

# Measuring domestic and cross-border e-commerce

UNCTAD Working Group on Measuring E-commerce and the Digital Economy

First Meeting

3 - 4 December 2019

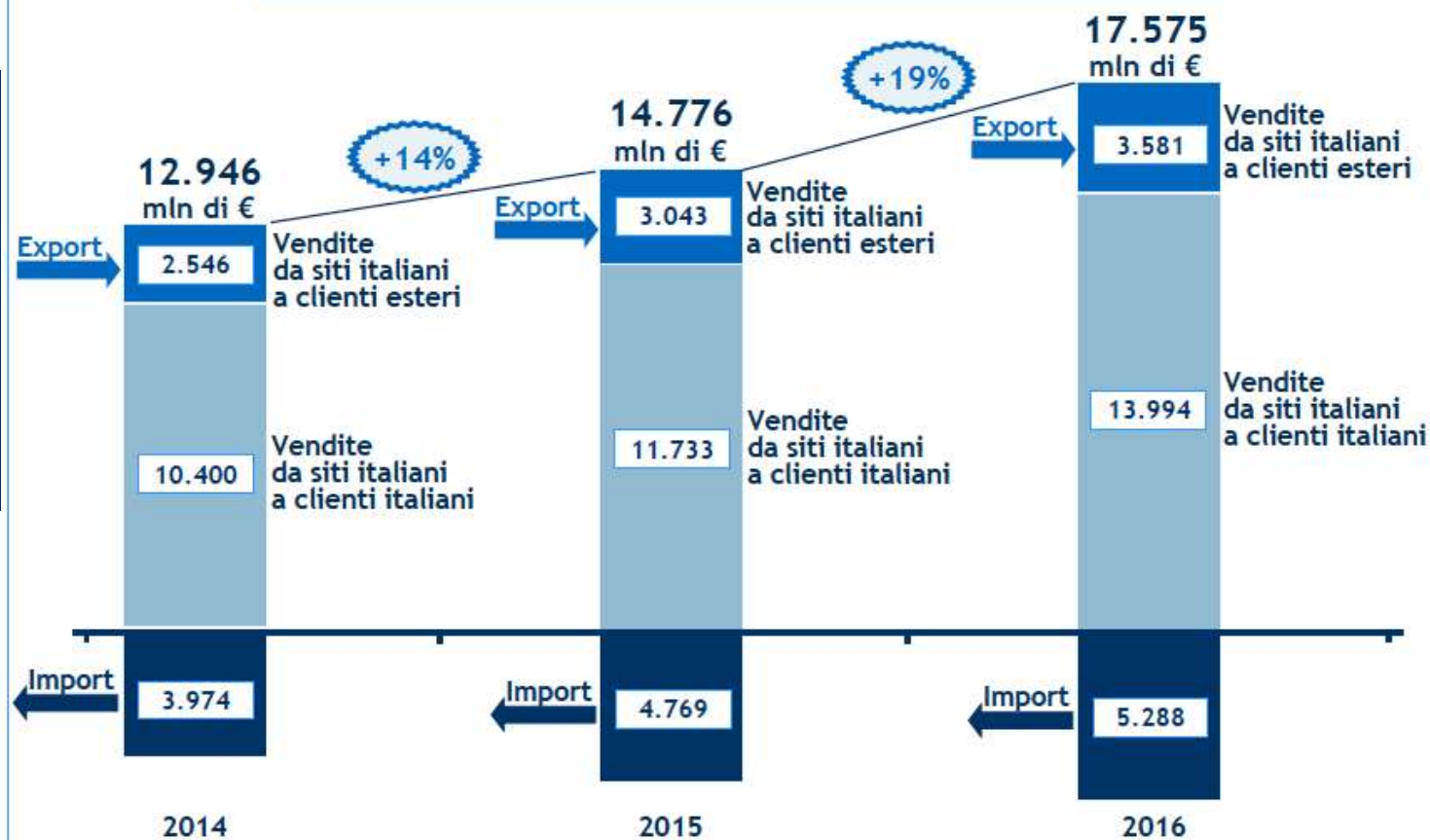
Geneva, Switzerland

# Contents

- e-commerce value
- Online shoppers
- Cross border
- Recommendations

## La dinamica delle vendite eCommerce B2c in Italia (2010-2016)

### Valore delle vendite eCommerce da siti italiani



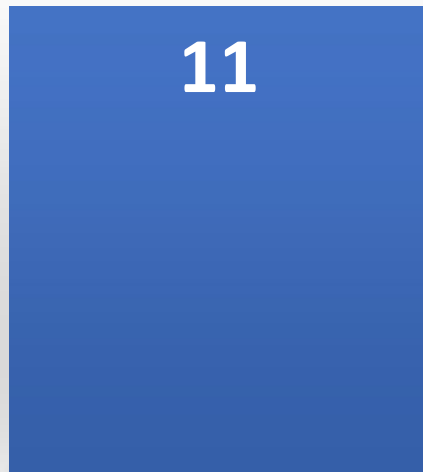
### WORTH HIGHLIGHTING

1. x2x
2. Direction
  - a) Domestic sales by domestic firms
  - b) Overseas sales by domestic firms
  - c) Overseas purchases by consumers
3. Official vs. unofficial

