Recent developments in measuring e-commerce in the EU survey on ICT usage and e-commerce in enterprises

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EUROSTAT, Unit G4 – Innovation and digitalisation

Content

- Background – EU ICT ENT survey

- Recent developments in the EU ICT ENT survey

Background – Survey design process

- Questionnaire and the annual implementing regulation are revised annually.

    - Policy needs

    - Technology developments

    - Feasibility of collecting information

    - Constant quality improvements

    - Cooperation with the users and EU Member States (MS)

- Goal is to have harmonisation across EU MS

- The number of mandatory variables is limited to a maximum of 73 variables according to the EBS regulation

- Data are available at the end of the survey year

European Commission

Scope

- **Enterprise size:** Enterprises with 10 or more employees or self-employed persons

  <u>Optional</u>: enterprises with number of employees or self-employed persons between 0 and 9

- **Economic activity:** Enterprises classified in the following categories of NACE Rev. 2:

  Section C –   Manufacturing

  Section D –   Electricity, gas, steam and air conditioning supply

  Section E –   Water supply, sewerage, waste management and remediation activities

  Section F –   Construction

  Section G –   Wholesale and retail trade; repair of motor vehicles and motorcycles

  Section H –   Transportation and storage

  Section I –   Accommodation and food service activities

  Section J –   Information and communication

  Section L –   Real estate activities

  Section M –   Professional, scientific and technical activities

  Section N –   Administrative and support service activities

  Group 95.1 –   Repair of computers and communication equipment

Modules

Survey 2024	Survey 2025	Survey 2026 - draft
Access and use of the internet	Access and use of the internet	Access and use of the internet
e-Commerce	e-Commerce	e-Commerce
ICT specialists and skills		ICT specialists and skills
	Use of cloud computing services	Use of cloud computing services
	Data utilisation and analytics	Data utilisation, sharing, analytics and trading
Artificial Intelligence	Artificial Intelligence	Artificial Intelligence
ICT security		ICT security
	ICT and the environment	
		Invoicing
Background characteristics	Background characteristics	Background characteristics

Recent developments

- **e-Commerce sales**

  - a new question on breaking down the web sales **value by type of products sold** has been introduced in 2025 ICT ENT survey → digitally ordered/delivered trade (exports) → voluntary

B5.	What was the percentage breakdown of the value of web sales in 2024 by type of products: (Please refer to value of web sales you reported in B2.) *—optional*	
	a) **Physical goods**	⊔ ⊔ ⊔ %
	b) **Digital goods or services (digitally delivered)** (e.g. software or other digital content as downloads or as a streaming services (e.g. software licences, e-books, e-newspapers, apps, online courses/webinars)	⊔ ⊔ ⊔ %
	c) **Services not digitally delivered** (e.g. accommodation, travel, maintenance or repair services)	⊔ ⊔ ⊔ %
	TOTAL	**1 0 0** %

European Commission

Recent developments

- **Monetary value of e-commerce sales**

  - Figures on the monetary value of e-commerce sales were published in December 2023 in Eurostat's database

  - Additional methodological clarification has been added in European metadata file

- **Web purchases**

  - Questions on e-purchases has been prepared for countries that would like to collect the data (survey 2025)

  - Purpose of producing the estimates of the digitally ordered trade (imports)

  - 4 questions (on buying, value, geographical location of the seller, type of product purchased)

Recent developments

- **AI module**

  - A new answer option generative AI has been added (MQ 2025)

- **Cloud computing services**

  - A question on total cost of the cloud computing services purchased by the enterprise has been introduced (MQ 2025)

  - An answer option on AI solutions for generating text, images, video, audio content or codes (as a cloud computing service) has been introduced (MQ 2026) - still a draft

Recent developments

- **Extending the digitalisation measurement to other sectors**

    - Extending the digitalisation measurement to mining and quarrying and financial and insurance activities → voluntary

    - Financial and insurance sector: selected questions or modules already included in the ICT ENT survey will be used

Resources

[Website + Database](#)
[Publications](#)
[Statistics Explained](#)
[Podcast](#)

[European and national metadata](#)

eurostat

European businesses statistics compilers' manual for ICT usage and e-commerce in enterprises

2023 edition

[Methodology](#)
[Methodological Manuals](#)

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Thank you

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