

E-commerce and digital economy measurement 2025 update

WG-ECDE

4-5 December 2025

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UNCTAD





- ▶ UN Trade and Development Quadrennial conference
 - 4 days
 - 170 national delegations
 - 80 ministers and vice ministers
- ▶ Geneva Consensus
 - UNCTAD's path forward
 - Concrete mandates and roadmap

On the digital economy: countries underscored that technological advances are creating both opportunities and divides and called for UNCTAD to support developing countries in building the skills, infrastructure and frameworks necessary to harness an inclusive and sustainable digital economy.



Geneva consensus

Digital economy measurement

22 [...] creating better service trade data while addressing both the persistent challenges of sparse data on services trade, informality and low productivity in some service sectors and the emerging challenges of digital service provision [...].

42.bis (a) Continue its efforts in enhancing developing countries' capacities to harness the digital economy and narrowing digital and data divides by means of research, capacity building, [...], and knowledge sharing, and in synergy with other relevant international organizations and related public and private stakeholders, and civil society organizations, including by addressing challenges of digital and emerging technology, including AI, identifying and supporting an enabling environment for digital infrastructure development, improving digital literacy and skills, and supporting the participation of MSMEs, women, and youth-led business in the digital economy;

42(b) Enhance support to developing countries in their capacity for electronic commerce, including through digital trade negotiation support, and in the assessment of their readiness for the digital economy and for harnessing gains from digital trade, including through eTrade Readiness Assessments and follow up on the implementation of its policy recommendation.

42(b).bis. Continue producing analysis to, as well as promoting and facilitating discussions on, the challenges faced by developing countries on their public revenue generation capacity, in view of digital transformation process, in order to foster international cooperation on this subject.

42bis(m) Contribute, in accordance with its mandate and in synergy with the UN system and other organisations, to initiatives, debates and events on digital trade and digital economy from a development perspective

➤ **ECDE measurement
acting across all UNCTAD pillars**

E-commerce and Digital economy measurement

ICT usage in
business

ICT sector and
trade

E-commerce
value

Digital trade

UNCTAD pillars

Research and
analysis

Intergovernmental

Technical
cooperation

In close collaboration with UNCTAD Statistics, Data and Digital Service

Research and analysis International databases

UNCTADstat Data centre

Enter search terms here

> International trade

> Economy, investment and finance

> Maritime and other transport

> Environment and related trade

✓ Digital economy and technology

✓ Digital economy

ICT producing sector core indicators, annual

i BULK 19 May 2025

Bilateral trade flows by ICT goods categories, annual

i BULK 28 Nov. 2024

Share of ICT goods as percentage of total trade, annual

i BULK 28 Nov. 2024

Core indicators on ICT use in business by location type, annual

i BULK 10 Feb. 2025

Core indicators on ICT use in business by enterprise size class, annual

i BULK 19 May 2025

Core indicators on ICT use in business by industrial classification of economic activity (ISIC Rev. 4), annual

i BULK 19 May 2025

Core indicators on ICT use in business by industrial classification of economic activity (ISIC Rev. 3.1), annual

i BULK 10 Feb. 2025

International trade in digitally deliverable services, value, shares and growth, annual (analytical)

i BULK 26 Sept. 2025

International trade in ICT services, value, shares and growth, annual

i BULK 26 Sept. 2025

✓ E-commerce

E-commerce sales, annual (analytical)

i BULK 28 Nov. 2025

International e-commerce sales - digitally ordered trade, by partner economy, annual (analytical)

