UNCTAD B2C E-COMMERCE INDEX 2019

UNCTAD Technical Notes on ICT for Development N°14

UNITED NATIONS

The UNCTAD B2C E-commerce Index 2019

Executive summary

The 2019 edition of the UNCTAD Business-to-Consumer (B2C) E-commerce Index finds that the Netherlands boasts the highest readiness to engage in and benefit from e-commerce. European economies dominate the top-10 list, which also features Singapore and Australia. At the other end of the spectrum, least developed countries (LDCs) take up 18 of the 20 bottom positions in the index. The wide gaps between countries with the highest and the lowest level of readiness need to be addressed in order to build an inclusive digital economy for the many and not just for the few.

About the index

The UNCTAD B2C E-commerce Index measures an economy's preparedness to support online shopping. The index consists of four indicators that are highly related to online shopping and for which there is wide country coverage (Box 1).[1] The extent to which people shop online in a country is correlated with the value of the index, with an adjusted R squared value of 0.8 (Figure 1).

The 2019 index includes one additional country, Tajikistan, expanding its coverage to 152 economies. Given data limitations, this year's index should be considered provisional. Internet user data for 2018 was limited at the time of index calculation and the latest data on accounts are for 2017. Hence, changes from the previous edition of the index are mainly influenced by secure servers and postal reliability. Inclusion of additional economies is dependent on the data sources. Account ownership data are generally not available for smaller economies and the postal reliability index does not include some economies. These issues are under review in order to widen the coverage and timeliness of the index.

Box 1. UNCTAD B2C E-commerce index methodology

The index is calculated as the average of four indicators (i.e., each indicator carries the same weight) using data for 2018 or the latest available.

- Account ownership at a financial institution or with a mobile-money-service provider (% of population ages 15+) (Source: World Bank)[2]
- Individuals using the Internet (% of population) (Source: International Telecommunication Union, ITU)[3]
- Postal Reliability Index (Source: Universal Postal Union, UPU)[4]
- Secure Internet servers (per 1 million people) (Source: Netcraft retrieved from World Bank)[5]

Account ownership data are sourced from the World Bank Findex survey, which is carried out every three years. The latest survey was conducted in 2017.

Secure Internet servers per 1 million people is normalized with this formula: Log (secure server penetration)-Log (maximum value) / Log (maximum value) - Log (minimum value) *100.

---

[1] For more information on the methodology see: UNCTAD. 2017. "UNCTAD B2C E-commerce Index 2017." *UNCTAD Technical Notes on ICT for Development*, No. 9.

[2] https://globalfindex.worldbank.org/#data_sec_focus

[3] https://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx

[4] http://www.upu.int/en/the-upu/strategy/2ipd.html

[5] https://databank.worldbank.org/source/world-development-indicators#

UPU postal reliability data are available for 2015-18, depending on the country. If there are no data for a country in 2018, the previous year's data are used in the UNCTAD index.

At the time of this report, 2018 Internet use data from the ITU were available for less than half of the countries in the UNCTAD index. In some cases, official statistics have been used to update the data, otherwise data for the previous year is used.

Country ranks from the 2018 Index (based on 2017 data) are shown as in the previous version of the index. However, given revisions to 2017 data since the last index was published, the increase in score between this index and the previous one is based on the revised index value for 2018 (i.e. 2017 data).

Source: UNCTAD.

