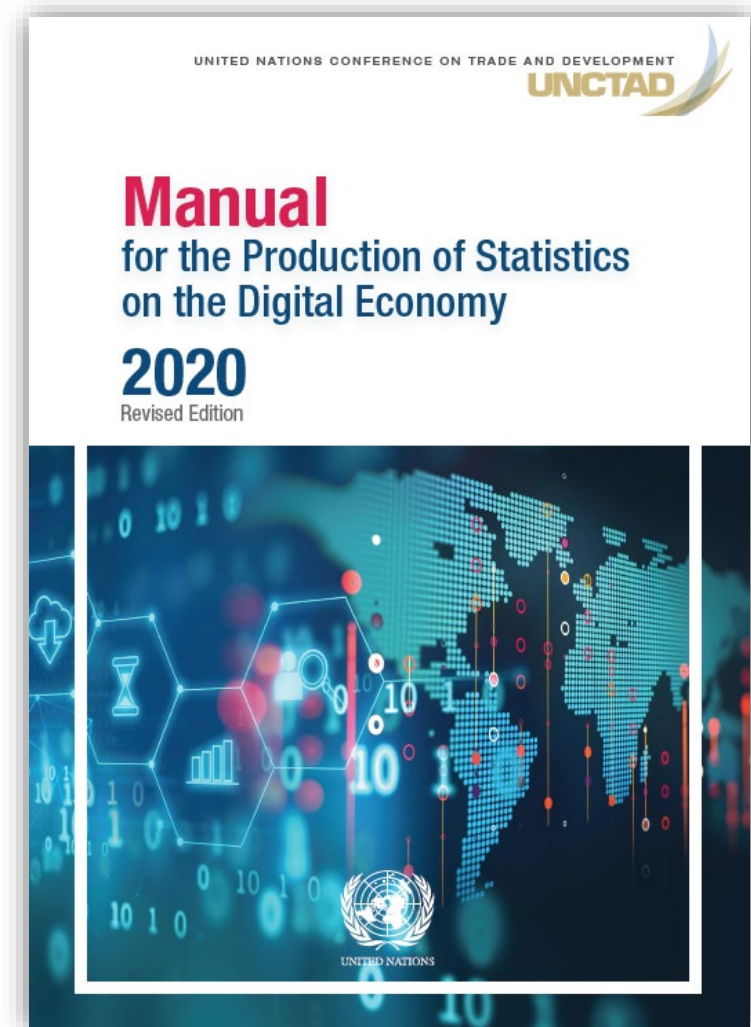
Update on UNCTAD activities

Torbjörn Fredriksson
(torbjorn.fredriksson@unctad.org)
Chief, ICT Policy Section

Working Group on Measuring E-commerce and the Digital Economy
Second Meeting, Virtual
3 May 2021

