



中国海关跨境电商统计

Measuring Digitally-ordered Merchandise Trade by GACC

数字经济统计国际研讨

2024-5 厦门



主要内容 Outline

中国海关跨境电子商务统计的范围
Scope of CBEC Stats by GACC

利用行政记录开展跨境电商管理平台统计
(2013~) Stats via Identifying CBEC Records in
Customs Declarations

开展跨境电商全业态统计调查 (2016~)
Stats via Survey for CBEC from business perspective



- 中国海关统计是中国对外货物贸易的官方统计
- China Customs Statistics in the official statistics of the external merchandise statistics of the People' s Republic of China.
- 自1980年起海关全面采用联合国统计标准
- ITS/IMTS has been fully adopted in Customs Statistics since 1980.
- 实际进出境并改变境内物质存量的货物及超出个人合理数量的物品列入海关统计
- All goods which add to or subtract from the stock of material resources of China by entering (imports) or leaving (exports) its customs territory.



电商货物定义/应当列入进出口统计/数据采集困难

- Definitions of goods in electronic Commerce
- Inclusion
- Challenges in data collection



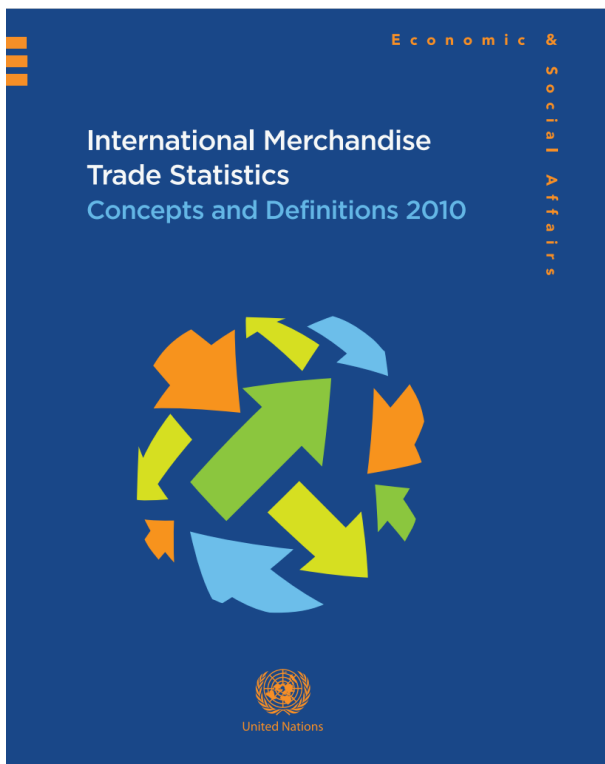
跨境电商货物特点/主要2C但同样2B/测度的原则

- Characteristics of CBEC
- Mainly 2C while 2B
- Mechanism of Measurement



数字订购贸易定义/测度方法/挑战

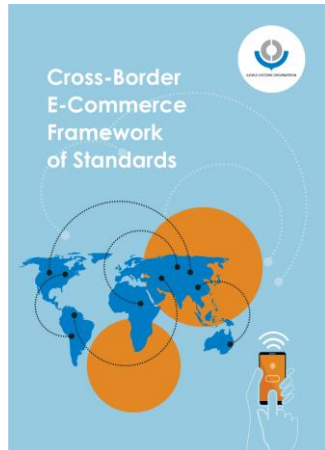
- Definition of digitally ordered trade
- Measuring approach
- Challenges



1.34. 电子商务货物。“电子商务货物”一词指由于交易完全或在很大程度上靠电子手段进行而实际越过国界的货物（例如，经由因特网订购和支付的货物）。这类货物属于《2010年国际商品贸易统计：概念和定义》规定的出口和进口范围。应当承认进行该项目下的数据收集可能具有挑战性（例如，在通过邮包、邮件或快递服务运送货物时，详情和建议见上文第1.25段）。鼓励各国从长远角度制定必要的数据收集和/或评估程序

1.34. Goods in electronic commerce

. The term “**goods in electronic commerce**” refers to goods that physically move across country borders as the result of transactions executed entirely, or to a significant extent, by electronic means (e.g., goods ordered and paid for via the Internet). Such goods are in the scope of IMTS 2010 for both exports and imports. It is recognized that data collection under this item may be challenging (for example, when goods are shipped through parcel or letter post or courier service; see para. 1.25 above for details and recommendations); however, countries are encouraged to develop over time the necessary data-collection and/or estimation procedures.