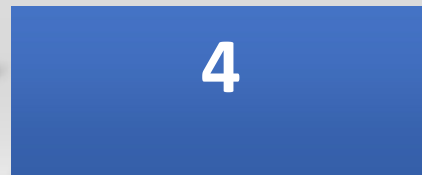
# B2C e-commerce value

Business surveys

## Percentage of turnover, 2018



Enterprises' turnover from EDI-type sales



Enterprises' turnover from web sales - B2B and B2G



Enterprises' turnover from web sales - B2C

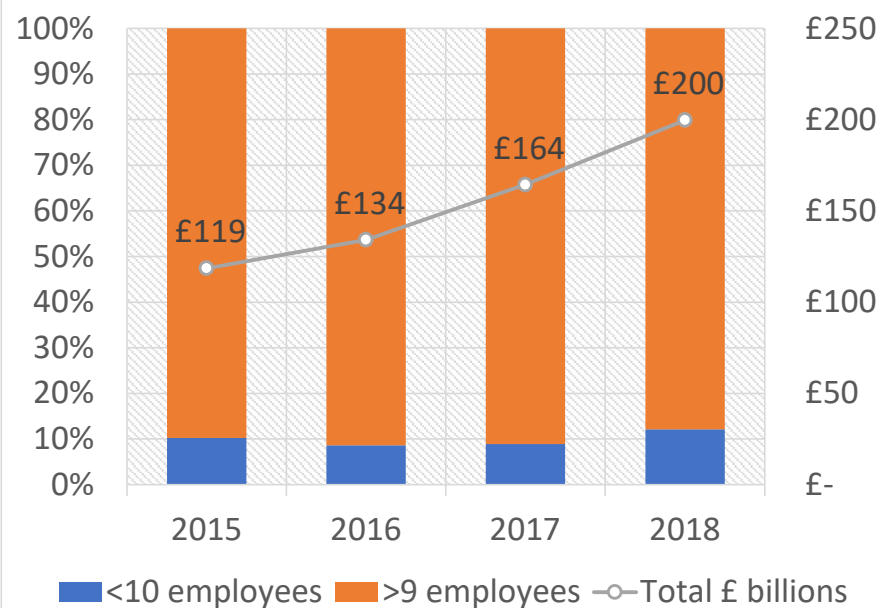
Data for 32 economies

All enterprises, without financial sector (10 persons employed or more)

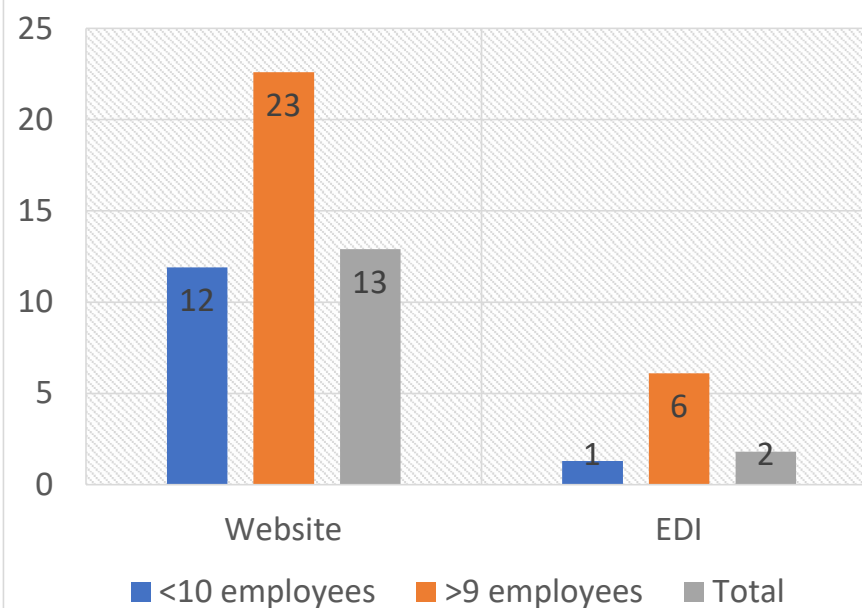
# United Kingdom

Micro enterprises (<10 employees), 2018  
96% of all businesses  
37% of employment  
21% of turnover

Website sales to private customers (share by firm size)



Proportion of UK businesses making e-commerce sales, by size of business, 2018



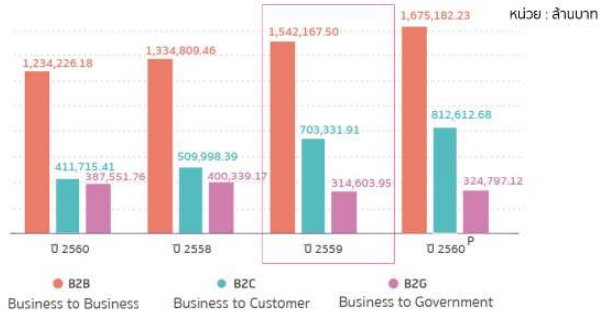
Source: Office of National Statistics, E-commerce and ICT activity

# Other regions



มูลค่า e-Commerce ปี 2557-2559 และ คาดการณ์ปี 2560  
จำแนกตามประเภทผู้ประกอบการ  
(รวมมูลค่าการจัดซื้อจัดจ้างของภาครัฐ)

