

Update on UNCTAD work on measuring e-commerce and the digital economy

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Key publications



- Stock-taking report collating published official statistics/estimates of the value of e-commerce sales by businesses
- Looks in detail at:
 - Definitions
 - Approaches to measuring value
 - Breakdowns
 - Cross-border e-commerce
 - Sources, coverage, methods
- Foundation for the Task Group on Measuring e-commerce value (TG-eCOM)

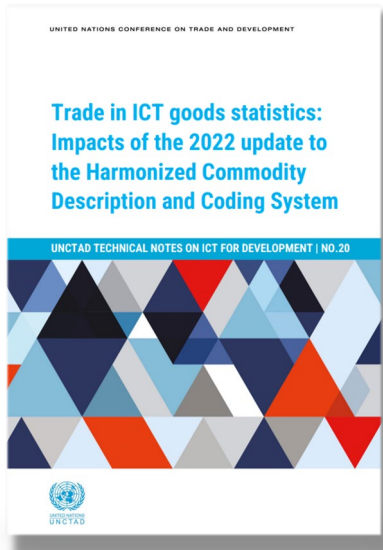
<https://unctad.org/publication/measuring-value-e-commerce>

- IMF-OECD-UNCTAD-WTO collaboration
- Now available in:
 - English
 - Arabic
- Foundation for joint capacity building and technical assistance

<https://unctad.org/publication/handbook-measuring-digital-trade>



Key publications

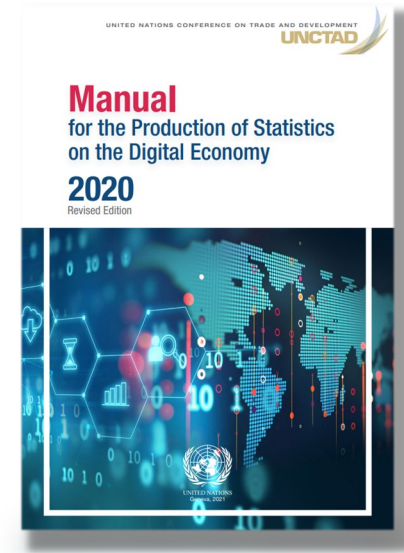


- Analyses updated world customs organisation categorisation of merchandise products (HS22) against the OECD definition of ICT products
- New product detail introduced in HS22 allow to exclude certain products which do not meet the definition of ICT goods (notably solar cells and arrays)
- Some other products recommended for inclusion (e.g. flat panel display modules)

https://unctad.org/system/files/official-document/tn_unctad_ict4d20_en.pdf

- Now available in:
 - English
 - French
 - Spanish
 - Portuguese
 - Arabic (new for 2023!)

<https://unctad.org/publication/manual-production-statistics-digital-economy-2020>



UNCTAD statistics on the digital economy

Available at:

<https://unctadstat.unctad.org/datacentre/>



← → ↺ 🏠 unctadstat.unctad.org/datacentre/

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Data centre

> International merchandise trade

> International trade in services

▼ Digital economy

ICT producing sector core indicators, annual

Bilateral trade flows by ICT goods categories, annual

Share of ICT goods as percentage of total trade, annual

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

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

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

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

International trade in digitally-deliverable services, value, shares and growth, annual

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

> Trade and biodiversity

> Ocean trade

> Technology and innovation

> Plastics trade

> Creative economy

> Iron ore (Discontinued)