Figure 1. Relationship between UNCTAD B2C E-commerce Index values and online shopping
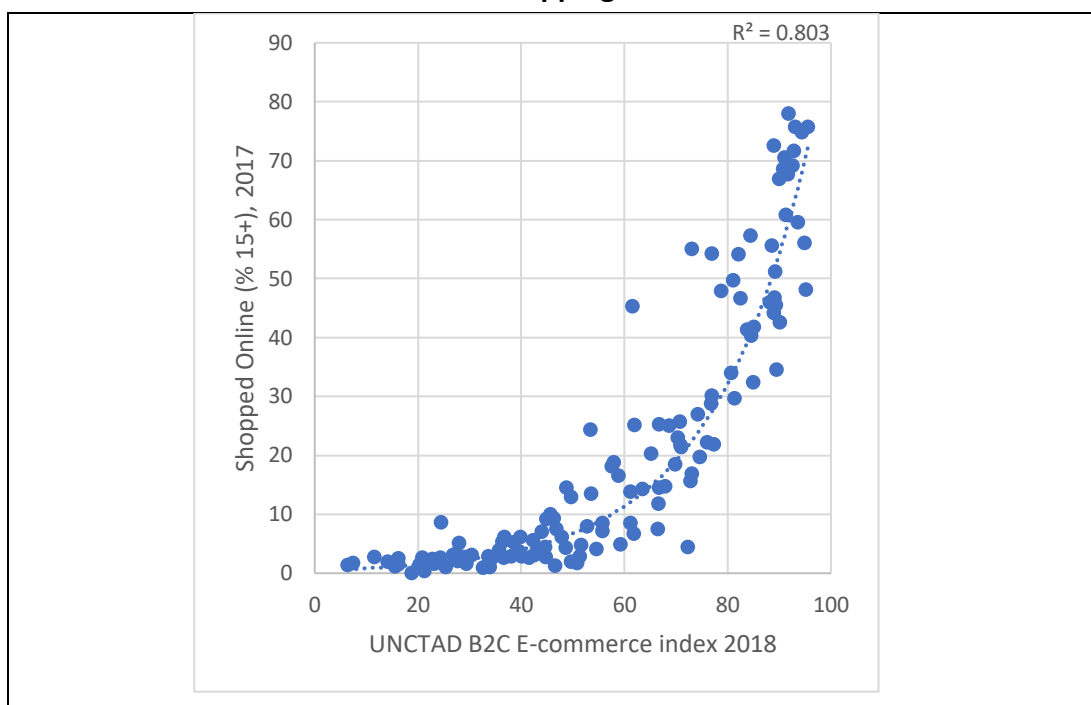
Source: UNCTAD.

A growing share of the world's population is shopping online

E-commerce allows consumers to benefit from greater choices and lower prices. In 2017, an estimated 1.3 billion people, or one quarter of the world's population aged 15 years and older, shopped online (figure 2). This represented a 12 per cent increase over 2016. The share of Internet users that are shopping online is much lower in countries at low levels of income, pointing to the importance of enhancing the e-commerce readiness not only with regard to Internet connectivity but also in other areas. As shown in table 6, in half a dozen countries (Denmark, Germany, Netherlands, Norway, Sweden and the United Kingdom) more than 80 per cent of Internet users make purchases online. In contrast, there are over two dozen low and lower middle income countries where less than 10 per cent of Internet users make purchases online.

Figure 2. Global online shoppers, 2015–2017

(Million)
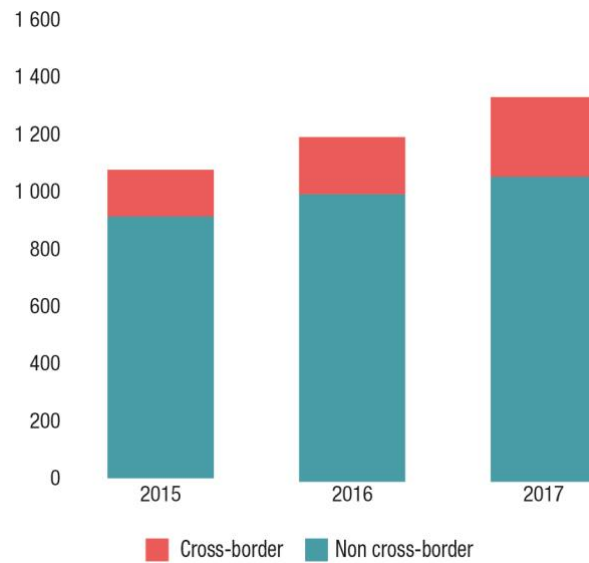
Source: UNCTAD, *Digital Economy Report 2019*, p. 16.

Figure 3. Use of Internet for online purchases, country groups by level of income, 2017

(Per cent of population aged 15 years or older)

Source: UNCTAD, *Digital Economy Report 2019*, p. 16.

3
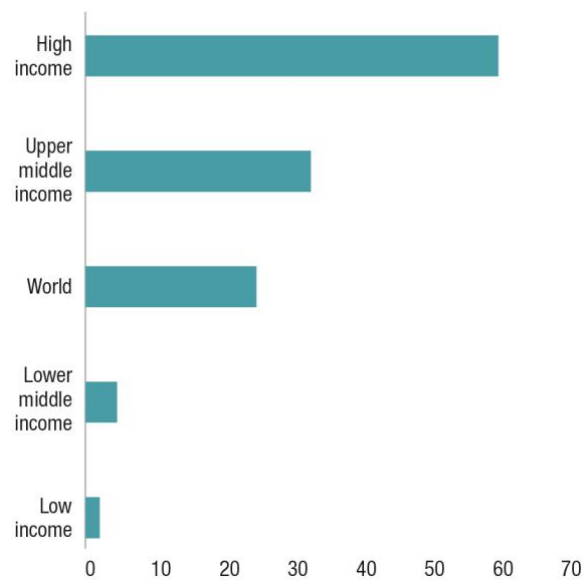
The Netherlands remains at the top of the B2C E-Commerce Index

Similar to the 2018 index, eight of the top ten countries are in Europe (Table 1). Index values are extremely close, with a range of just five points between first and tenth rank. The Netherlands remains the highest ranked country in the index, followed by Switzerland and Singapore. There were changes in the top ten with three countries dropping out (Iceland, New Zealand and Sweden) replaced by Finland, Germany and Australia. The three countries that left the top ten experienced reductions mainly in secure servers and postal reliability. Iceland, in particular, had a notable drop in postal reliability while the proportion of individuals using the Internet fell in Sweden.