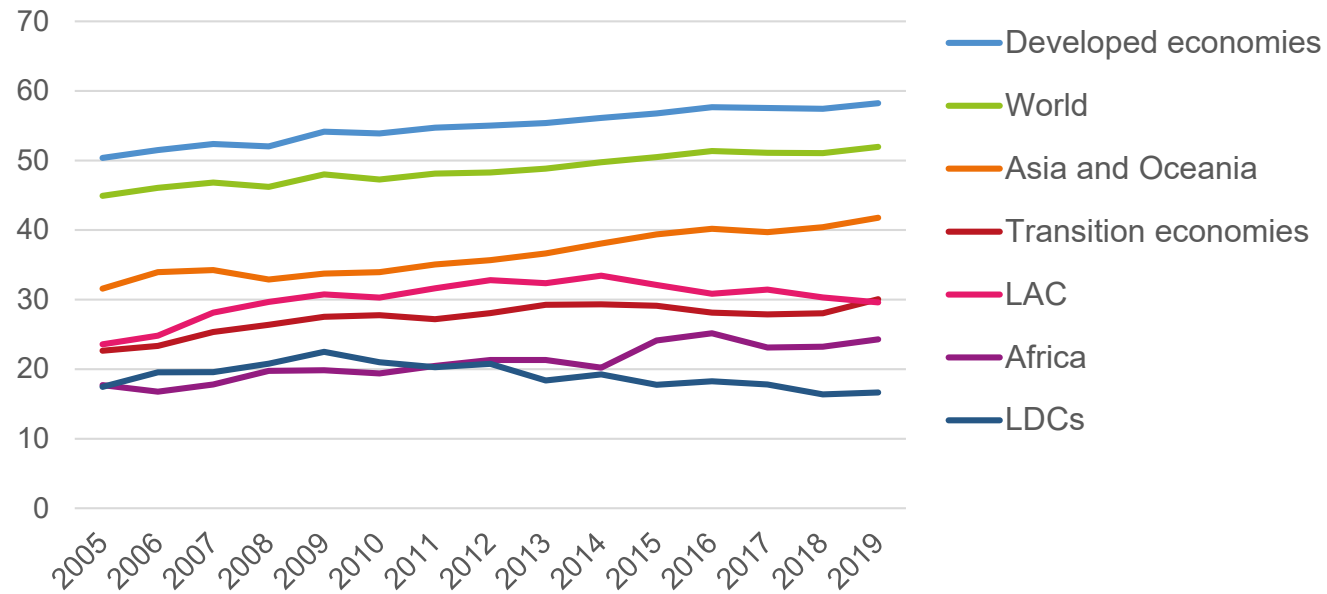
UNCTAD Manual has been revised

- ✓ Reflecting discussions at the previous meeting of the WG
- ✓ Reflecting inputs from various member states and other international organizations
- ✓ Will serve as basis for UNCTAD's technical assistance in this area
- ✓ Will be discussed in the next session in greater detail