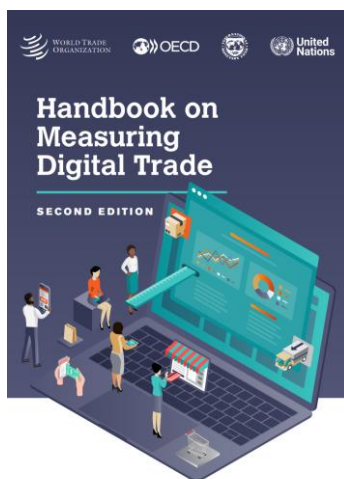
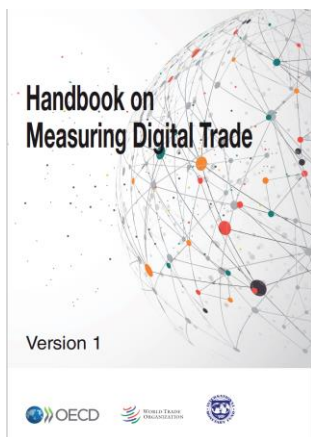


跨境电子商务的**特点**：
• 在线下订单、销售、沟通磋商以及部分情况下支付
• 跨境交易、运输
• 有形实物
• 交付消费者、买方（商业及非商业）。本框架主要适用于B2C及C2C，鼓励成员方将相同原则及标准适用于B2B交易。

Characteristics of Cross-Border E-Commerce
• Online ordering, sale, communication and, if applicable, payment,
• Cross-border transactions/shipments,
• Physical (tangible) goods, and
• Destined to consumer/buyer (commercial and non-commercial). This Framework sets standards mainly for B2C and C2C transactions. However, Members are encouraged to apply the same principles and standards to Business-to-Business (B2B) transactions.

测度的原则：跨部门合作，符合国际统计标准与国内政策
Mechanism of Measurement

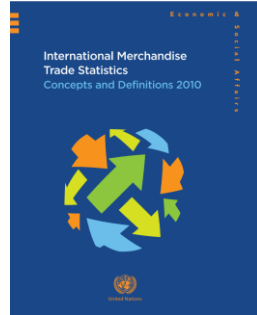
Customs administrations should work with relevant government agencies in close cooperation with E-Commerce stakeholders to accurately capture, measure, analyse and publish cross-border E-Commerce statistics in accordance with international statistical standards and national policy, for informed decision making.



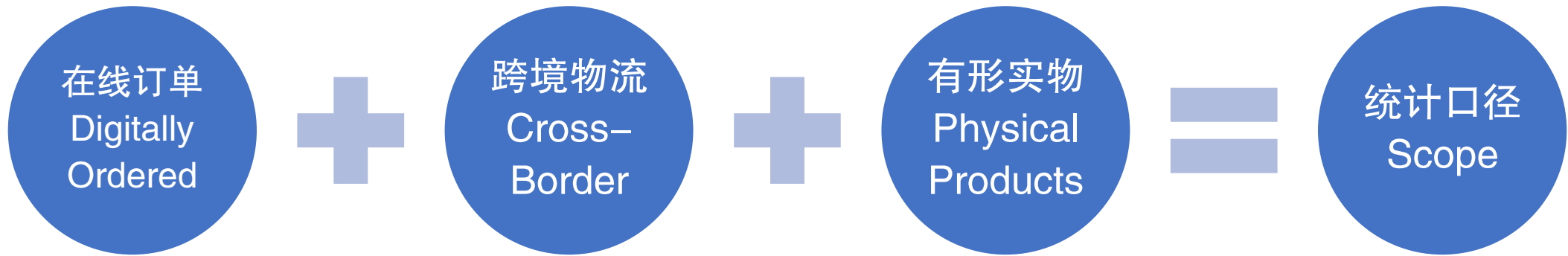
数字订购贸易：与OECD电子商务**定义**一致，即在专门设计用于在线下达或接收订单的电子计算机网络平台上进行的货物或服务的国际交易。支付与交付不一定在线，不包括电话、传真或电子邮件达成的交易。