Table 1. Top 10 economies in the UNCTAD B2C E-commerce Index 2019

2019 Rank	Economy	Share of individuals using the Internet (2018 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2018)	UPU postal reliability score (2018 or latest)	2019 Index value	Index value change (2017-18 data)	2018 Index rank
1	Netherlands	95	100	98	93	96.4	0.3	1
2	Switzerland	94	98	95	95	95.5	0.0	3
3	Singapore	88	98	97	97	95.1	-0.2	2
4	Finland	94	100	90	94	94.4	0.7	13
5	United Kingdom	95	96	88	98	94.4	-0.8	4
6	Denmark	98	100	100	79	94.2	2.1	10
7	Norway	97	100	86	91	93.4	-1.1	5
8	Ireland	82	95	95	100	93.3	-0.1	7
9	Germany	92	99	94	86	92.9	0.9	12
10	Australia	87	100	89	91	91.8	-0.7	11

Given that extensive commentary was provided last year about the top ten—including a detailed discussion about Netherlands's B2C ecosystem—a brief analysis is provided for the three new members on the list.[6] Germany and Australia were ranked 12th and 11th just missing out ranking in the top 10 in the 2018 index. Rather than any dramatic improvement on their part their inclusion this year has more do with the reduction in index values for the countries that dropped out. The same could be said for Finland, which in addition rose to a higher rank (4th) thanks to an improved score in the UPU's postal reliability index.

Asian nations lead among developing economies

All of the top ten developing economies are from Asia, and all of them are upper middle-income or high-income economies (Table 2). Unlike the global top ten, the range of index values is wider, with a 23-point difference between first (Singapore) and tenth (Turkey). Compared to the 2018 index, there was only one change in the composition of this group: Chile dropped out and was replaced by Qatar ranked 7th among the top ten developing economies. The first five positions remain the same. The main factor behind Qatar's improved rank is a high level of Internet use. Indeed, practically the entire country is online (99.7%) according to data from the Ministry of Transport and Communications. The Gulf state fares relatively poorly in other indicators compared to the other top ten ranked developing nations.

---

[6] To access the B2C E-Commerce Index 2018, see
https://unctad.org/en/PublicationsLibrary/tn_unctad_ict4d12_en.pdf.

However, the government has made a concerted effort to promote e-commerce in the country including a roadmap, guideline and dedicated portal.[7]

Table 2: Top 10 developing economies in the UNCTAD B2C E-commerce index, 2019

2019 Rank	Economy	Share of individuals using the Internet (2018 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2018)	UPU postal reliability score (2018 or latest)	2019 Index value)	Index value change (2017-18 data)	2018 Index rank
3	Singapore	88	98	97	97	95.1	-0.2	2
15	China, Hong Kong SAR	89	95	85	92	90.5	-1.1	16
19	Korea, Republic of	96	95	67	99	89.4	-2.4	22
28	United Arab Emirates	98	88	65	84	83.8	-0.1	33
34	Malaysia	81	85	75	86	81.9	-0.8	34
42	Iran (Islamic Republic of)	70	94	56	88	76.9	1.1	49
47	Qatar	100	66	54	77	74.2	6.4	59
48	Thailand	57	82	61	94	73.5	-3.0	43
49	Saudi Arabia	93	72	47	81	73.3	-0.2	52
53	Turkey	71	69	73	74	71.8	-1.4	47

Least developed countries are trailing the most in e-commerce readiness

Countries at the opposite end of the index are furthest most behind in terms of the readiness to engage in and benefit from e-commerce. Out of the 20 economies with the lowest value in the 2019 index, 18 are LDCs, with Congo and Syrian Arab Republic being the only non-LDCs in this group.

It is against this background that UNCTAD has been undertaking Rapid eTrade Readiness Assessments of LDCs in the past couple of years.[8] These assessments seek to increase the capacity of countries to participate effectively in e-commerce by assessing critical readiness gaps and addressing those through collaborative public and private partnerships. For most LDCs, assessments can help to overcome a significant market failure: the fact that LDCs have lacked the information and awareness to formulate effectively their needs for development assistance in the area of e-commerce, and that donors as a result have witnessed limited demand for such assistance.