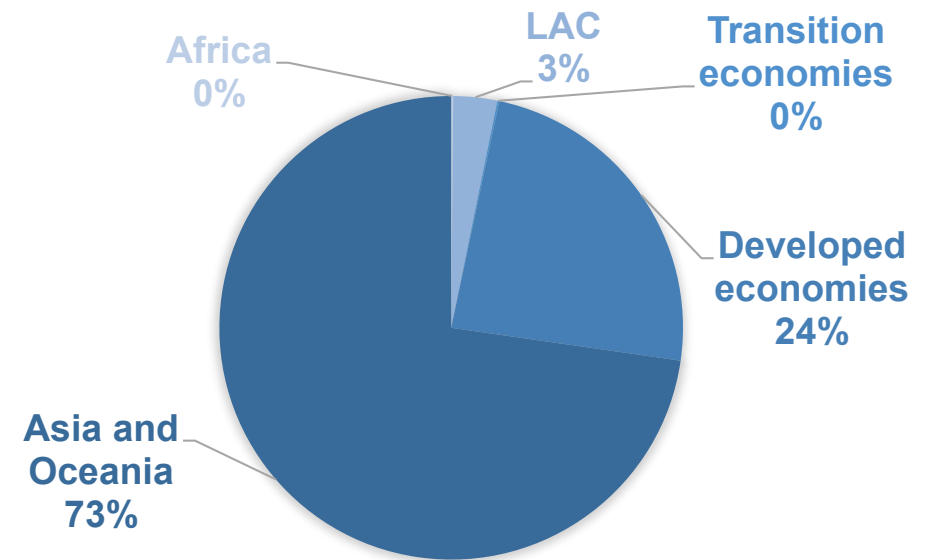


New trade data

DIGITALLY DELIVERABLE SERVICES, SHARE OF TOTAL SERVICES EXPORTS, 2005-2019, PERCENT



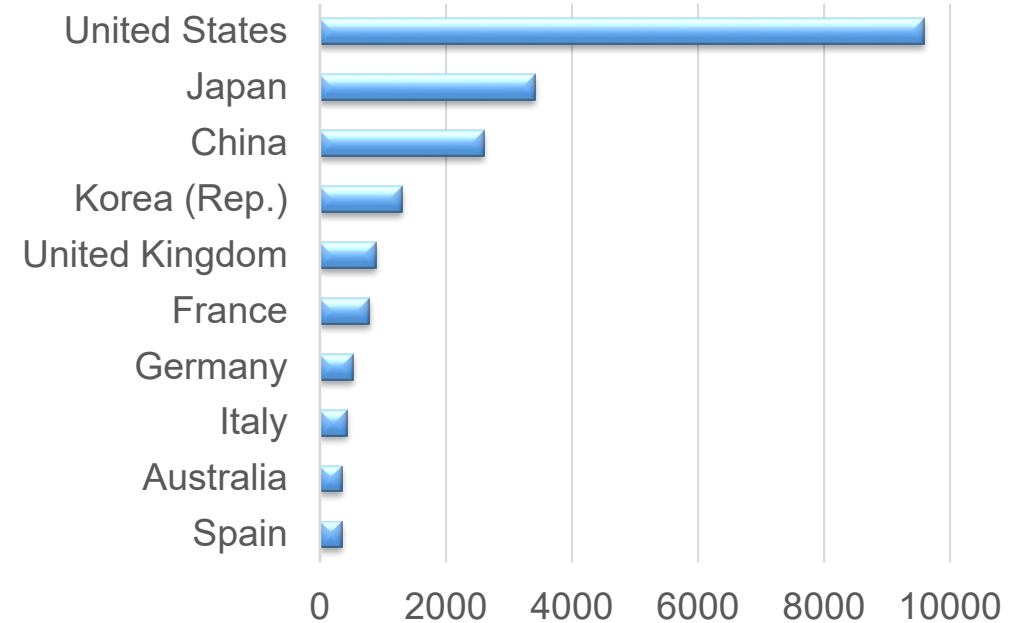
GLOBAL EXPORTS OF ICT GOODS, 2019



New data on global e-commerce 2019

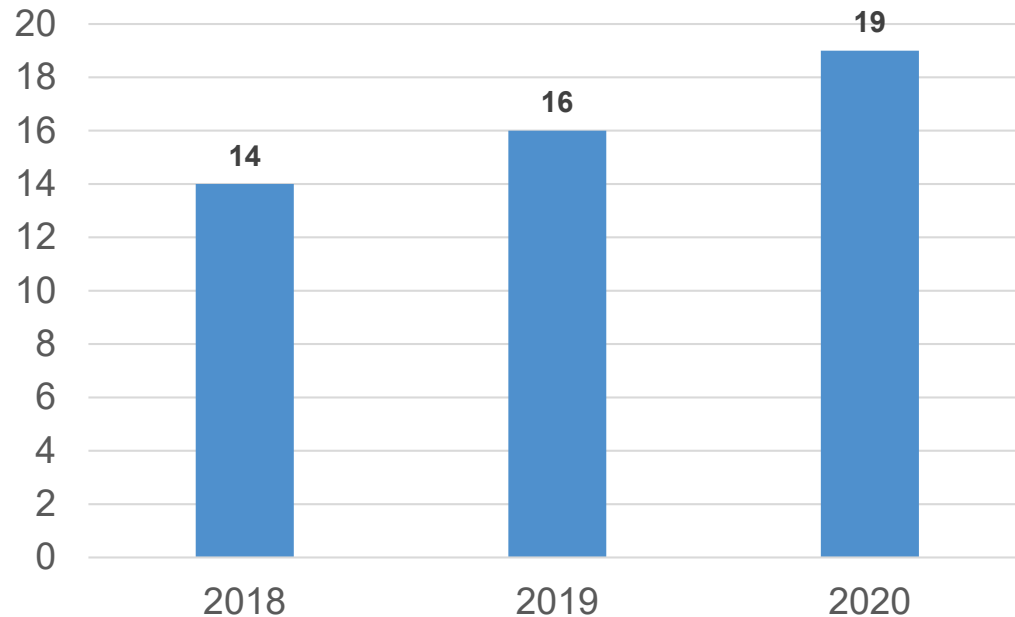
- ✓ Global e-commerce sales: \$26.7 trillion
 - B2B e-commerce: \$21.8 trillion
 - B2C e-commerce: \$4.9 trillion
- ✓ Cross-border B2C e-commerce:
 - \$440 billion
 - 9% of global B2C e-commerce
- ✓ Global online shoppers
 - Total: 1.48 billion
 - Buying cross-border: 360 million (25%)