ETDA



**MALAYSIA**

**BANCI EKONOMI 2016**  
ECONOMIC CENSUS 2016

**PENGUNAAN ICT OLEH PERNIAGAAN DAN e-DAGANG**  
USAGE OF ICT BY BUSINESSES AND e-COMMERCE

**PERTANIAN**  
AGRICULTURE

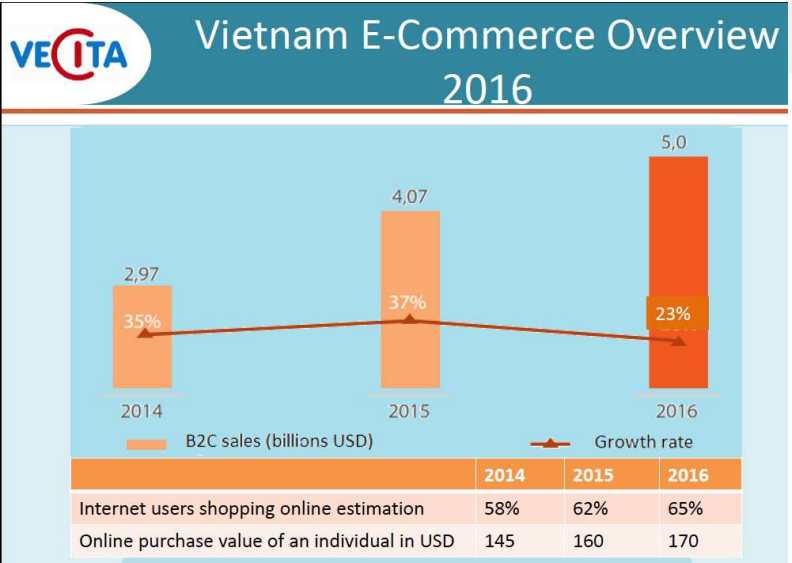
**PEMBUATAN**  
MANUFACTURING

**PERKHIDMATAN**  
SERVICES

**PERLOMBONGAN DAN PENGKUIARIAN**  
MINING AND QUARRYING

**PEMBINAAN**  
CONSTRUCTION

JAEATAN PERANGKAIAN MALAYSIA  
DEPARTMENT OF STATISTICS, MALAYSIA



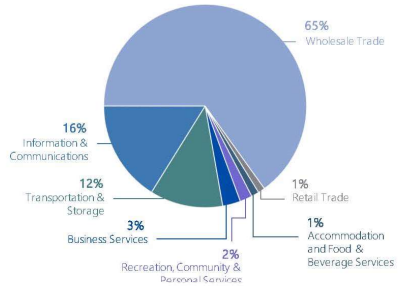
Statistics Singapore Newsletter Issue 2, 2019



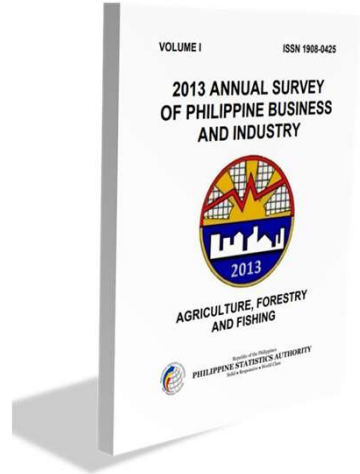
## E-commerce Revenue of the Services Sector

### Share of E-commerce Revenue by Industry, 2017

In 2017, the e-commerce revenue<sup>1</sup> of the Services Sector<sup>2</sup> was \$175.3 billion, accounting for 6% of the total operating receipts.



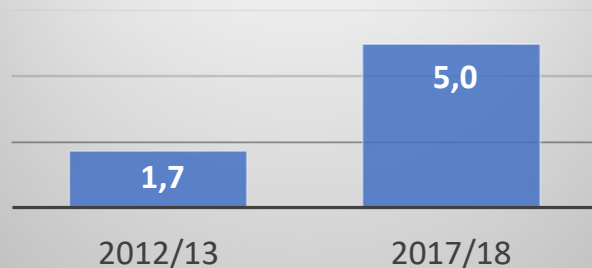
Within the Services Sector, the Wholesale Trade, Information & Communications and Transportation & Storage industries contributed to over 90% of the e-commerce revenue.



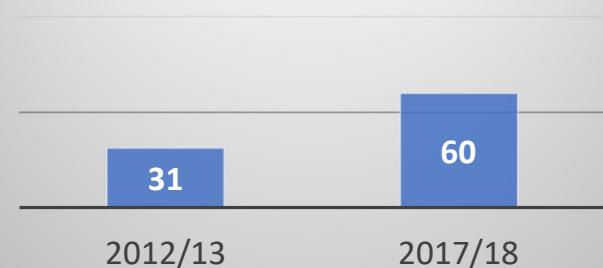
# Report on the Household Expenditure Survey 2017/18



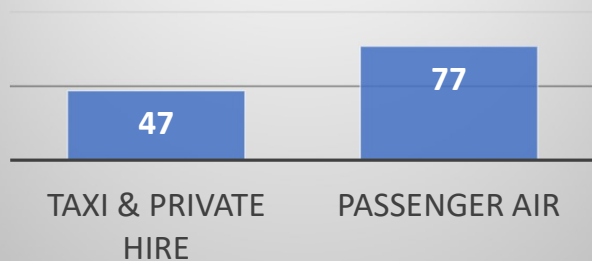
Household online  
expenditure as proportion  
of total (%)



Proportion of households  
with online expenditure  
(%)



Online share of  
expenditure for transport,  
2017/18, (%)



2017/18 online expenditure: S\$4 billion  
Proportion of GDP: 0.8%



# Estimating B2C e-commerce

<b>EGYPT</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Egypt online shoppers (% of 15+ pop.)	3.1%	3.3%	3.7%
Egypt population 15+ (m)	58.8	59.9	61.0
Egypt online shoppers (m)	1.8	1.9	2.3
Jumia GMV per customer (US\$)	\$264	\$260	\$245
Egypt estimated B2C (US\$ m)	\$ 481	\$ 508	\$ 552
Growth		6%	9%

<b>OMAN (OMR m)</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Domestic B2C e-commerce sales	83	104	130
of which: tickets	64	77	100
of which: other	20	27	30
Share of GDP	0.3%	0.4%	0.5%
Excluding tickets	0.1%	0.1%	0.1%
B2C e-commerce imports	3	10	15