> Maritime transport

> Balance of payments

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18 Jul. 2023

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31 Aug. 2023

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25 Sept. 2023

Improved statistics on digitally deliverable services trade

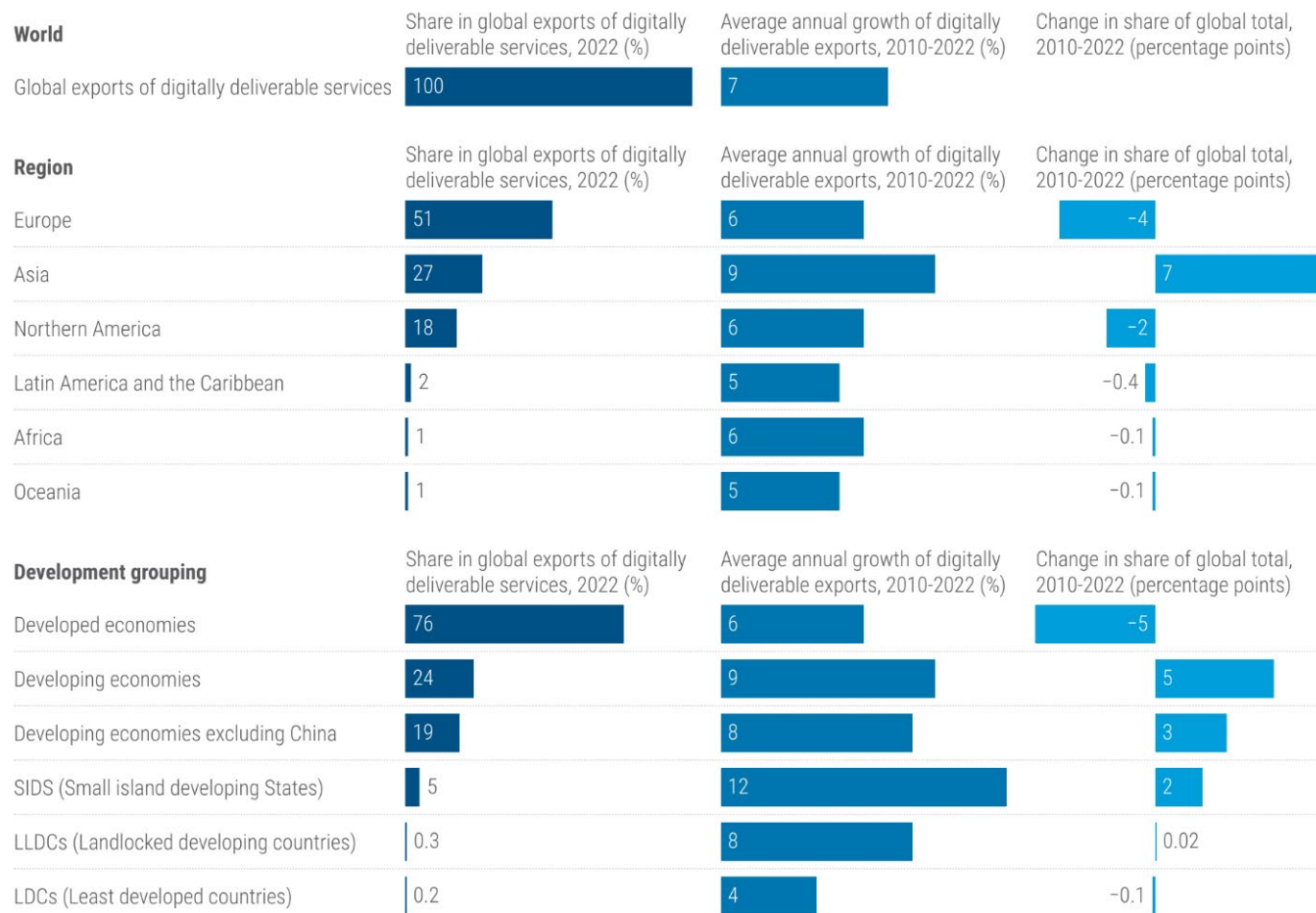


- Aligned with digitally deliverable services as set out in Table 4.1 of the Handbook

- Improved targeting of digitally deliverable services to reduce over-estimation



Digitally deliverable exports have grown but disadvantaged countries are being left behind



Note: Annual average growth based in exports in current prices.