Top 10 e-commerce markets 2019
(\$ billion)



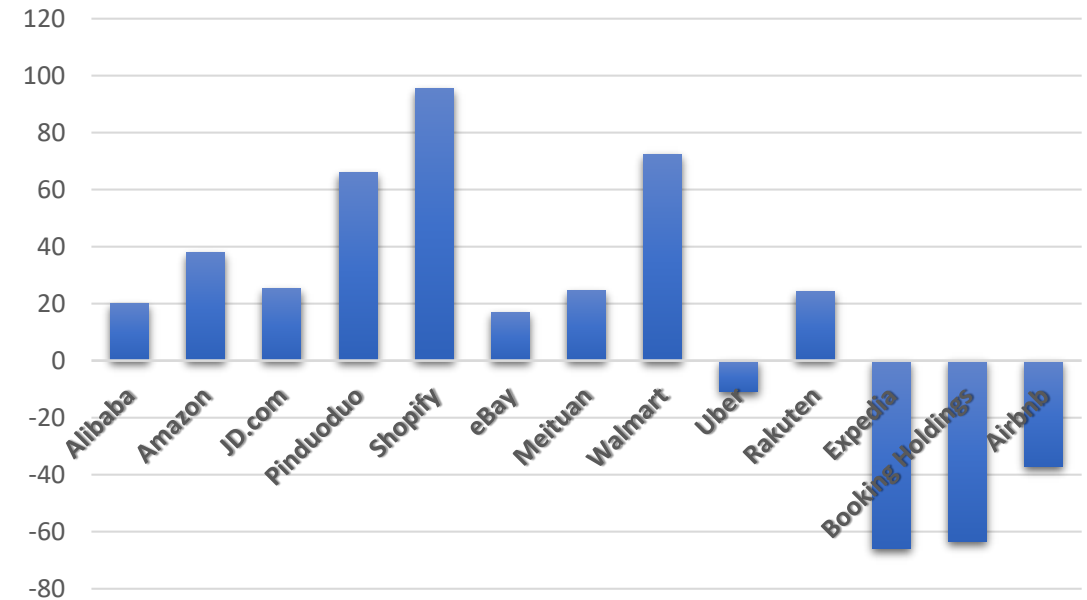
COVID-19 impact on e-commerce

Online retail sales as a share of total retail,
2018-20 (percent)



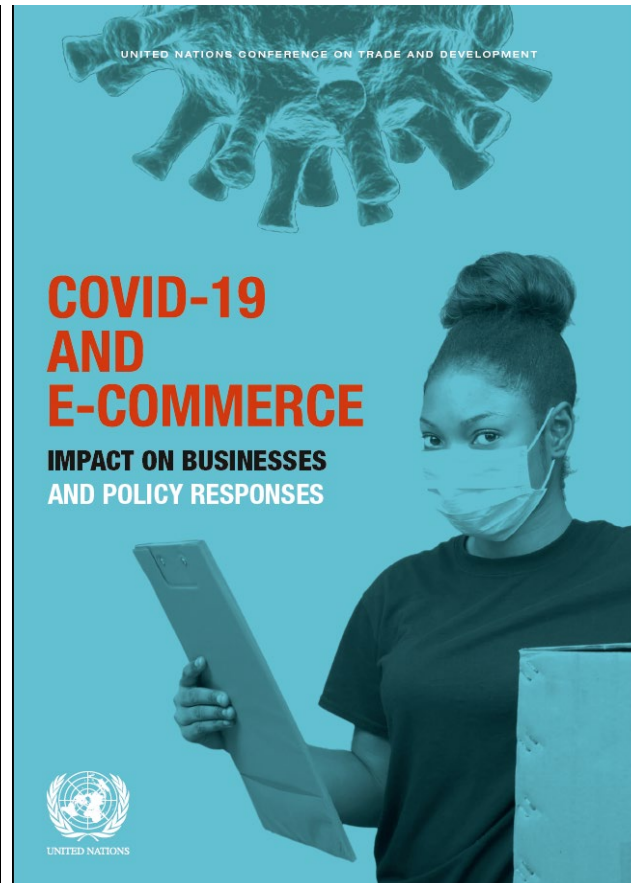
Note: Estimates based on data from countries accounting for 65% of B2C e-commerce in 2019.