# Top ten countries by E-commerce sales, 2017

Rank	Economy	Total (\$ billion)	As a share (%) of GDP	B2B (\$ billion)	Share (%) of all e-commerce	B2C (\$ billion)	Annual average spend per online shopper (\$)
1	United States	8,883	46	8,129	90	753	3,851
2	Japan	2,975	61	2,828	95	147	3,248
3	China	1,931	16	869	49	1,062	2,574
4	Germany	1,503	41	1,414	92	88	1,668
5	Korea (Rep.)	1,290	84	1,220	95	69	2,983
6	United Kingdom	755	29	548	74	206	4,658
7	France	734	28	642	87	92	2,577
8	Canada	512	31	452	90	60	3,130
9	India	400	15	369	91	31	1,130
10	Italy	333	17	310	93	23	1,493
	<b>Top 10 Total</b>	<b>19,315</b>	<b>36</b>	<b>16,782</b>	<b>87</b>	<b>2,533</b>	<b>2,904</b>
	<i>World</i>	<i>29,367</i>		<i>25,516</i>		<i>3,851</i>	

Data for  
~60  
economies  
in total

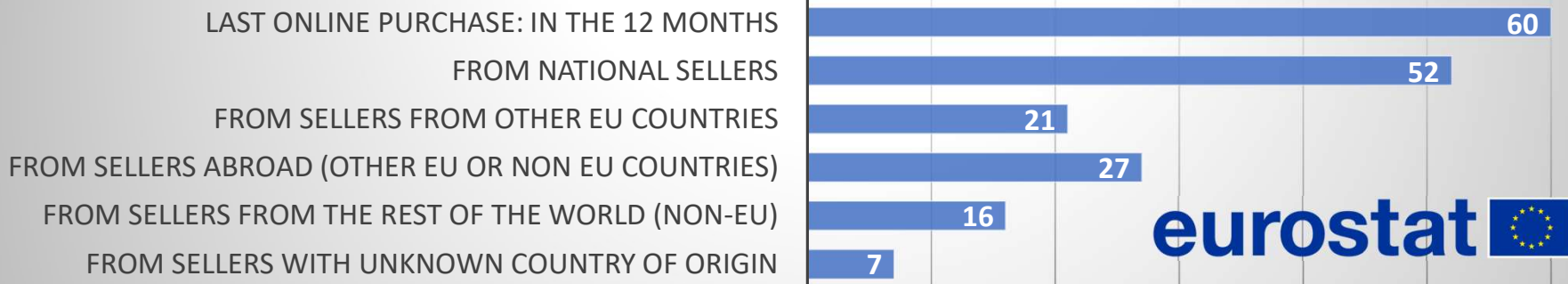
Source: UNCTAD.2019. "Global e-commerce sales surged to \$29 trillion." *News*, 29 March.

# Online shoppers

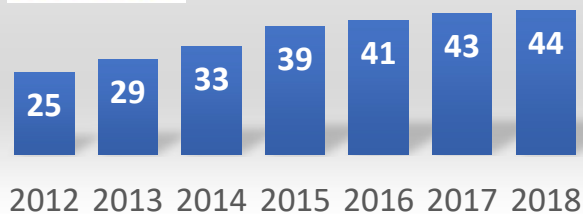
Household surveys

# Online shopper data 2018

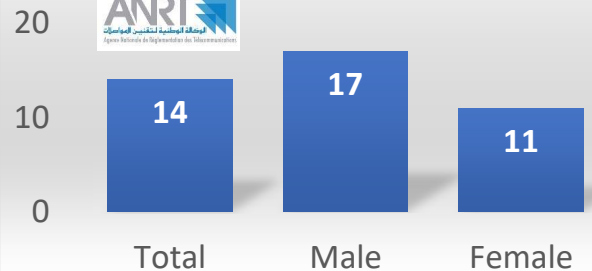
## European Union (% of individuals)



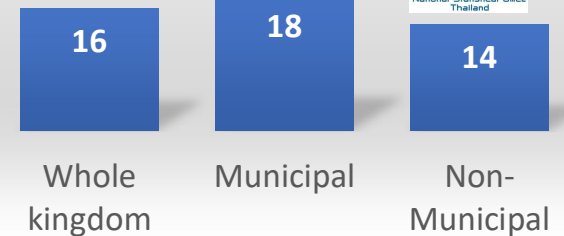
## Brazil, Purchased product or service via Internet (millions)



## Morocco, Individuals having made purchases/orders online (%)



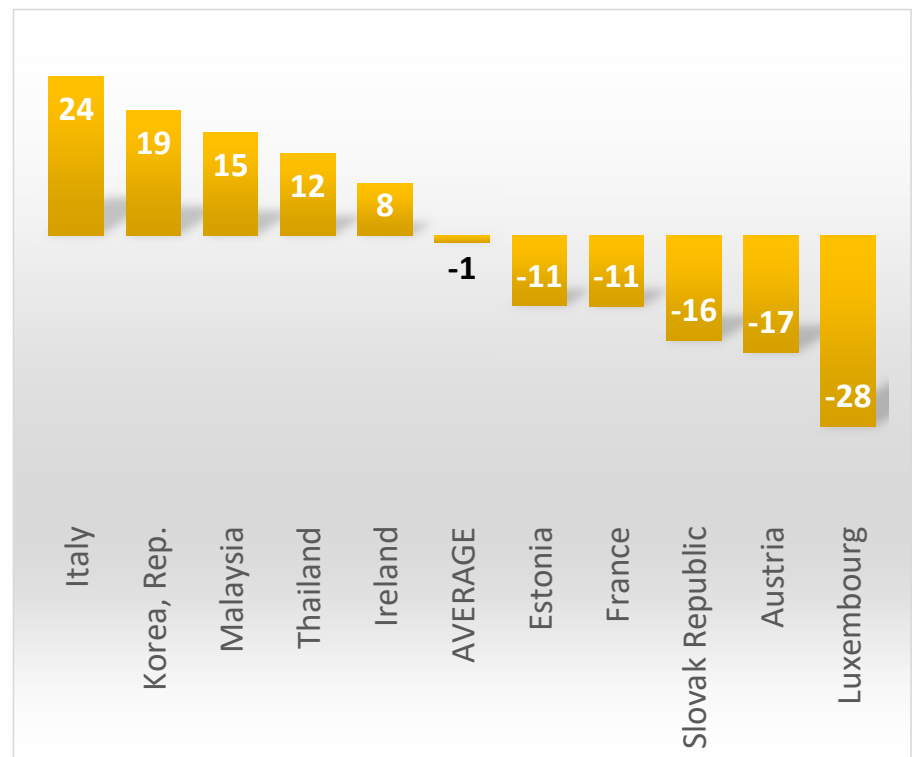
## Thailand, Internet users making online purchase for goods and services 2018 (%)