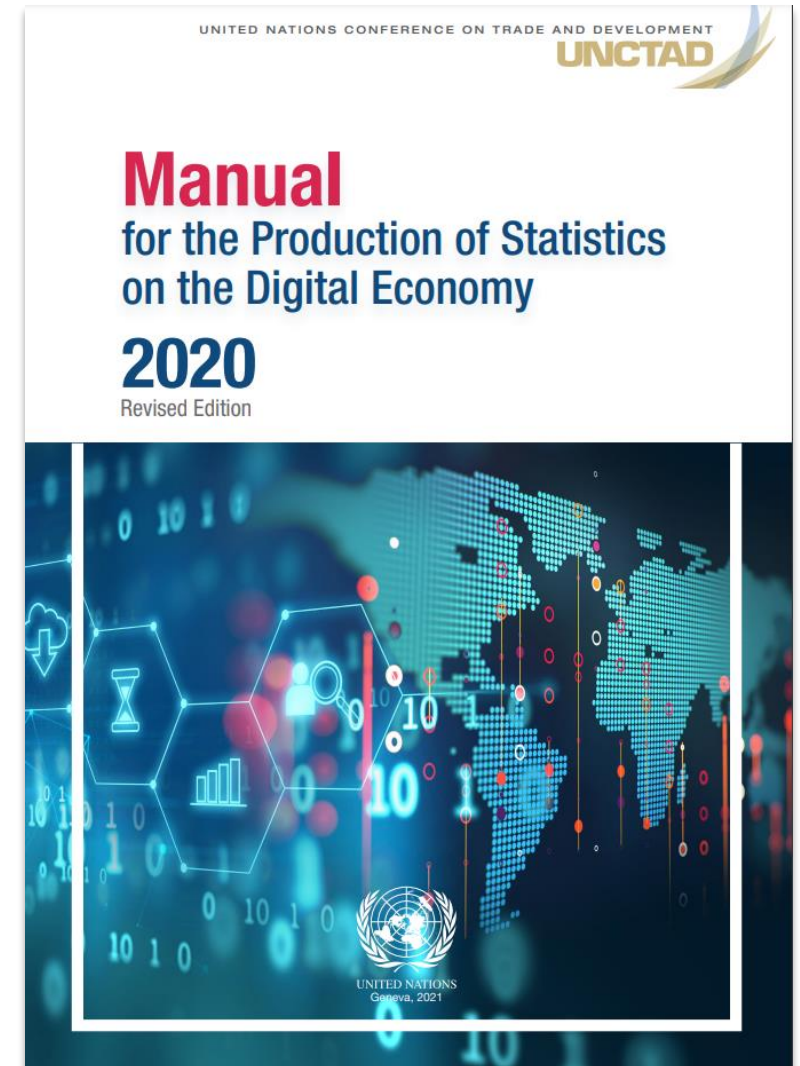
i BULK 28 Nov. 2025

> Technology and innovation

> Population and inclusiveness

➤ ICT usage in business

- ▶ Core indicators:
 - Established through the [Partnership on Measuring ICT for Development](#)
 - Set out in the [UNCTAD Manual for the Production of Statistics on the Digital Economy](#)
- ▶ Used for national and international analyses
- ▶ Collection conducted every 2 years
- ▶ Where possible, filled from [Eurostat](#) and [OECD](#) databases
- ▶ Other economies provide figures [directly to UNCTAD](#) through an [online collection tool](#)
- ▶ Requests for participation are sent to all [permanent missions in Geneva](#), [WG-ECDE participants](#), and [previous respondents](#)



➤ ICT usage in business

► 2025 update live soon

- Includes figures submitted by Member States through 2025 collection
- Forthcoming updated Eurostat (2025) and OECD data will be incorporated early in the New Year