Digitally ordered trade as **defined** in this Handbook follows the OECD's definition of e-commerce, and is defined as: "The international sale or purchase of a good or service, conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders (OECD,2011) ".

Some **additional clarifications** are provided in this definition. Specifically, these state that the payment and ultimate delivery of the goods or services do not also have to be conducted online. Transactions can involve participants from all institutional sectors, and cover orders made over the web1 , extranet or via EDI. **Excluded** are orders made by phone, fax or manually typed email.



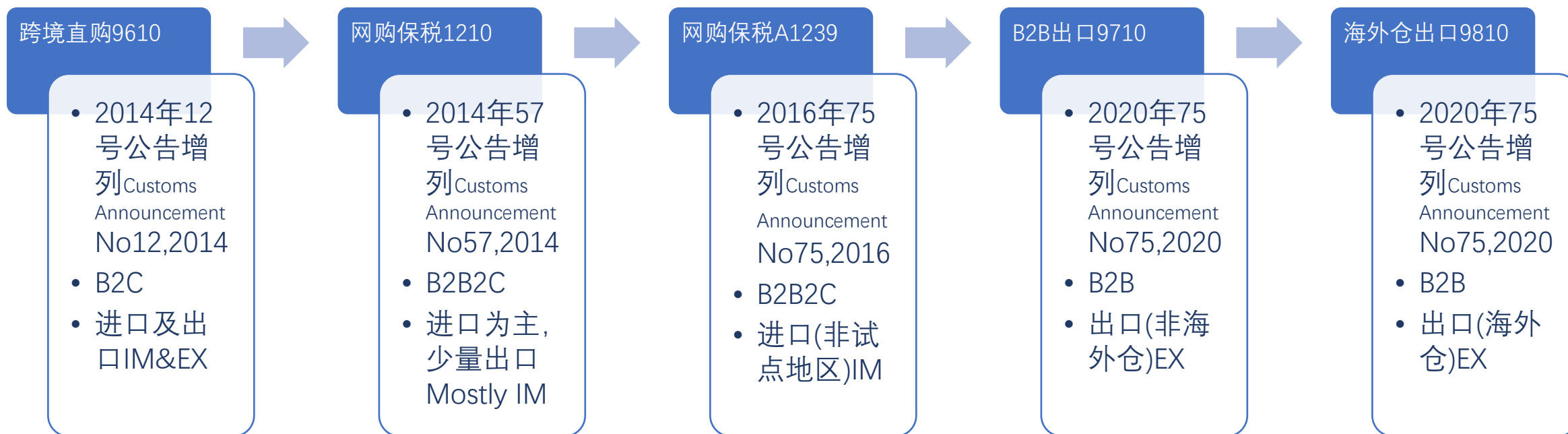
- 中国海关跨境电商统计是中国数字订购货物贸易，是进出口货物贸易统计的一部分
- As part of the external merchandise statistics of the People' s Republic of China, CBEC statistics is the digitally ordered trade in goods.





从海关行政记录中采集跨境电商统计原始资料 Identifying Sources for CBEC Stats from Customs Declarations

2014年以来，海关总署不断增设跨境电商专用监管方式
Specific Customs Procedures have been applied since 2014.