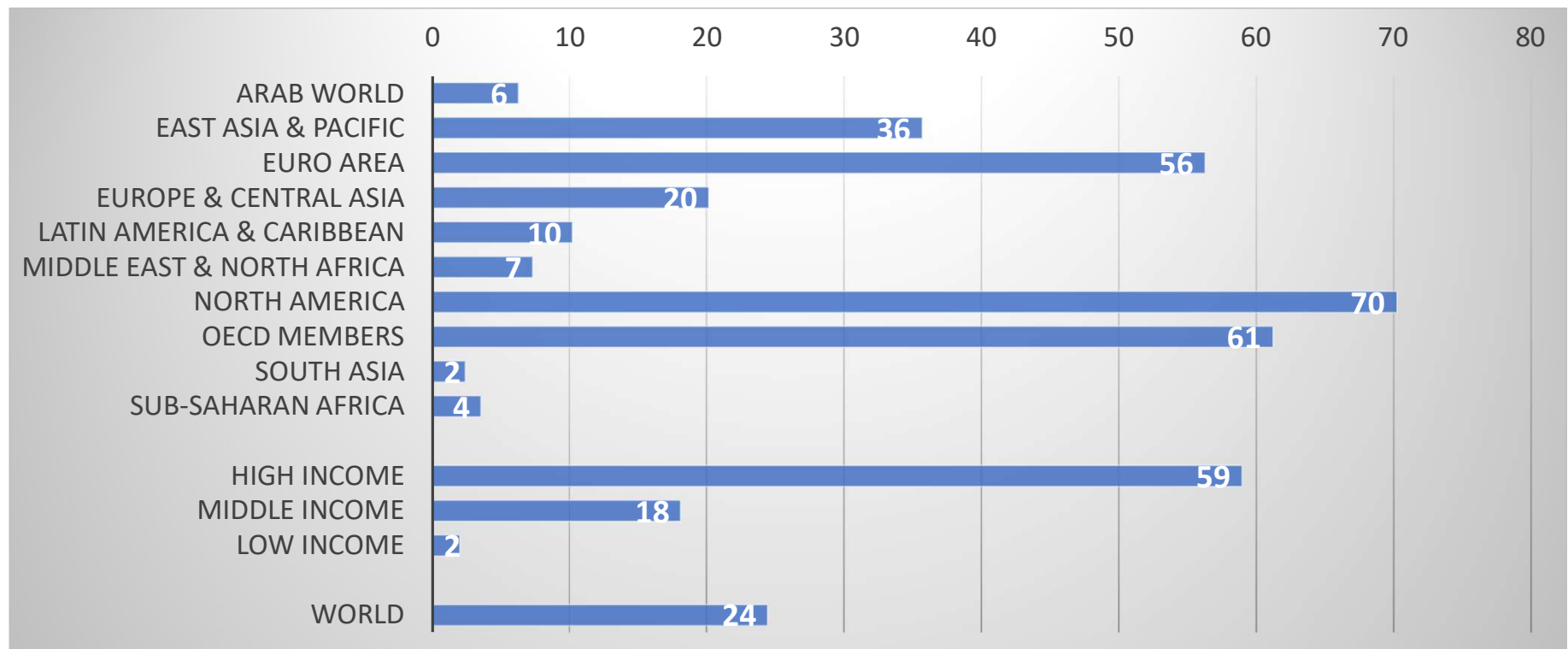
# Global Findex 2017

- Used the internet to buy something online in the past year (% age 15+)
- 144 economies (before 71 countries)
- Disaggregated by gender & other variables

Difference online shopping (Findex – NSO)