Regional rankings

Table 3 shows the highest ranked economies in each region while Table 4 shows the average index values for each region.

---

[7] http://www.ecommerceqatar.qa

[8] For a list of published assessments to date, see https://unctad.org/en/Pages/Publications/E-Trade-Readiness-Assessment.aspx .

Table 3. Top 10 developing and transition economies in the UNCTAD B2C E-commerce Index 2019, by region

East, South & Southeast Asia	West Asia & North Africa	Sub-Saharan Africa	Latin America and the Caribbean	Transition economies
Singapore	United Arab Emirates	Mauritius	Chile	Belarus
China, Hong Kong SAR	Iran (Islamic Republic of)	South Africa	Costa Rica	Russian Federation
Korea, Republic of	Qatar	Nigeria	Colombia	Serbia
Malaysia	Saudi Arabia	Kenya	Dominican Republic	Georgia
Thailand	Turkey	Namibia	Jamaica	North Macedonia
China	Kuwait	United Republic of Tanzania	Trinidad and Tobago	Ukraine
Viet Nam	Oman	Ghana	Brazil	Republic of Moldova
Mongolia	Bahrain	Senegal	Venezuela (Bolivarian Rep. of)	Kazakhstan
India	Lebanon	Botswana	Uruguay	Azerbaijan
Indonesia	Tunisia	Uganda	Paraguay	Bosnia and Herzegovina

Table 4 shows the average values by geographic region. There are wide regional differences. In the case of Internet access, only a quarter of the population in Africa uses the Internet compared to three quarters in Western Asia. The relative strengths and weaknesses generally differ. East, South and Southeast Asia needs to boost Internet penetration, which currently stands at just over half of the population and is below world average. In Latin America and the Caribbean, the main opportunities for improvement is in postal reliability. To facilitate more inclusive e-commerce, African countries would benefit from catching up in all policy areas. Compared with the 2018 index, regional values have improved somewhat in Latin America and the Caribbean, Western Asia and in developed economies, while they dropped slightly for Africa and the transition economies.

Table 4. Regional values for the UNCTAD B2C E-commerce index, 2019

	Share of individuals using the Internet (2018 or latest)	Share of individuals with an account (15+, 2018 or latest)	Secure Internet servers (normalized) (2018)	UPU postal reliability score (2018 or latest)	2019 Index value	*2018 Index value*
Africa	25	40	29	22	29	*30*
East, South & Southeast Asia	53	59	57	59	57	*57*
Latin America & the Caribbean	59	53	53	28	48	*46*
Western Asia	75	58	49	52	59	*57*
Transition economies	67	58	62	65	63	*65*
Developed economies	86	93	87	82	87	*86*
World	57	60	55	49	55	*55*