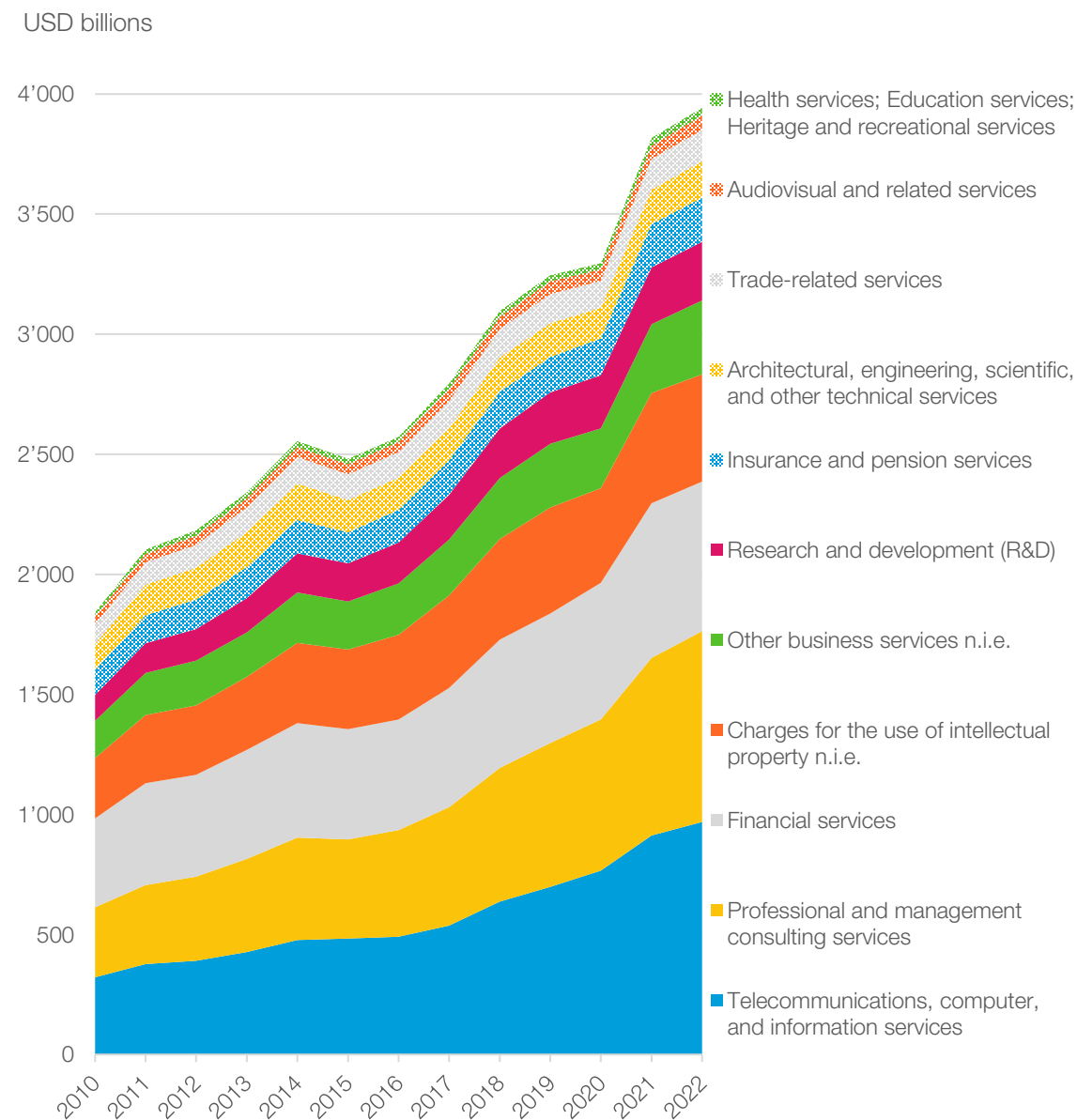
Chart: UNCTAD • Source: UNCTAD estimates based on UNCTAD-WTO common data set on international trade in services