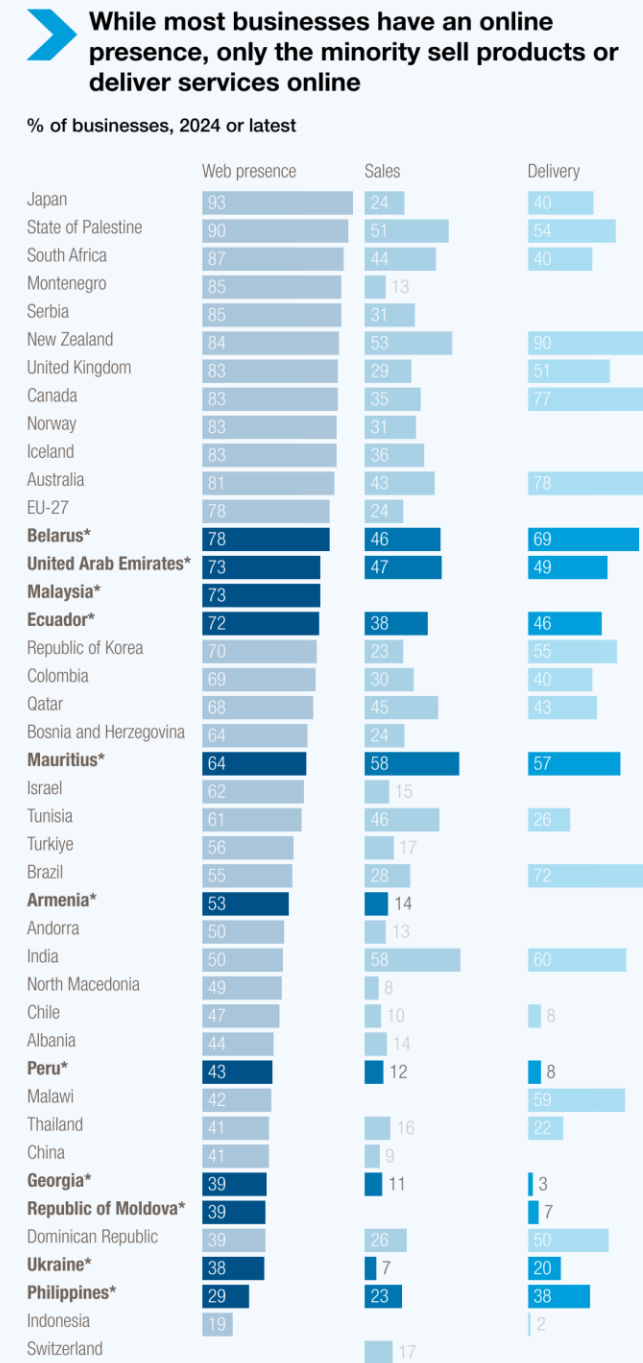
► Response remains *limited*

- Statistics on ICT usage in business are only produced in a minority of countries
- Production of statistics can be irregular
- More countries have these indicators, but don't respond to the collection
- Broader participation will be crucial to ensure the viability of this collection going forward

► Future plans

- Finalise review against UNCTAD **Statistics Quality Assurance Framework**
- Next collection in **2027**
- **Review of core indicators**

Source: UNCTAD Core indicators on ICT use in business databases (<https://unctadstat.unctad.org/datacentre/>)



Digitally deliverable trade



Digital economy



E-commerce



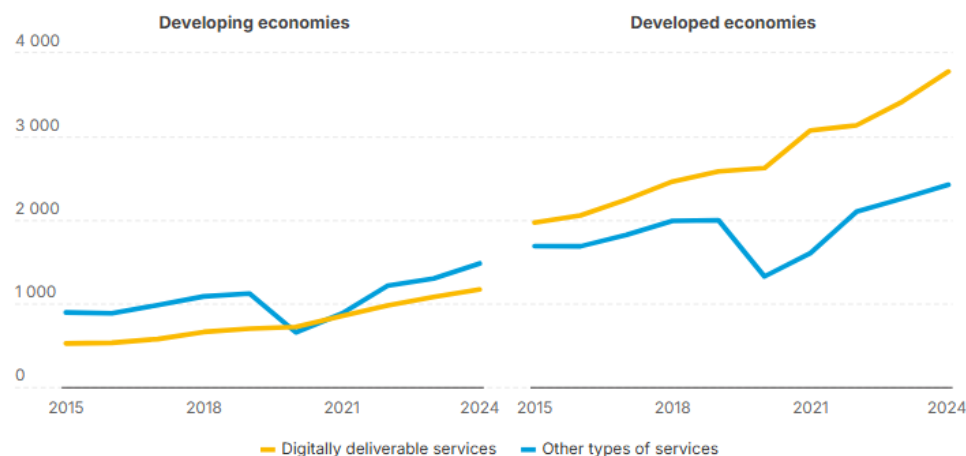
Technology and
innovation

Digitally deliverable services



Exports of digitally deliverable products growing faster in developed than in developing economies

Exports of digitally deliverable and other services, billions of dollars



Source: UN Trade and Development, UNCTADstat.

Note: Digitally deliverable products include: insurance and financial services, telecommunications, computer and information services, intellectual property charges, research-and-development services, trade-related, technical, managerial, consultancy, engineering, scientific and architectural services, audiovisual services, as well as health and education personal services, and cultural heritage and recreational services.

See [metadata](#).

In 2024, **international trade in digitally deliverable products** continued **increasing strongly**, marking a **10%** annual rise. Three quarters of their exports, worth about \$3 779 billion, originated from developed economies, while the **developing world exported** an estimated **\$1 169 billion in 2024**. Developed economies' exports rose by 10.5%, while those of developing economies registered somewhat slower albeit still significant growth of 8.2%. Among developing economies, the gap between a relatively small number of more successful exporters and others that struggle to increase their market share has widened.