Top B2C e-commerce companies
Change (%) in GMV 2019-2020

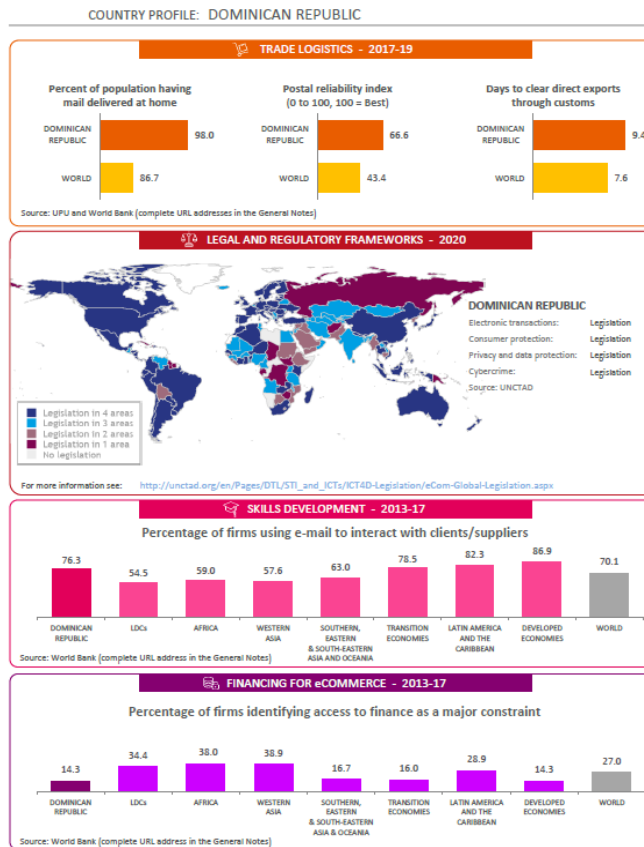
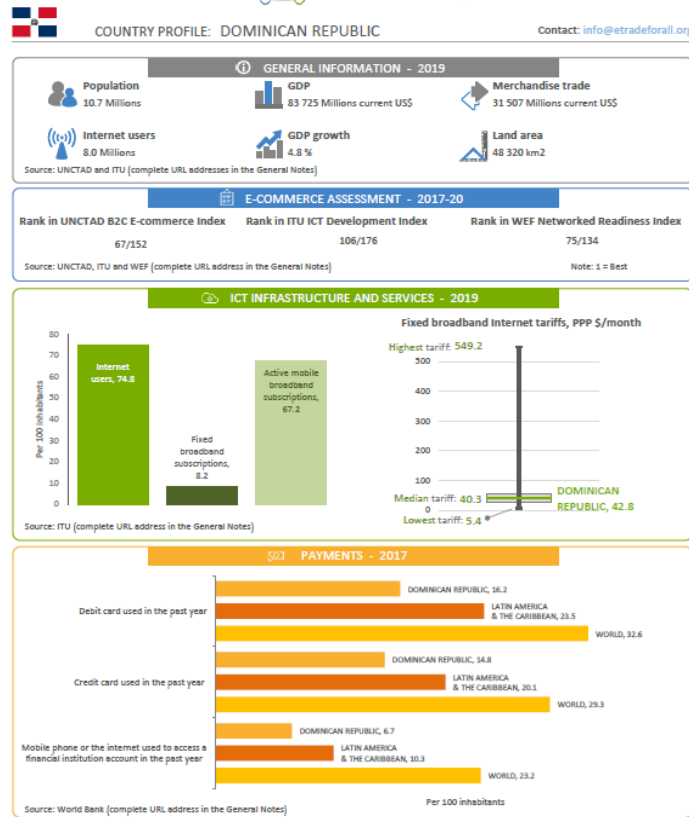


Note: GMV: Gross Merchandise Value.