Table 5. UNCTAD B2C E-commerce index, 2019, World

2019 Rank	Economy	Share of individuals using the Internet (2018 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2018)	UPU postal reliability score (2018 or latest)	2019 Index value	Index value change (2017-18 data)	2018 Index rank
1	Netherlands	95	100	98	93	96.4	0.3	1
2	Switzerland	94	98	95	95	95.5	0.0	3
3	Singapore	88	98	97	97	95.1	-0.2	2
4	Finland	94	100	90	94	94.4	0.7	13
5	United Kingdom	95	96	88	98	94.4	-0.8	4
6	Denmark	98	100	100	79	94.2	2.1	10
7	Norway	97	100	86	91	93.4	-1.1	5
8	Ireland	82	95	95	100	93.3	-0.1	7
9	Germany	92	99	94	86	92.9	0.9	12
10	Australia	87	100	89	91	91.8	-0.7	11
11	Canada	91	100	89	87	91.8	0.3	15
12	New Zealand	91	99	84	92	91.7	-2.7	9
13	United States of America	87	93	95	90	91.3	0.0	14
14	Estonia	89	98	93	83	90.7	1.0	20
15	China, Hong Kong SAR	89	95	85	92	90.5	-1.1	16
16	France	88	94	86	94	90.4	-0.9	23
17	Austria	87	98	84	89	89.7	-0.9	21
18	Sweden	92	100	85	82	89.6	-4.3	8
19	Korea, Republic of	96	95	67	99	89.4	-2.4	22
20	Belgium	89	99	83	81	87.9	1.8	28
21	Japan	85	98	81	86	87.6	-0.8	24
22	Israel	85	93	80	88	86.3	-0.7	27
23	Cyprus	84	89	76	93	85.5	-0.5	26
24	Slovakia	80	84	82	95	85.3	-1.4	25
25	Czechia	87	81	91	82	85.3	0.8	31
26	Iceland	99	99	95	47	84.9	-8.8	6
27	Croatia	75	86	85	91	84.3	1.7	32
28	United Arab Emirates	98	88	65	84	83.8	-0.1	33
29	Luxembourg	97	99	92	48	83.7	-5.8	19
30	Lithuania	80	83	85	87	83.5	-1.5	29
31	Poland	78	87	84	83	82.8	2.3	35
32	Slovenia	80	98	90	64	82.7	-7.7	18
33	Spain	86	94	81	69	82.4	3.9	38
34	Malaysia	81	85	75	86	81.9	-0.8	34
35	Latvia	84	93	83	67	81.6	-9.2	17
36	Italy	74	94	82	77	81.6	4.5	44
37	Belarus	79	81	71	86	79.3	-0.1	37
38	Hungary	76	75	85	79	78.9	0.9	39
39	Bulgaria	65	72	91	85	78.3	0.5	36
40	Russian Federation	81	76	75	80	77.9	1.5	42
41	Greece	72	85	74	78	77.6	-0.6	40
42	Iran (Islamic Republic of)	70	94	56	88	76.9	1.1	49
43	Portugal	75	92	84	57	76.8	8.9	56
44	Malta	81	97	83	44	76.4	-7.5	30
45	Serbia	73	71	77	83	76.2	-0.2	41
46	Romania	71	58	84	86	74.5	0.4	45
47	Qatar	100	66	54	77	74.2	6.4	59
48	Thailand	57	82	61	94	73.5	-3.0	43
49	Saudi Arabia	93	72	47	81	73.3	-0.2	52

2019 Rank	Economy	Share of individuals using the Internet (2018 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2018)	UPU postal reliability score (2018 or latest)	2019 Index value	Index value change (2017-18 data)	2018 Index rank
50	Georgia	64	61	68	99	73.1	-1.5	46
51	North Macedonia	79	77	55	81	73.0	-2.2	48
52	Ukraine	59	63	76	92	72.5	-1.1	51
53	Turkey	71	69	73	74	71.8	-1.4	47
54	Republic of Moldova	76	44	70	97	71.7	-1.3	54
55	Kuwait	100	80	54	43	69.3	0.0	65
56	China	54	80	55	85	68.8	3.0	62
57	Kazakhstan	79	59	64	72	68.5	-2.3	53
58	Mauritius	59	90	78	47	68.4	-2.2	55
59	Oman	80	74	47	72	68.2	4.4	72
60	Chile	84	74	78	32	67.0	-5.3	50
61	Costa Rica	74	68	63	51	64.1	3.6	71
62	Azerbaijan	80	29	53	86	61.8	-1.5	68
63	Bosnia and Herzegovina	70	59	67	50	61.5	-6.9	57
64	Viet Nam	70	31	66	77	61.1	0.8	69
65	Bahrain	99	83	54	7	60.6	-5.2	61
66	Colombia	62	46	58	76	60.5	1.2	73
67	Dominican Republic	75	56	45	66	60.4	9.5	91
68	Lebanon	78	45	48	67	59.4	-5.0	63
69	Jamaica	55	78	47	52	58.2	-8.7	67
70	Tunisia	64	37	52	79	58.1	0.1	79
71	Trinidad and Tobago	77	81	51	22	57.9	-5.0	70
72	Mongolia	24	93	66	47	57.4	-11.7	58
73	India	34	80	48	65	57.0	-1.3	80
74	Brazil	68	70	67	23	56.9	-9.6	60
75	Albania	72	40	56	49	54.4	-11.6	64
76	South Africa	56	69	81	11	54.4	0.8	77
77	Montenegro	72	68	55	22	54.2	-3.5	76
78	Armenia	65	48	53	49	53.7	-10.4	66
79	Nigeria	42	40	48	83	53.2	-5.5	75
80	Venezuela (Bolivarian Rep. of)	72	73	51	13	52.3	-1.5	82
81	Uruguay	68	64	65	8	51.4	-4.9	78
82	Paraguay	65	49	50	38	50.5	4.7	97
83	Panama	58	46	68	29	50.4	0.3	87
84	Indonesia	40	49	64	48	50.1	1.6	90
85	Argentina	74	49	67	11	50.0	-0.5	84
86	Sri Lanka	34	74	54	36	49.6	-2.2	93
87	Jordan	67	42	43	44	49.2	-7.9	74
88	Kenya	18	82	49	47	49.0	2.9	89
89	Philippines	60	35	43	57	48.6	-2.1	92
90	Peru	53	43	51	45	47.8	-1.1	94
91	Mexico	68	37	50	36	47.5	-1.2	95
92	Belize	47	48	81	13	47.3	-4.3	83
93	Uzbekistan	52	37	51	41	45.4	-8.4	86
94	Namibia	51	81	46	3	45.3	-3.7	103
95	Morocco	65	29	52	28	43.4	-11.4	81
96	United Republic of Tanzania	25	47	33	69	43.3	1.1	110
97	Ghana	39	58	31	43	42.8	-10.6	85