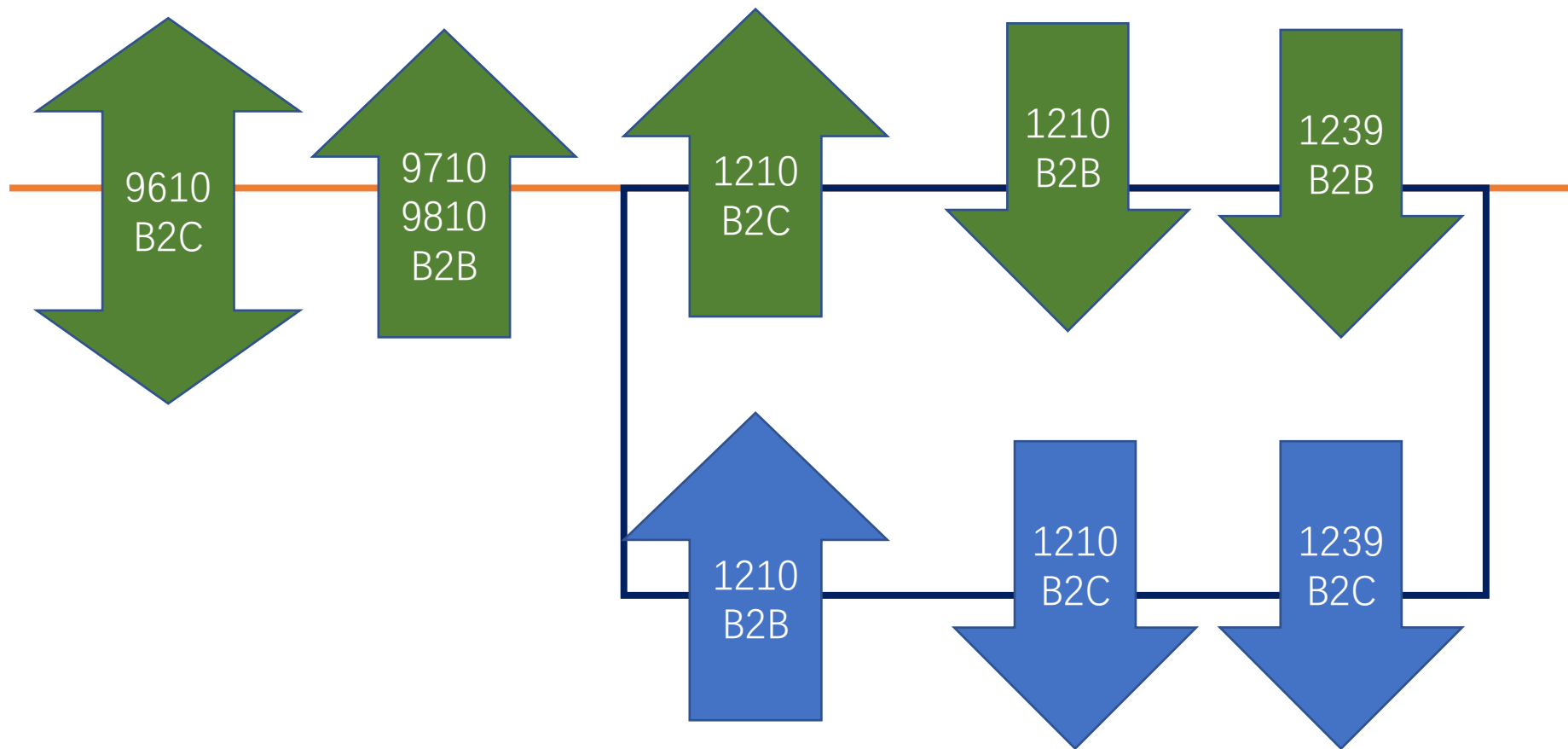




从海关行政记录中采集跨境电商统计原始资料

Identifying Sources for CBEC Stats from Customs Declarations

关境
Border



— 关境/Border
— 特殊监管区域/保税物流中心
Bonded Warehouses/zones

■ 贸易统计/Trade Statistics
■ 单项统计/Separate Statistics



从海关行政记录中采集跨境电商统计原始资料 Identifying Sources for CBEC Stats from Customs Declarations

2016年以来，海关总署增加跨境电商专用通关系统，促进通关便利化
Specific Customs Clearance Systems have been introduced since 2016.