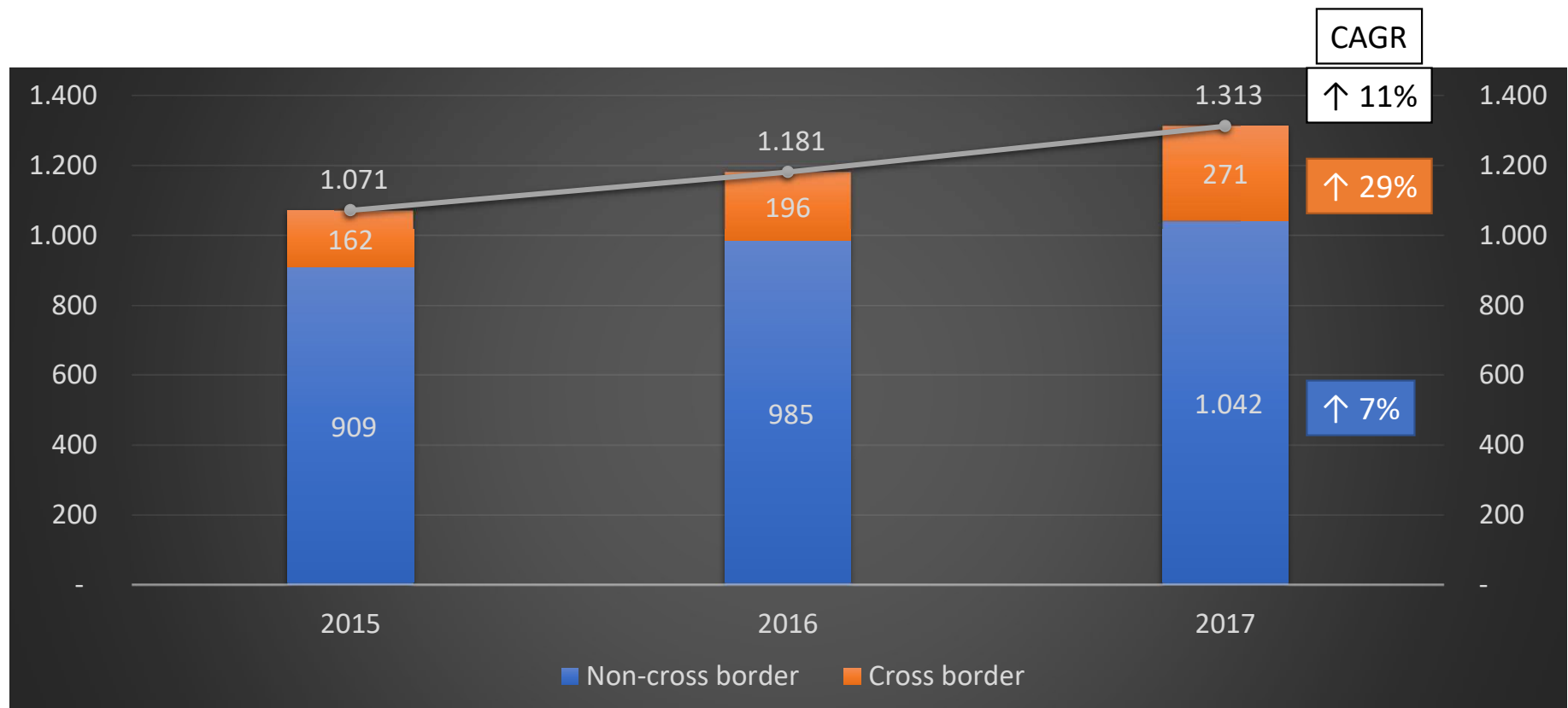


# Used the internet to buy something online in the past year (% age 15+), 2017



Source: Global Findex database.

# Global online shoppers (million)



Source: UNCTAD.2019. "Global e-commerce sales surged to \$29 trillion." *News*, 29 March.

Cross border



# Cross border value

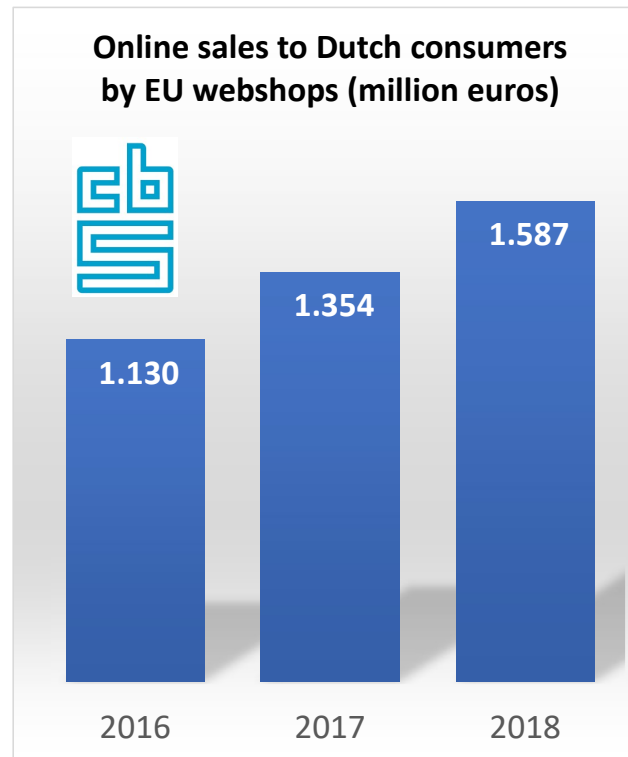
- Republic of Korea *only* country where *official* statistics on total cross border B2C value data is available
- Japan has official data on its B2C trade with China and USA

From→ To↓	USA	China	Japan	Korea (Rep.)	EU
USA		✓	✓	✓	
China	✓		✓	✓	
United Kingdom					
Japan	✓	✓		✓	
Germany					
France					
Canada					
Italy					
Korea (Rep.)	✓	✓	✓		✓
Netherlands					✓

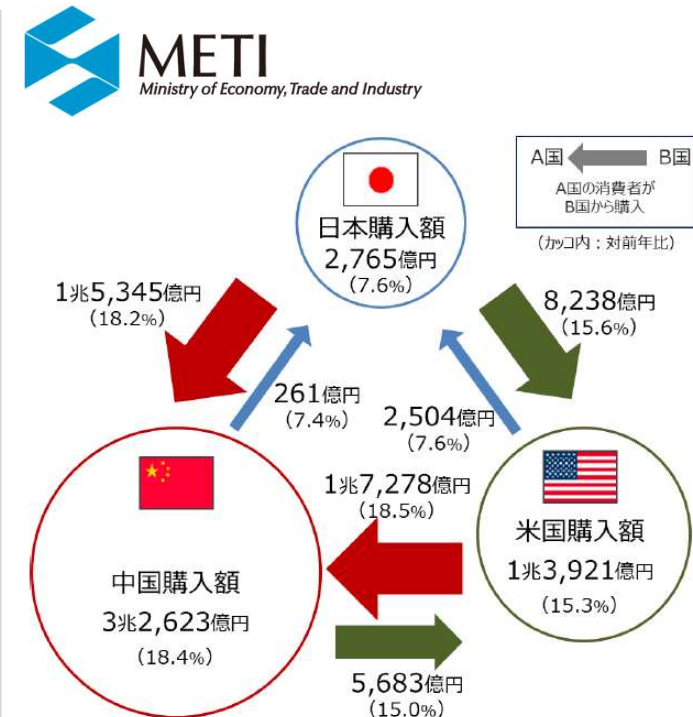
# Cross border B2C value examples



Statistics Korea. 2019. "Online Shopping in December and 2018 (Including Overseas Direct Online Sales and Purchases in the Fourth Quarter and 2018)."