Digitally delivered international trade has been on a sustained rise since 2010, further boosted by the COVID-19 pandemic. Digitally deliverable trade covers products that can be delivered remotely over computer networks. All digitally delivered products are services, according to international trade measurement standards.

Data updated on 26 Sep 2025

► Aggregated from trade in services by products

- only services can be delivered digitally
- joint UNCTAD-WTO collection of underlying services statistics
- Updated annually (September)

► Useful indicator in the absence of collecting data on **digitally delivered** trade

NEW database on e-commerce value

E-commerce sales, annual (analytical) Last updated

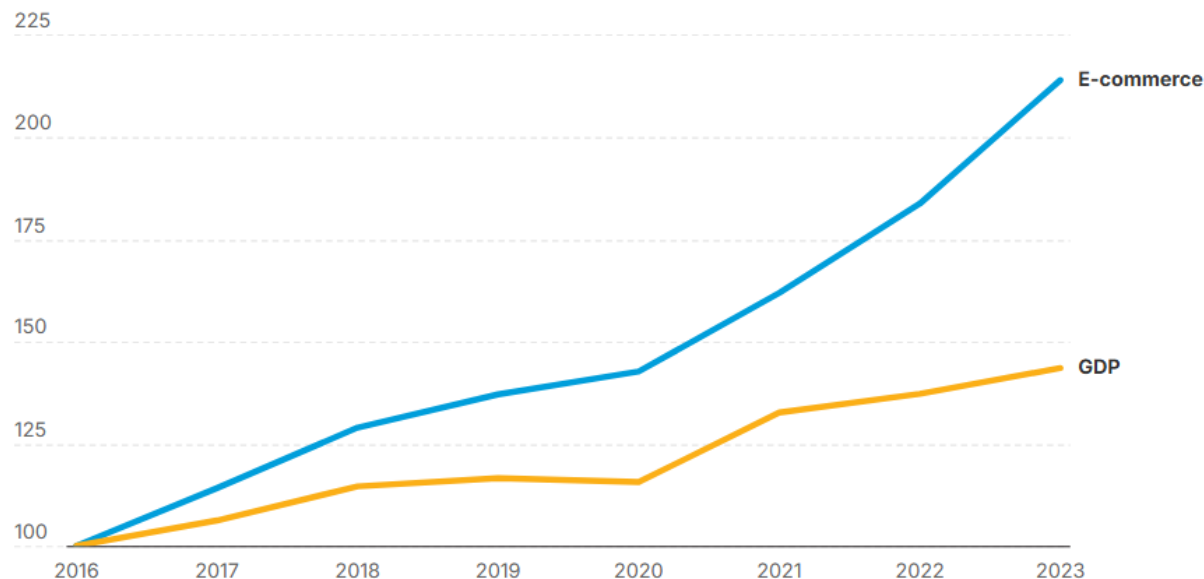


	E-COMMERCE SALES		MARKET		ENTERPRISE SIZE		ECONOMIC ACTIVITY		INDICATOR	ECONOMY	
	PAGE FILTERS									SCROLL TO ROW	
	Design Table		Total		All		Total (all availa...		US\$ at current ...	Select Economy	
Year	2016	2017	2018	2019	2020	2021	2022	2023	2024		
Economy											
Australia	(59) 238 921	(59) 302 202		
Austria	(90) 86 581	(90) 92 999	(90) 104 181	(90) 118 028	(101) 115 738	(101) 110 236	(101) 121 789	(101) 162 568	..		
Belgium		
Bosnia and Herzego...	..	(90) 3 282	(90) 4 262	(90) 2 531	(101) 2 787	(101) 2 936	(101) 4 131	(101) 4 896	..		
Bulgaria		
Canada	(76) 229 504	..	(76) 317 337	..	(76) 256 804	..		
China	(71) 1 615 203	(71) 1 930 543	(71) 2 303 892	(71) 2 451 020	(71) 2 743 676	(71) 3 529 418	(71) 4 485 860	(71) 5 135 547	..		
China, Hong Kong S...	(113) 57 658	..	(113) 62 725	..	(113) 72 651	..	(113) 112 037		
Colombia	(77) 18 365	(77) 16 649	(77) 16 362		
Croatia	(90) 7 665	(90) 8 479	(90) 9 486	(90) 11 765	(101) 13 620	(101) 14 059	(101) 13 881	(101) 21 506	..		
Cyprus		
Czechia	(90) 123 318	(90) 128 834	(90) 165 239	(90) 152 429	(101) 141 480	(101) 175 374	(101) 215 393	(101) 168 861	..		
Denmark	(90) 61 352	(90) 91 153	(90) 81 806	(90) 127 184	(101) 126 443	(101) 90 549	(101) 200 786	(101) 220 003	..		
Estonia	(90) 7 075	(90) 7 282	(90) 7 244	(90) 6 853	(101) 7 616	(101) 10 258	(101) 11 310	(101) 11 492	..		
European Union (20...		
Finland	(90) 66 767	(90) 74 261	(90) 93 221	..	(101) 83 696	..	(101) 107 511	(101) 122 547	..		
France	(90) 629 094	(90) 742 411	(90) 807 365	(90) 839 871	(101) 760 792	(105) 540 073	(101) 434 650	(101) 501 571	..		