H2018系统Customs Clearance System

- 普通货物Normal goods
- 进出口货物报关单Declarations for normal goods



快件通关系统Customs Clearance System for Express Deliveries

- 快件ABC类Express letters and parcels
- 快件报关单Declarations for express goods

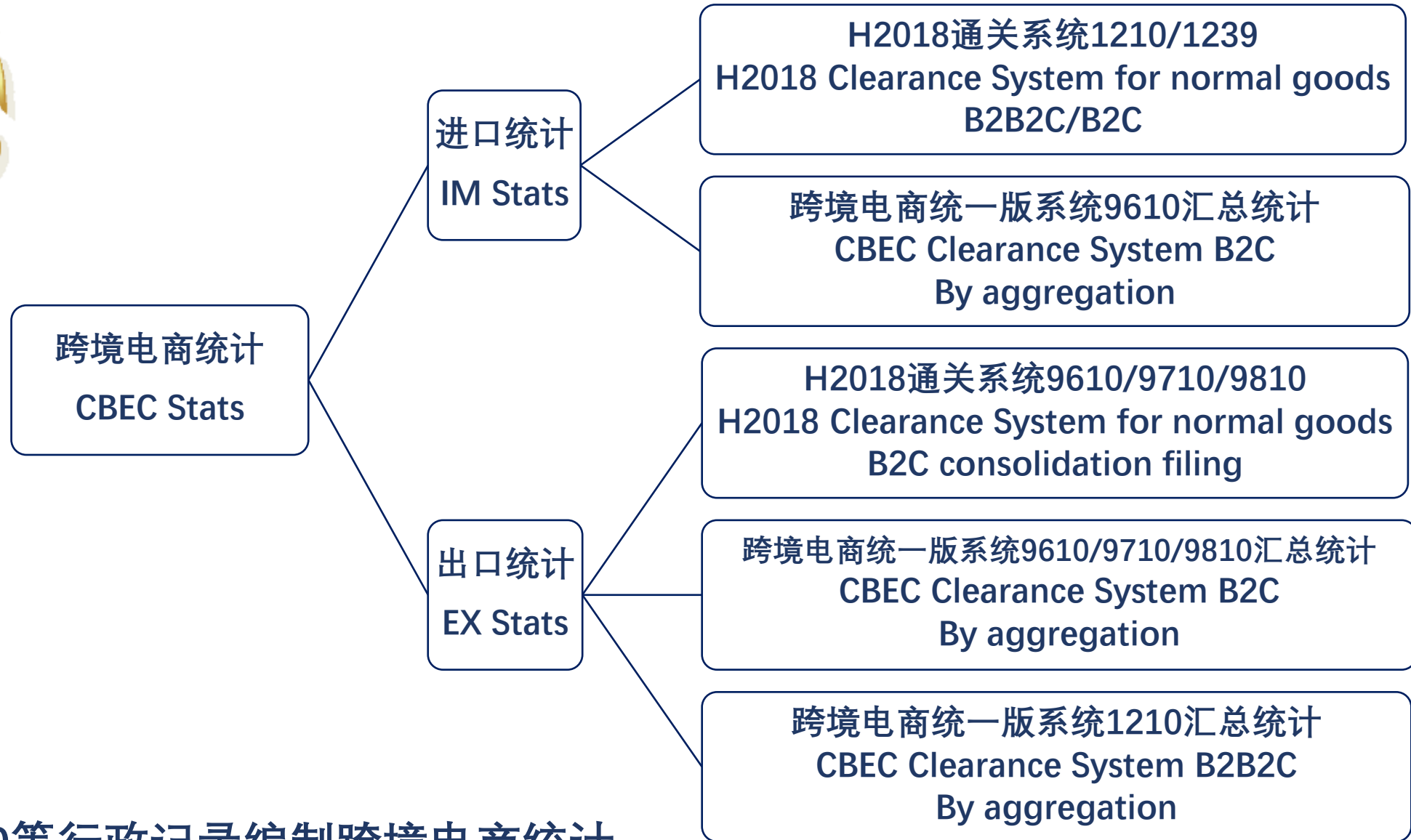
邮件通关系统Customs Clearance System for Posts