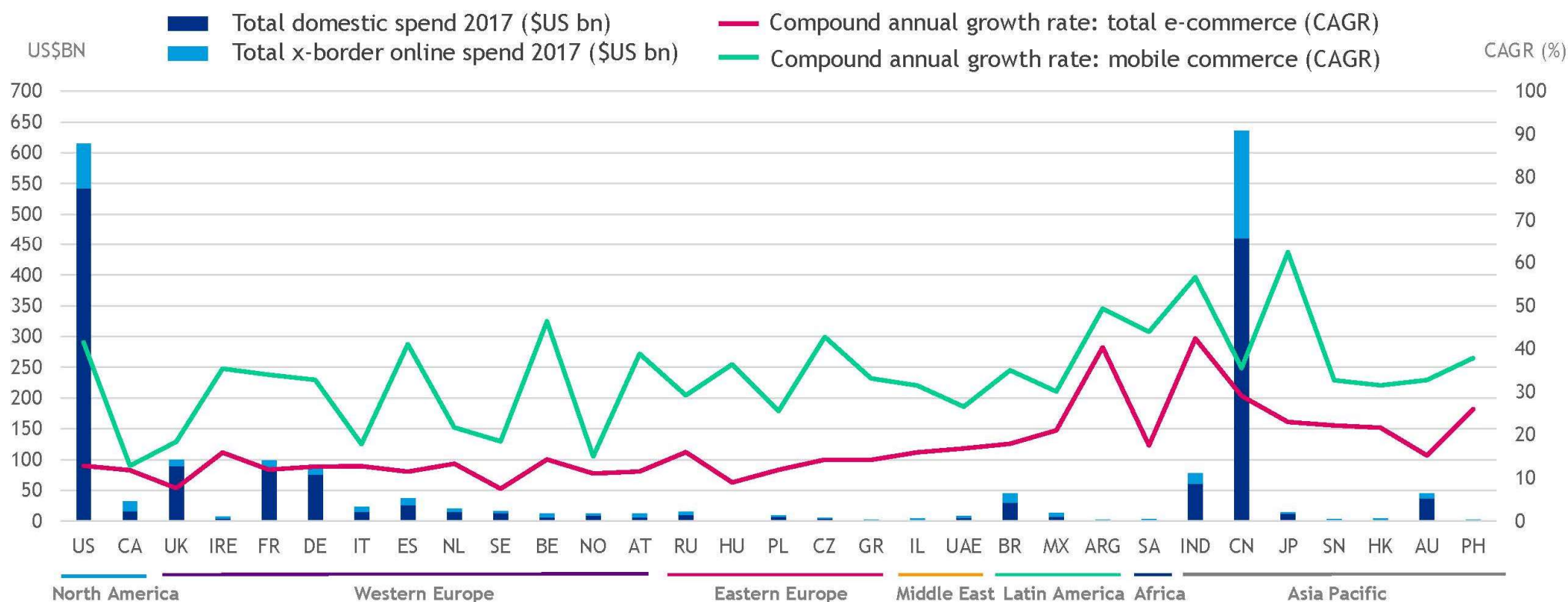
CBS. 2019. "EU webshops generate €1.6 billion in the Netherlands."



METI. 2019. "Results of FY2018 E-Commerce Market Survey Compiled"

# Online and cross-border commerce size and growth estimates

US and China are the biggest markets in terms of online spend, but Japan and India are growing fast



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Source: Ipsos PayPal Insights 2018.

# Estimated cross border B2C sales of top ten merchandize exporters, 2017

Rank	Economy	Total (\$ billion)	As a share (%) of merchandize exports	% of B2C
1	United States	102	6.6	13.5
2	China	79	3.5	7.5
3	United Kingdom	31	7.0	15.0
4	Japan	18	2.6	12.2
5	Germany	15	1.0	17.1
6	France	10	1.8	10.6
7	Canada	8	1.8	12.7
8	Italy	4	0.7	16.2
9	Korea (Rep.)	3	0.5	3.8
10	Netherlands	1	0.2	5.0
<b>Top 10 Total</b>		<b>270</b>	<b>3.0</b>	<b>10.7</b>
<i>World</i>		<i>412</i>	<i>2.3</i>	<i>10.7</i>

Source: UNCTAD.2019. "Global e-commerce sales surged to \$29 trillion." *News*, 29 March.