2019 Rank	Economy	Share of individuals using the Internet (2018 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2018)	UPU postal reliability score (2018 or latest)	2019 Index value	Index value change (2017-18 data)	2018 Index rank
98	Senegal	46	42	29	53	42.7	-0.4	108
99	Honduras	32	45	41	52	42.4	-0.9	106
100	Botswana	47	51	45	21	41.0	-5.3	100
101	Ecuador	57	51	51	0	39.9	-4.2	102
102	Egypt	47	33	35	43	39.4	-0.3	113
103	Bangladesh	15	50	44	47	39.0	-11.4	88
104	Bolivia (Plurinational State of)	44	54	45	12	38.9	-4.7	105
105	Uganda	24	59	30	42	38.8	-10.1	99
106	Gabon	62	59	33	0	38.3	-6.0	104
107	Algeria	60	43	40	10	38.2	-4.2	111
108	Guatemala	65	44	41	0	37.5	-5.2	119
109	Libya	22	66	62	0	37.4	-3.5	107
110	El Salvador	34	30	42	42	37.2	-11.1	96
111	Kyrgyzstan	38	40	47	20	36.4	-2.0	114
112	Nepal	34	45	48	14	35.4	-6.0	115
113	Lao People's Dem. Rep.	26	29	30	56	35.1	-13.1	98
114	Pakistan	16	21	44	54	33.7	-2.9	117
115	Zimbabwe	27	55	37	13	33.1	-8.3	109
116	Bhutan	48	34	48	2	32.8	-8.7	112
117	Cameroon	23	35	20	50	32.0	-14.6	101
118	Cōte d'Ivoire	47	41	26	11	31.3	-2.5	123
119	Eswatini	47	29	38	11	31.3	-8.0	121
120	Ethiopia	19	35	9	61	31.1	4.4	140
121	Rwanda	22	50	35	17	30.9	-8.1	116
122	Cambodia	40	22	41	20	30.8	-4.3	118
123	Angola	14	29	26	52	30.4	0.1	131
124	Djibouti	56	12	35	11	28.6	-7.2	138
125	Lesotho	29	46	36	2	28.0	-5.5	125
126	Myanmar	31	26	24	26	26.8	-8.2	124
127	Zambia	14	46	36	9	26.4	-6.8	126
128	Togo	12	45	23	24	26.2	-10.2	120
129	Tajikistan	22	47	33	1	25.7	25.7	
130	Sudan	31	15	18	38	25.6	-11.2	122
131	Iraq	49	23	26	3	25.3	-5.5	129
132	Nicaragua	28	31	40	2	25.2	-6.2	127
133	Madagascar	10	18	20	40	22.0	-10.3	128
134	Syrian Arab Republic	34	23	30	0	21.9	-6.5	134
135	Mozambique	10	42	26	9	21.7	-3.6	136
136	Mali	13	35	25	12	21.5	-9.2	130
137	Haiti	32	33	20	0	21.2	-1.8	141
138	Benin	20	38	22	3	21.0	-7.9	137
139	Sierra Leone	9	20	11	40	20.1	-2.5	142
140	Malawi	14	34	28	3	19.7	-9.4	133
141	Yemen, Arab Republic	27	6	17	27	19.2	-7.0	146
142	Burkina Faso	16	43	14	2	18.8	-11.9	132
143	Afghanistan	14	15	38	6	18.2	-8.7	135
144	Liberia	8	36	13	10	16.7	-6.4	143
145	Mauritania	21	21	20	4	16.5	-10.7	139
146	Guinea	18	23	16	0	14.3	-6.7	149

2019 Rank	Economy	Share of individuals using the Internet (2018 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2018)	UPU postal reliability score (2018 or latest)	2019 Index value	Index value change (2017-18 data)	2018 Index rank
147	Congo	9	26	21	0	14.0	-7.2	144
148	Dem. Rep. of the Congo	9	26	15	6	13.8	-5.7	148
149	Comoros	8	22	22	0	13.1	-6.2	145
150	Burundi	3	7	21	6	9.0	-8.9	147
151	Chad	7	22	0	6	8.5	-7.4	150
152	Niger	5	16	1	0	5.4	-9.6	151

Source: UNCTAD.