- 邮政运营的信函包裹快件Postal letters and parcels
- 邮政专用单据Declarations for postal parcels

跨境电商进出口系统 Customs Clearance for CBEC goods

- 跨境电商货物CBEC goods
- 跨境电商清单Simplified declarations for CBEC goods





采集9610等行政记录编制跨境电商统计

Stats by declarations with specific customs procedure code like 9610



从海关行政记录中采集跨境电商统计原始资料 Identifying Sources for CBEC Stats from Customs Declarations



2017年中国跨境电商管理平台进出口近900亿元（约130亿美元）。
CBEC volume of 2017 closed to RMB90 billion (≈USD13billion) .



通过识别特定监管方式数据是否全面统计跨境电商?

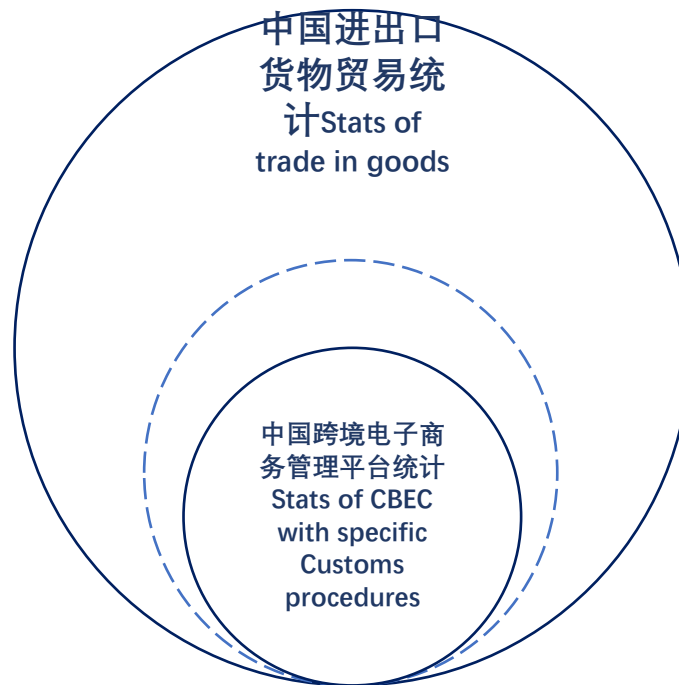
Has every flow of CBEC goods been captured by collecting specific customs records?

跨境电商管理平台进出口 与全国进出口增速比较

Comparison of the Percentage change
between CBEC(9610 etc.)and Total Trade

年份 YEAR	电商% CBEC%	全国% Total Trade%
2014	-	2.3
2015	818.0	-7.0
2016	38.7	-0.9
2017	80.6	14.3
2018	49.3	9.7

占总值 (of total) 0.32%





采集海关行政记录之外的信息编制跨境电商全业态统计

Going beyond Customs declarations for CBEC from business perspective

	境内 Domestic
平台platforms	
卖家on-line vendors	
物流服务商 Logistics providers	
支付服务商 payment companies	
买家on-line buyers	
研究机构researchers	

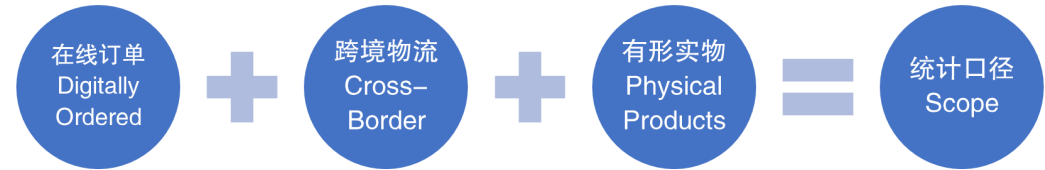
	境外 Abroad
平台platforms	
卖家on-line vendors	
物流服务商 Logistics providers	
支付服务商 payment companies	
买家on-line buyers	
研究机构researchers	