Improved statistics on digitally deliverable services trade



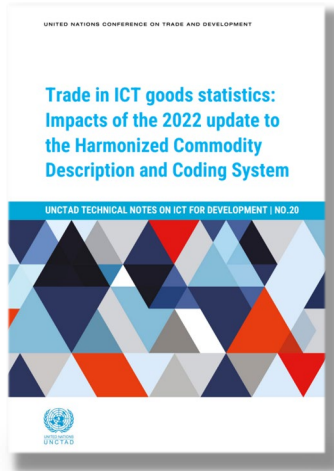
- Aligned with digitally deliverable services as set out in Table 4.1 of the Handbook
- Improved targeting of digitally deliverable services to reduce over-estimation
- NEW: breakdown by digitally deliverable services products

Exports of digitally deliverable services (current prices)



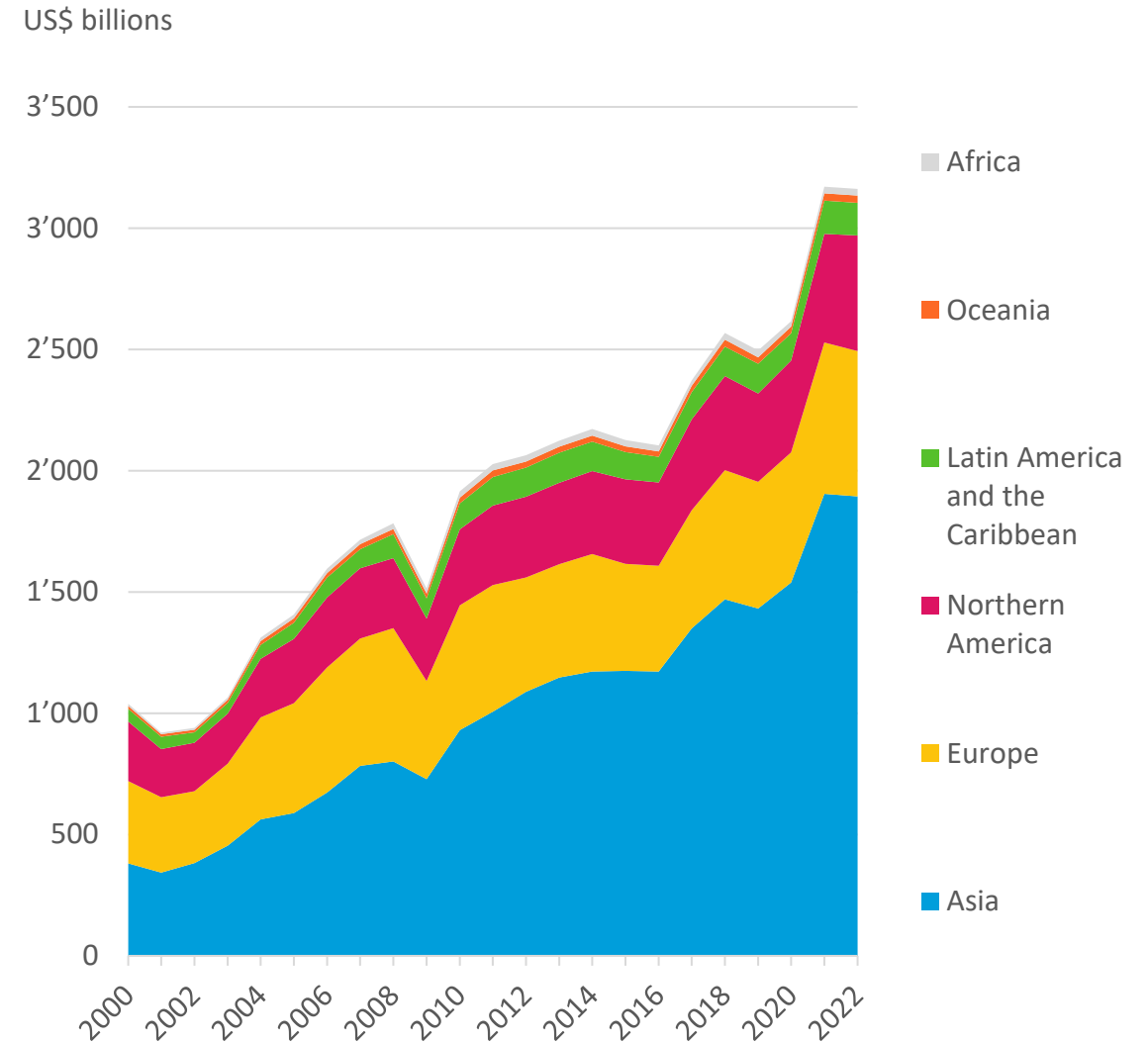
Source: UNCTAD estimates based on UNCTAD-WTO common data set on international trade in services