Table 6: Internet shoppers as a share of Internet users and of population, latest year

Economy	As a share of Internet users (%)	As a share of population (%)	Latest data	Note
Afghanistan	3	0.4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Albania	9	7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Algeria	5	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Argentina	20	15	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Armenia	13	9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Australia	73	63	2017	Purchasing goods or services, 15+, last 3 months, ABS.
Austria	69	60	2018	Internet purchase, last year, EUROSTAT.
Azerbaijan	2	1	2018	Ordering or selling goods or services, NSO.
Bahrain	22	21	2017	Purchasing or ordering goods or services, TRA.
Bangladesh	8	1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Belarus	38	30	2018	Ordering and purchasing goods and services, BelSTAT.
Belgium	67	60	2018	Internet purchase, last year, EUROSTAT.
Benin	13	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Bolivia (Plurinational State of)	7	5	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Bosnia and Herzegovina	25	18	2018	Internet purchase, last year, EUROSTAT.
Botswana	8	4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Brazil	34	24	2018	Purchased goods and services on the internet in the last year, 10+, CGI.br.
Bulgaria	31	20	2018	Internet purchase, last year, EUROSTAT.
Burkina Faso	10	2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Cambodia	8	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Cameroon	11	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Canada	75	68	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Central African Republic	15	2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Chad	11	2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Chile	34	28	2017	Internet purchase for personal goods or services, 16+ in last 3 months, SUBTEL.
China	69	39	2017	Online shopping, source: CNNIC.
China, Hong Kong SAR	48	42	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
China, Taiwan Province of	53	43	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Colombia	12	8	2018	Purchase/order products or services, age 5+, DANE.
Congo	13	2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Costa Rica	24	18	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Côte d'Ivoire	7	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.

Economy	As a share of Internet users (%)	As a share of population (%)	Latest data	Note
Croatia	47	35	2018	Internet purchase, last year, EUROSTAT.
Cyprus	38	32	2018	Internet purchase, last year, EUROSTAT.
Czechia	67	58	2018	Internet purchase, last year, EUROSTAT.
Dem. Rep. of the Congo	12	2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Denmark	86	84	2018	Internet purchase, last year, EUROSTAT.
Dominican Republic	11	7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Ecuador	10	6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Egypt	3	1	2017	Purchasing goods or services, MCIT.
El Salvador	9	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Estonia	68	61	2018	Internet purchase, last year, EUROSTAT.
Ethiopia	0.3	0.03	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Finland	74	70	2018	Internet purchase, last year, EUROSTAT.
France	75	66	2018	Internet purchase, last year, EUROSTAT.
Gabon	10	6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Georgia	8	4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Germany	82	75	2018	Internet purchase, last year, EUROSTAT.
Ghana	11	4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Greece	45	32	2017	Internet purchase, last year, EUROSTAT.
Guatemala	8	5	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Guinea	14	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Haiti	9	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Honduras	5	1	2017	Buy products or services, last 3 months, INE.
Hungary	52	40	2018	Internet purchase, last year, EUROSTAT.
Iceland	76	75	2018	Internet purchase, last year, EUROSTAT.
India	11	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Indonesia	33	10	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Iran (Islamic Republic of)	42	26	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Iraq	14	9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Ireland	70	57	2018	Internet purchase, last year, EUROSTAT.
Israel	53	44	2018	Shopping, Age 20+, CBS.
Italy	47	35	2018	Internet purchase, last year, EUROSTAT.
Japan	49	42	2017	Buying / exchanging goods and services, MIC.
Jordan	9	7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Kazakhstan	19	15	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Kenya	24	9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Korea, Republic of	60	54	2017	Internet Shopping users, Age 12+, KISA/ISIS
Kosovo (under United Nations	25	22	2018	Internet purchase, last year, EUROSTAT.