采集海关行政记录之外的信息编制跨境电商全业态统计 Going beyond Customs Declarations for CBEC

调研访谈主要结果Main findings of Interviews:

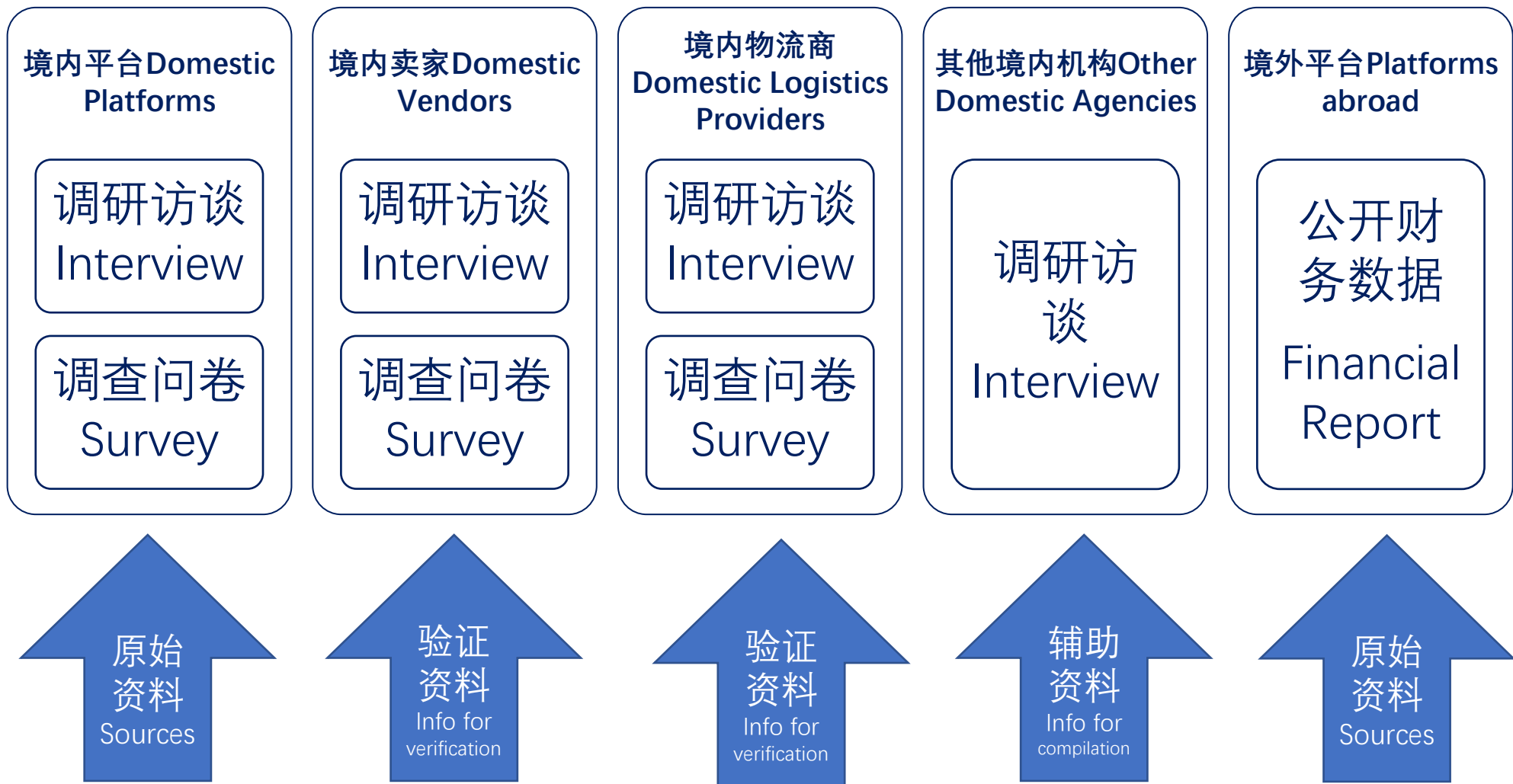
- 海关跨境电商统计口径受到业界认可
Scope of CBEC is widely accepted.