Improved statistics on ICT goods trade



- Aligned with updated list of ICT goods and associated recommendations
- Improved methods for handling missing data at country level → reduces underestimation of regional/global aggregates
- Out soon!

Imports of ICT goods (current prices)



Database of core indicators on ICT usage in business

- Facilitate [international comparisons](#)
- Support international organizations and others in conducting [analysis](#), providing policy [advice and support](#).
- Several international organizations compile publicly available databases of business ICT usage indicators:
 - Eurostat (covering EU countries)
 - OECD (covering OECD members)
 - UNCTAD (covering UNCTAD members -195 countries)
- Much of the most detailed and widely referenced analysis is based on the Eurostat and OECD databases, which often have consistent country coverage, long time-series, etc.
- To make sure non-EU/OECD countries are represented and accounted for it is crucial that:
 - Business ICT usage surveys are [implemented more widely](#) across countries and [regularly over time](#).
 - Results are shared through the [UNCTAD collection of official statistics on ICT use by enterprises and on the ICT sector](#).



Reports Table Chart

Actions

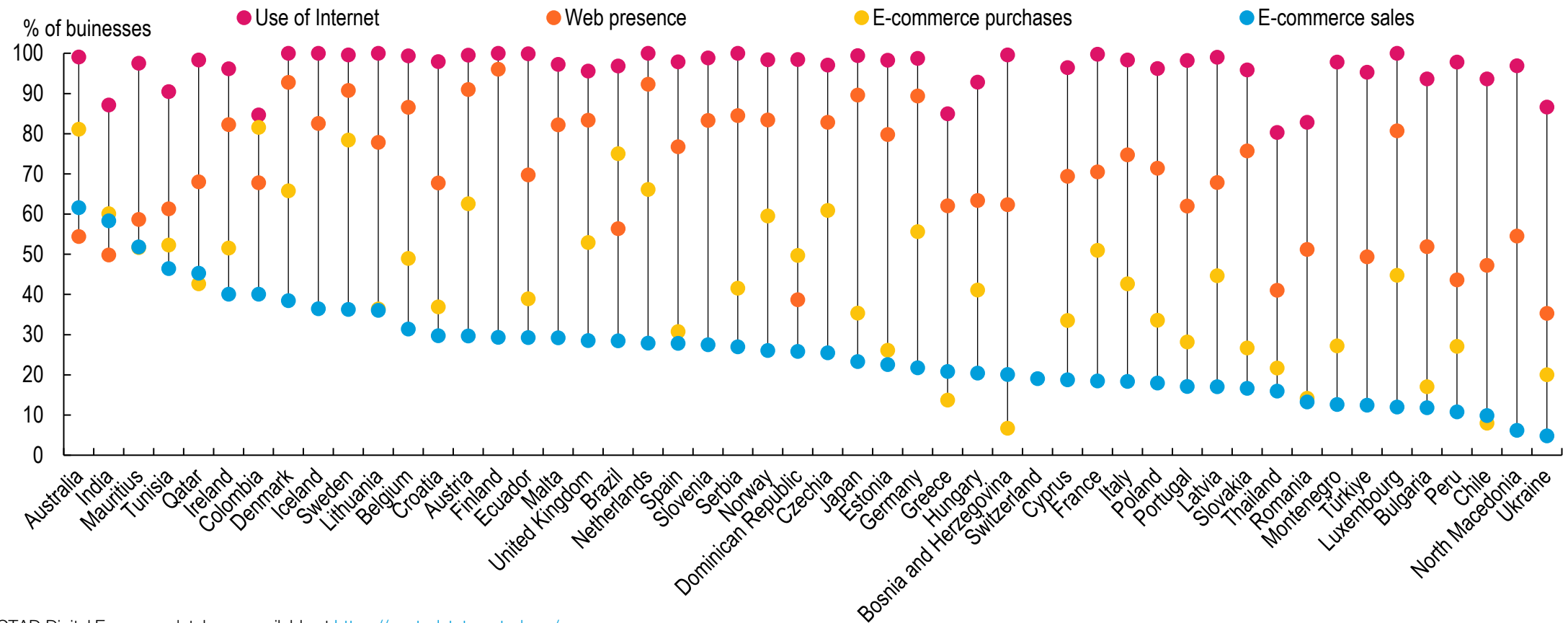
Core indicators on ICT use in business by enterprise size class, annual, 2003-2021