# Conclusions

Impacts

Official data

# Consumer welfare

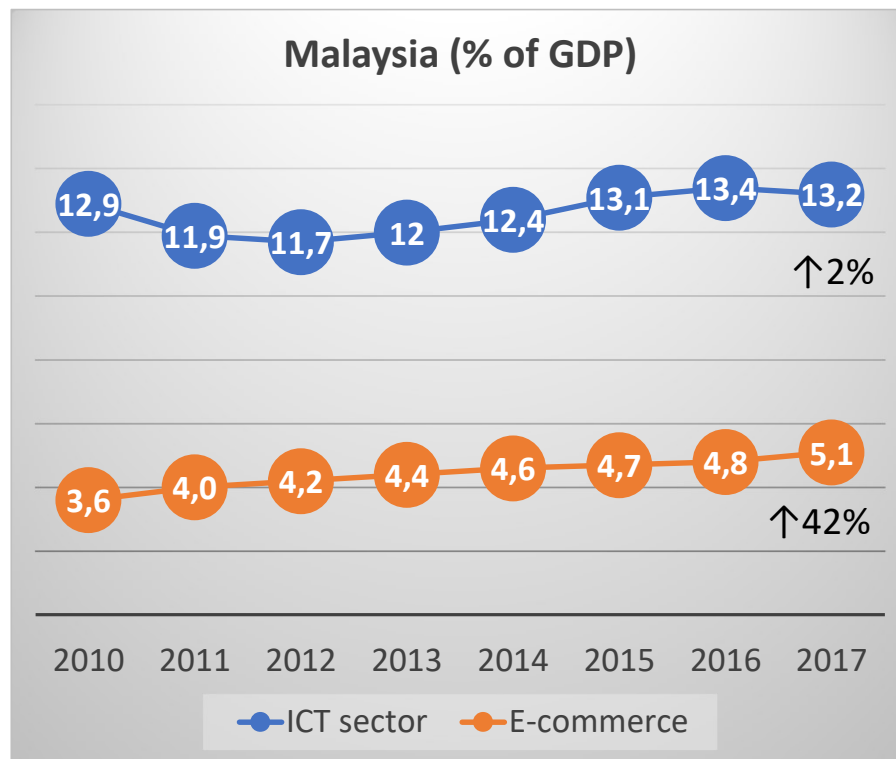
- Research found that retail e-commerce impact in the United States benefited consumer consumption by 1% between 2007 and 2017, around US\$1,000 per household.\*
- In China, a study of rural households in three provinces found the cost of living reduced by 0.81% across all households and 5.5% for those using e-commerce.\*\*
- A study on cross border e-commerce in the European Union countries found that household consumption benefited by 1.1%\*\*\*

\*Dolfen et al. 2019. "Assessing the Gains from E-Commerce."

\*\*Couture et al..2018. "E-Commerce Integration and Economic Development: Evidence from China."

\*\*\*Cardona. et al. 2015. "The Macro-economic Impact of e-Commerce in the EU Digital Single Market."

# Value added



Source: Department of Statistics, Information and Communication Technology Satellite Account 2017



Source: INEGI. Sistema de Cuentas Nacionales de México. Valor Agregado Bruto del Comercio Electrónico

# Employment

## Retail trade employment change (000s), 2011-2016

	EU	USA
Retail	(121)	674
Internet	220	118
<b>Net</b>	<b>100</b>	<b>792</b>

Note: Retail excludes pure play Internet shops.  
Source: Eurostat and Bureau of Labor Statistics.

## Full Time Equivalent Employees (3-month moving average, 000s) Change December 2007-June 2017

BRICK-AND-MORTAR RETAIL	-140
ECOMMERCE JOBS	401
WAREHOUSE (FULFILLMENT CENTERS)	274
ELECTRONIC SHOPPING	126
<b>BRICK-AND-MORTAR + ECOMMERCE</b>	<b>261</b>

Note: Brick-and-mortar retail is equal to retail minus nonstore retail. Assumes 40-hour week.

Source: Michael Mandel. 2017. "How Ecommerce Creates Jobs and Reduces Income Inequality." *Progressive Policy Institute*, September.



# B2x indicators

## COMMUNITY SURVEY ON ICT USAGE AND E-COMMERCE IN ENTERPRISES

1. What was the value of your web sales?
  1. What was the value of your web sales of goods or services, in 2019? **OR**
  2. What percentage of total turnover was generated by web sales of goods or services, in 2019?
2. What was the percentage breakdown of the value of web sales in 2019 by type of customer:
  1. Sales to private consumers (B2C)
  2. Sales to other enterprises (B2B) and Sales to public sector (B2G)
3. What was the value of your EDI-type sales?
  1. What was the value of your EDI-type sales of goods or services, in 2019?
  2. What percentage of total turnover was generated by EDI-type sales of goods or services, in 2019?
4. What was the percentage breakdown of the turnover from orders received that were placed via a website or apps in 2018 by customers located in the following geographic areas?

## COMMUNITY SURVEY ON ICT USAGE IN HOUSEHOLDS AND BY INDIVIDUALS

1. When did you last buy or order goods or services for private use over the internet?
  - ☐ Within the last 3 months
  - ☐ Between 3 months and a year ago
  - ☐ More than 1 year ago
  - ☐ Never bought or ordered over the Internet
2. From whom did you buy the mentioned goods via a website or app in the last 3 (12) months? Include online purchases from enterprises or private persons.
  - ☐ National sellers
  - ☐ Sellers from the rest of the world
  - ☐ Country of origin of sellers is not known

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## Manual for the Production of Statistics on the Information Economy - revised 2009 edition

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<b>Version</b>	2009
<b>Valid from</b>	2009
<b>Previous versions</b>	2008
<b>Description</b>	The UNCTAD's Manual for the production of statistics on the information economy is a guide for NSOs or other entities in charge of producing official statistics on the information economy, on how to produce statistics on the core indicators on ICT use in business, the ICT sector and trade in ICT goods, in a streamlined and internationally comparable manner. The Manual describes in details the core indicators on the information economy and the steps to produce them. These core indicators were developed through consultations with NSOs worldwide. The Manual provides statisticians with concrete examples of questionnaire and questions for enterprises surveys, it provides guidance on existing classifications that should be used to provide the core indicators. This Manual is also used as the basis for the capacity building activities of UNCTAD on measuring the information economy.
<b>Maintenance organization</b>	United Nations Conference on Trade and Development (UNCTAD)
<b>Statistical domains</b>	<a href="#">3.3.3 Information society</a>
<b>Type of standard</b>	Concepts and Definitions
<b>Reference</b>	<a href="http://www.unctad.org/en/docs/sdteecb20072rev1_en.pdf">http://www.unctad.org/en/docs/sdteecb20072rev1_en.pdf</a>
<b>Languages</b>	Arabic, English, French, Spanish
<b>Information last updated</b>	17/02/11

Proportion of businesses receiving orders over the Internet

International online dataset of e-commerce indicators