More COVID-19 resources



Updated eTrade for all country profiles



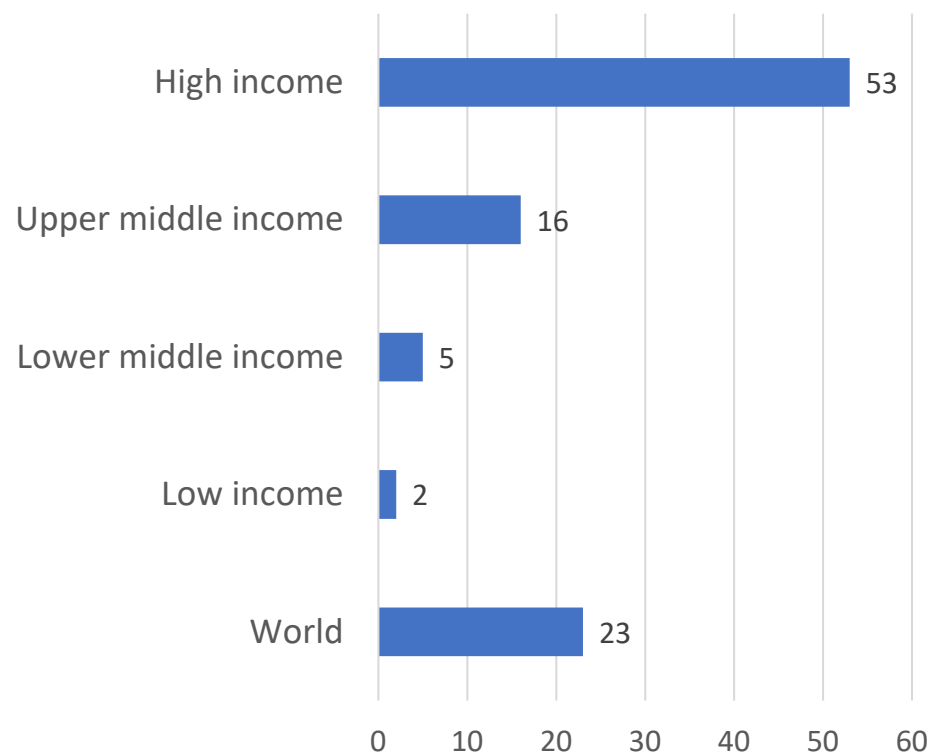
Relevant key data and indicators on the digital economy and the e-commerce environment organized along the 7 policy areas identified by eTrade for all.



UNCTAD B2C E-commerce Index 2020



Shopped online, 2019 or latest year
(% of population)