Other: ENTERPRISE SIZE ▼ All enterprises

YEAR		2015	2016	2017	2018	2019	2020
USE OF ICT	ECONOMY	↑↓	↑↓	↑↓	↑↓	↑↓	↑↓
B1: Proportion of businesses using computers	Egypt	..	79.9	..	..	..	..
	Kenya	92.0	..	..	..	..	..
	Mauritius	98.4	98.7	98.8	99.0	98.7	97.1
	Tunisia	..	..	88.0	..	..	..
B2: Proportion of persons employed routinely using computers	Egypt	..	26.7	..	..	..	..
	Kenya	28.6	..	..	..	..	..
	Mauritius	..	..	..	..	..	..
	Tunisia	..	..	41.0	..	..	..
B3: Proportion of businesses using the Internet	Egypt	..	59.9	..	..	..	..
	Kenya	90.1	..	..	..	..	..
	Mauritius	97.6	97.3	97.8	98.2	97.7	96.8
	Tunisia	..	..	85.0	..	..	..
B4: Proportion of persons employed routinely using the Internet	Egypt	..	19.1	..	..	..	..
	Kenya	25.3	..	..	..	..	..
	Mauritius	..	..	..	..	..	..
	Tunisia	..	..	37.0	..	..	..

ICT use in business: selected indicators

Businesses Internet usage, 2021 or latest
In order of share of businesses making e-commerce sales



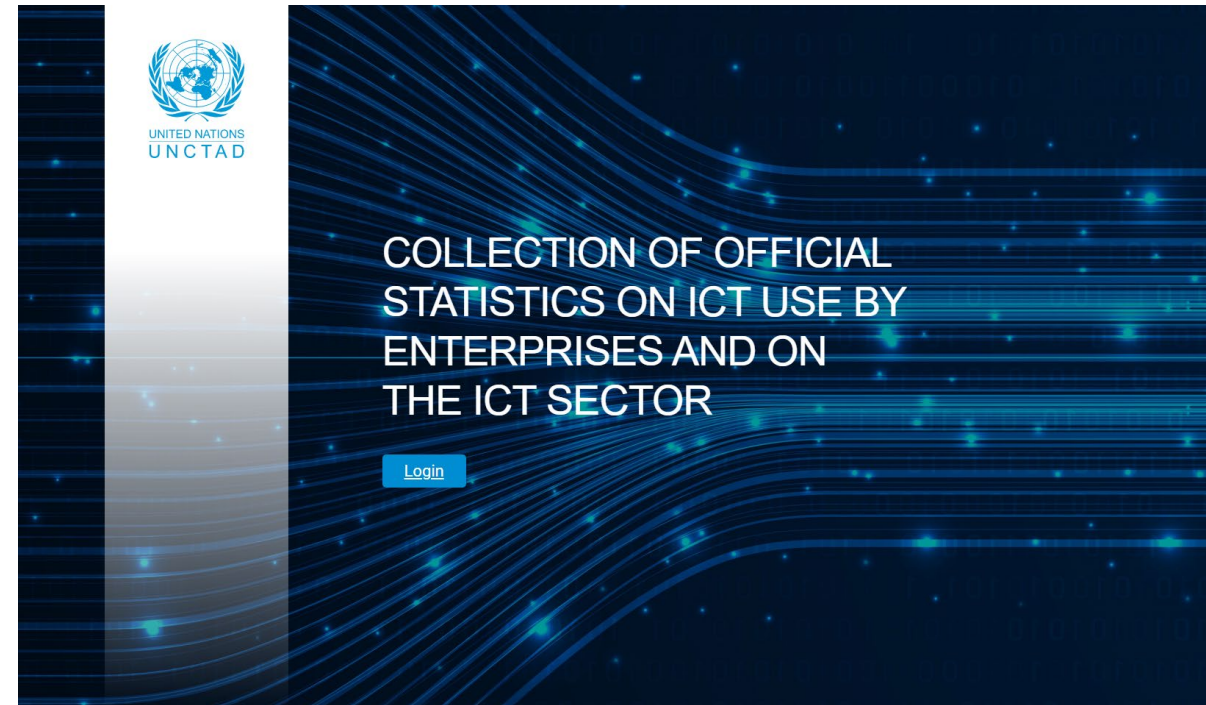
Source: UNCTAD Digital Economy database, available at <https://unctadstat.unctad.org/>