➤ NEW database on e-commerce value

➤ E-commerce sales by businesses are growing rapidly

Business e-commerce sales value and GDP, in current prices (indices, 2016=100)



Source: UN Trade and Development, [UNCTADstat](#).

Note: Indices represent the same 36 developed and developing economies which account for two thirds of global GDP.

See [metadata](#).

The Internet offers businesses a new form of "shop window" that is visible Worldwide and can be open for orders 24/7. Their customers - including businesses, consumers, and government entities - increasingly embrace the convenience, choice, and price advantages offered by e-commerce ordering for both goods and services. As a result, **the value of businesses' e-commerce sales has grown rapidly**, based on the statistics available across 36 developed and developing economies which account for two thirds of global GDP.

This trend accelerated during the COVID-19 pandemic (2020-2023), when both businesses and their customers turned to e-commerce to mitigate disruption to other sales channels, including in-store sales and business-to-business sales made in-person.

► Availability and comparability can still be much improved

➔ TG-eCOM

Intergovernmental Working Group on Measuring E-commerce and the Digital Economy (WG-ECDE)

▶ The WG-ECDE provides a forum that:

- Supports the exchange of experience and institutional cooperation
 - Showcases relevant developments in statistics – with a focus on business / economic aspects of digital economy measurement
 - Encourages member States to produce and disseminate relevant statistics
 - Reviews relevant statistical definitions, methodologies and guidelines
 - Identifies areas where methodological improvement should be undertaken
 - Reviews progress in the implementation of definitions, methodologies and guidelines if needed, along with any obstacles to their implementation
 - Identifies needs for statistical capacity building in developing countries, especially LDCs
 - Explores new avenues for South-South cooperation
- ▶ **Meets annually**, in Geneva (hybrid format currently not possible due to funding constraints)
- ▶ **Participants with relevant expertise**: government, international organizations, expert organizations, civil society

Intergovernmental Task Group on Measuring E-commerce Value (TG-eCOM)

- ▶ Group orientated around the [specific task of developing Guidelines and Recommendations on Measuring E-commerce Value](#)
- ▶ Focused discussions following work plan of topics established by the members
- ▶ [Meets quarterly](#), usually online
- ▶ Participants with [hands-on experience](#) of developing e-commerce statistics
- ▶ Financial support by the Kingdom of Saudi Arabia

Technical Cooperation Regional and bi-lateral support

► Workshops on measuring digital trade: 130 participants from 56 countries in 2025

- Delivered jointly with IMF / OECD / WTO / UNECLAC / SPC
- Funded by CDB / IDB / UNCTAD / WTO



► Priorities for 2026

► Core indicators on ICT in business and the ICT sector

- Review of core indicators (through WG-ECDE)
- Complete quality review of indicators database and enhancements to collection platform

► E-commerce and digital trade

- TG-eCOM: finalization of guidelines and recommendations on measuring e-commerce value
- Development of capacity building / technical assistance offer
- Maintaining and enhancing database on e-commerce value and digitally ordered trade
- Integration of digital trade in TISSTAT

► Capacity building and technical assistance

- Including with partners (IMF, OECD and WTO)

► 7th Meeting of WG-ECDE 3-4 December 2026 (TBC)

Thank you