Economy	As a share of Internet users (%)	As a share of population (%)	Latest data	Note
Security Council Resolution 1244/99)				
Kuwait	21	20	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Kyrgyzstan	8	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Lao People's Dem. Rep.	20	6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Latvia	53	45	2018	Internet purchase, last year, EUROSTAT.
Lebanon	17	14	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Lesotho	7	2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Liberia	3	1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Libya	23	15	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Lithuania	54	43	2018	Internet purchase, last year, EUROSTAT.
Luxembourg	74	72	2018	Internet purchase, last year, EUROSTAT.
Madagascar	10	1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Malawi	15	2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Malaysia	23	19	2017	Purchasing and ordering goods and services, source: DOS. 2014: Mid-point estimate of 2013, 2015 data. 2016: "Online shopping", source: MCMC.
Mali	13	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Malta	66	53	2018	Internet purchase, last year, EUROSTAT.
Mauritania	7	1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Mauritius	25	14	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Mexico	16	10	2017	Purchases via the Internet, last year, INEGI.
Mongolia	9	7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Montenegro	16	12	2018	Internet purchase, last year, EUROSTAT.
Morocco	22	14	2018	Buying or ordering good or services, Age 5+, last year, ANRT.
Mozambique	14	4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Myanmar	9	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Namibia	24	12	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Nepal	5	2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Netherlands	84	80	2018	Internet purchase, last year, EUROSTAT.
New Zealand	79	70	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Nicaragua	8	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Niger	13	1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Nigeria	10	4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
North Macedonia	31	24	2018	Internet purchase, last year, EUROSTAT.

Economy	As a share of Internet users (%)	As a share of population (%)	Latest data	Note
Norway	81	79	2018	Internet purchase, last year, EUROSTAT.
Pakistan	5	1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Palestine, State of	8	5	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Panama	12	6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Paraguay	11	7	2018	Purchase and/or sell products or services, Age 10+, DGEEC.
Peru	7	3	2017	Buy products &/or services, age 6+, INEI.
Philippines	16	9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Poland	60	47	2018	Internet purchase, last year, EUROSTAT.
Portugal	49	37	2018	Internet purchase, last year, EUROSTAT.
Republic of Moldova	30	18	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Romania	26	18	2018	Internet purchase, last year, EUROSTAT.
Russian Federation	34	26	2017	Buying goods and long-term services, 18+, Russian Public Opinion Research Center (VCIOM).
Rwanda	11	1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Saudi Arabia	27	25	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Senegal	6	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Serbia	46	34	2018	Internet purchase, last year, EUROSTAT.
Sierra Leone	16	1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Singapore	72	63	2018	Purchasing or ordering goods or services; aged 15 and above, IMDA.
Slovakia	71	57	2018	Internet purchase, last year, EUROSTAT.
Slovenia	63	50	2018	Internet purchase, last year, EUROSTAT.
South Africa	13	8	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Spain	62	53	2018	Internet purchase, last year, EUROSTAT.
Sri Lanka	13	3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Sweden	84	77	2018	Internet purchase, last year, EUROSTAT.
Switzerland	67	63	2017	Purchase or order something, OFS.
Tajikistan	27	8	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Thailand	9	5	2017	Online purchase goods & services, NSO.
Togo	8	2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Trinidad and Tobago	24	16	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Tunisia	11	5	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Turkey	35	25	2018	Internet purchase, last year, EUROSTAT.
Uganda	23	4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Ukraine	34	21	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
United Arab Emirates	52	50	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
United Kingdom	87	83	2018	Internet purchase, last year, EUROSTAT.

Economy	As a share of Internet users (%)	As a share of population (%)	Latest data	Note
United Republic of Tanzania	22	5	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
United States of America	79	70	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Uruguay	30	24	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Uzbekistan	5	2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Venezuela (Bolivarian Rep. of)	18	13	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Viet Nam	31	19	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Zambia	21	5	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Zimbabwe	12	4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.

Source: UNCTAD.

UNCTAD Technical Notes on ICT for Development

1. Implications of Applying the New Definition of «ICT Goods», May 2011

2. Updating the Partnership Definition of ICT Goods From HS 2007 to HS 2012, January 2014

3. International Trade in ICT Services and ICT-enabled Services: Proposed Indicators from the Partnership on Measuring ICT for Development, October 2015

4. Global Assessment of Sex-disaggregated ICT Employment Statistics: Data Availability and Challenges on Measurement and Compilation, December 2015

5. Trade in ICT Goods and the 2015 Expansion of the WTO Information Technology Agreement, December 2015

6. In Search of Cross-border E-commerce Trade Data, April 2016

7. UNCTAD B2C E-commerce Index 2016, April 2016

8. The «New» Digital Economy and Development, October 2017

9. UNCTAD B2C E-commerce Index 2017, October 2017

10. Updating the Partnership Definition of ICT Goods From HS 2012 to HS 2017, February 2018

11. Implementing a Survey on Exports of ICT-enabled Services, June 2018

12. UNCTAD B2C E-commerce Index 2018: Focus on Africa, December 2018

13. Donor Support to the Digital Economy in Developing Countries, March 2019

For more information about UNCTAD›s work on ICT for Development please contact:

ICT Policy Section
Division on Technology and Logistics
www.unctad.org/ict4d
ict4d@unctad.org