Note: Businesses with 10+ persons employed. For each country and variable, if 2021 not available the latest available observation (2018 or later) is used. For e-commerce sales and web presence, the most common reporting year is 2021. For internet use it's 2019, for e-commerce purchases it's 2018. Data for India represents manufacturing only and the year 2018.

New online collection tool

- For the 2023 collection, UNCTAD implemented a new online collection tool
 - More efficient and straightforward for participating countries and for UNCTAD
 - Real-time consistency checks help to ensure consistency of data entered
 - More easily view the core indicators expressed as percentages (as UNCTAD will publish them)
 - Metadata tool
 - Facilitates easy selection from standardized notes
 - Helps to manage customized notes that recur across tables and years
 - Track the status of each indicator table completed
 - Countries can designate multiple contacts to facilitate sharing of tasks within or across relevant national organizations
 - E.g. different people may be responsible for the business ICT usage tables than for the ICT sector table

Your feedback is welcome!



Reference Year: *	2023	▼	Manage Notes	
ICT Usage Indicators by Enterprise Size	Edit metadata	Edit data	Submit	Messages
ICT Usage Indicators by Urban/Rural	Edit metadata	Edit data	Submit	Messages
ICT Usage Indicators by Economic Activity (ISIC Rev. 4)	Edit metadata	Edit data	Submit	Messages
ICT Usage Indicators by Economic Activity (ISIC Rev. 3.1)	Edit metadata	Edit data	Submit	Messages
ICT sector workforce and value added (ISIC Rev. 4)	Edit metadata	Edit data	Submit	Messages
ICT sector workforce and value added (ISIC Rev. 3.1)	Edit metadata	Edit data	Submit	Messages