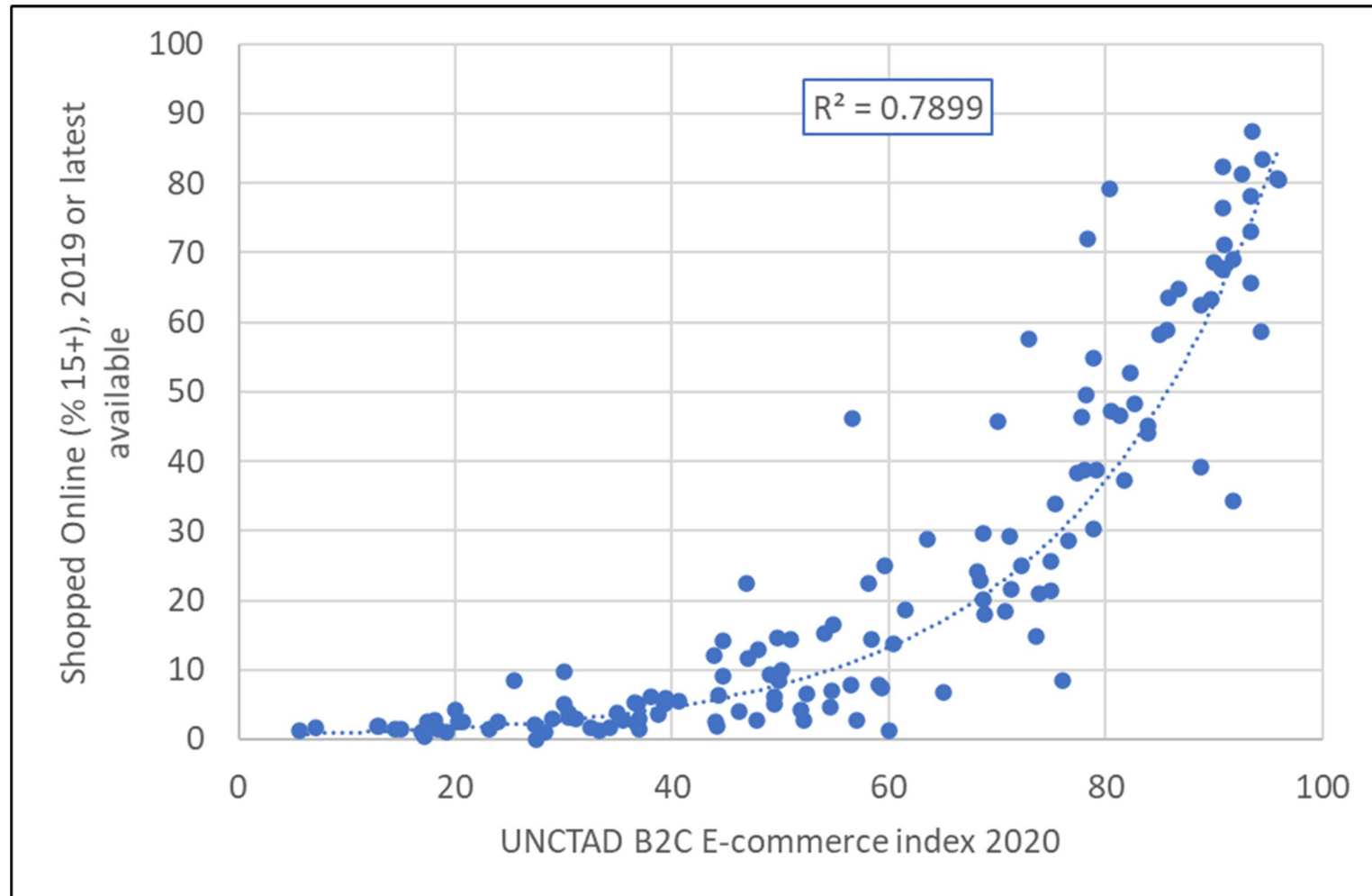
Source: UNCTAD, based on WB and national sources

Regional values for the UNCTAD B2C E-commerce index, 2020

	Share of individuals using the Internet (2019 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2019)	UPU postal reliability score (2019 or latest)	2020 Index value
Africa	30	40	28	21	30
East, South & Southeast Asia	57	60	54	58	57
Latin America and the Caribbean	64	53	50	29	49
Western Asia	77	58	45	50	58
Transition economies	71	58	60	59	62
Developed economies	88	93	84	80	86
World	60	60	53	47	55

Source: UNCTAD, based on data from ITU, UPU and WB.

Strong correlation between UNCTAD B2C E-commerce Index 2020 values and online shopping



Top 3 performers in 2020

1. Switzerland
2. Netherlands
3. Denmark
4. Singapore
5. United Kingdom





UNITED NATIONS
UNCTAD

Thank you!