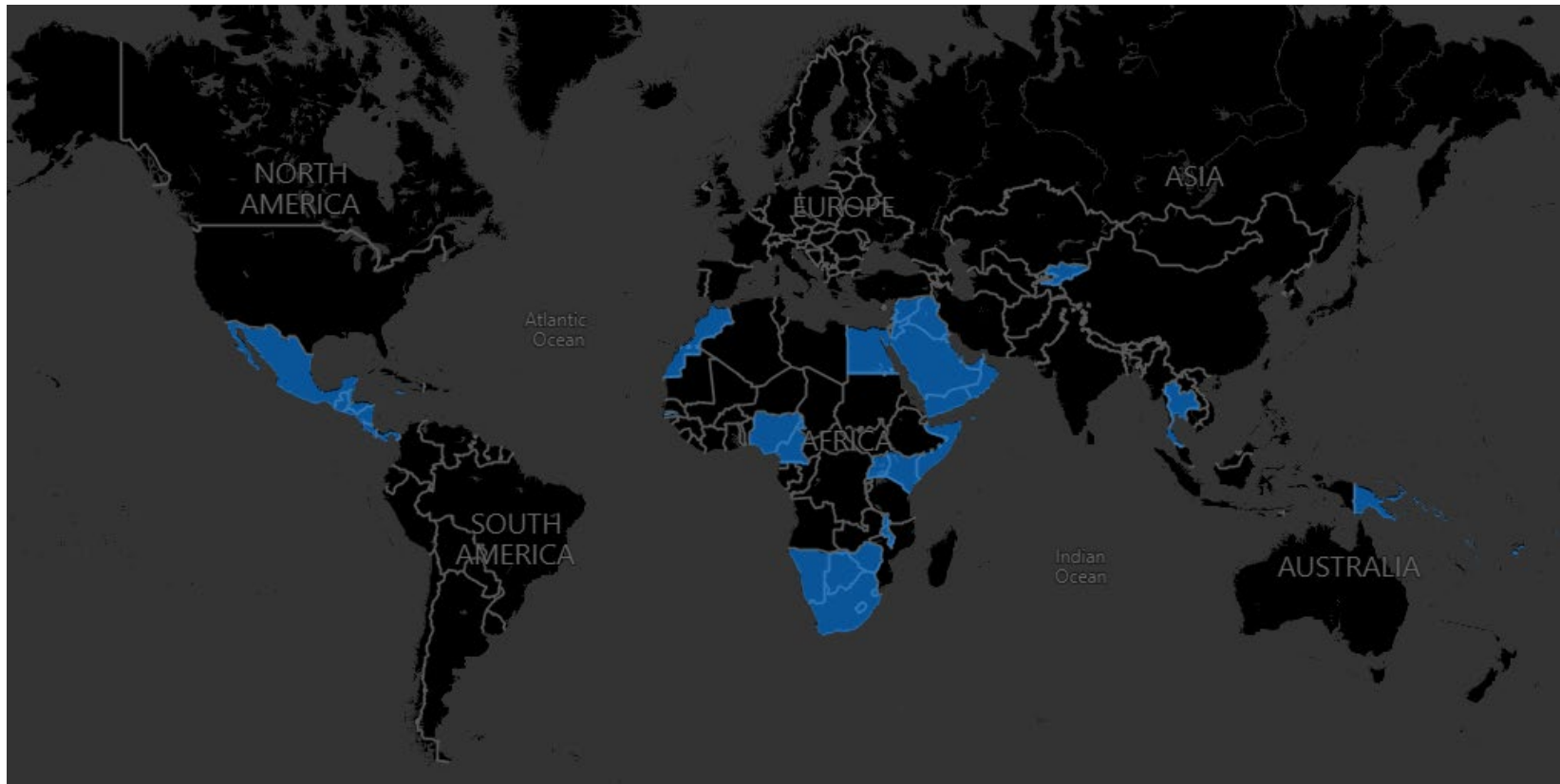
Make sure your country is represented!

- Invitations to participate in the UNCTAD ICT indicators collection are sent to:
 - Permanent missions to the UN in Geneva
 - UNSD list of national statistical contact points (often the “national statistician” or similar)
 - Participants in the UNCTAD Working Group on Measuring E-commerce and the Digital Economy (WG-ECDE)
- In practice:
 - Invitations often do not always get through to the working level contacts needed to participate in the collection
- *Please help to make sure the invite reaches the right people in your country: contact us at emeasurement@unctad.org*



Supporting countries to measure e-commerce and the digital economy

Countries impacted by UNCTAD capacity building / technical assistance on measuring ECDE, 2022-23



- Workshop on measuring digital trade for Arab countries
 - Abu Dhabi, UAE, November 2023
 - IMF+OECD+UNCTAD+WTO+AMF+ others
- Workshop on digital economy measurement
 - Gaborone, Botswana, June 2023
 - IMF+UNCTAD
- E-learning on measuring the digital economy
 - Pacific region, 2022
- Sessions on measuring e-commerce and digital trade
 - For LAC and SACU countries
 - Contribution to workshops organised by UNSD
- Demand-led
- Contact: emeasurement@unctad.org

Thank You!