- 卖家与买家等选择最合适自身需要的通关方式，往往不一定采用跨境电商海关监管方式
CBEC Customs procedures like 9610 is only one choice for vendors or buyers.
- 支付企业不能提供具体跨境电商结算规模，但可以提供佣金等有效信息
Payment companies are not able to provide volume of CBEC, while their commission info is helpful.
- 按照个人物品监管的进出境邮快件包裹中也存在电商货物，未列入海关统计
CBEC goods as Express deliveries and postal parcels destined for individual buyers are missed in trade statistics.



采集海关行政记录之外的信息编制跨境电商全业态统计 Going beyond Customs Declarations for CBEC





采集海关行政记录之外的信息编制跨境电商全业态统计 Going beyond Customs Declarations for CBEC

2016-2018

- 调研访谈Interviews
- 重点调查与编制试点Annual Survey and Compilation

2019-2020

- 完善调查问卷与编制方法Improved Survey
- 实现邮快件电商包裹列入统计Postal and express CBEC included
- 提升调查频度Biannual Survey and compilation

2021~

- 公布初步数据Preliminary Stats Released
- 继续完善调查问卷Improved Survey



跨境电商调查问卷样例

Sample of Survey Questionnaire for CBEC Stats

表1: 基本情况表

项目		选项/填空			
1、贵企业涉及的跨境电子商务进出口情况		<input type="checkbox"/> 仅出口	<input type="checkbox"/> 仅进口	<input type="checkbox"/> 进出口	
2、贵企业涉及的业务类型		<input type="radio"/> 自建/自营平台	<input type="radio"/> 第三方/综合性平台	<input type="radio"/> 电商卖家	<input type="radio"/> 其他电商服务企业
3、贵企业涉及的跨境电子商务交易平台信息					
平台企业					
	序号	名称		网址	
	1				
	2				
	...				
电商卖家					
	序号	名称	网址	金额占比 (%)	
	1				
	2				
	...				
其他电商服务企业					
服务类型		<input type="checkbox"/> 物流承运	<input type="checkbox"/> 仅报关	<input type="checkbox"/> 支付	<input type="checkbox"/> 其他 (请注明)
服务对象					
	平台	名称	网址	金额占比 (%)	
	1				
	2				
	...				
	卖家	名称	统一社会信用代码 (境外企业除外)	金额占比 (%)	
	1				
	2				
	...				



跨境电商调查问卷样例

Sample of Survey Questionnaire for CBEC Stats

1 Basic information

1.1 Trade flow	<input type="checkbox"/> Export only		<input type="checkbox"/> Import only		<input type="checkbox"/> Export and Import		
1.2 Business Type	<input type="checkbox"/> Self-built/Self-operated Platform	<input type="checkbox"/> Third-party platform	<input type="checkbox"/> E-commerce Vendor	<input type="checkbox"/> E-commerce Facilitators			
1.3 Parties involved	1.3.1 Platforms		Serial No.	Name		Website Address (Where the goods are ordered)	
			1				
			2				
			...				
	1.3.2 Vendors		Serial No.	Name		Website Address (Where the goods are ordered)	Share(%)
			1				
			2				
			...				
	1.3.3 Facilitators						
	1.3.3.1 Types		<input type="checkbox"/> Logistics	<input type="checkbox"/> Customs formalities only	<input type="checkbox"/> Payment	<input type="checkbox"/> Other_____	
	1.3.3.2 Clients						
	1.3.3.2 1 Platforms		Serial No.	Name		Website Address (Where the goods are ordered)	Share(%)
			1				
			2				
		...					
1.3.3.2.1 Vendors		Serial No.	Name		Registration No.	Share(%)	
		1					
		2					
		...					



跨境电商调查问卷样例

Sample of Survey Questionnaire for CBEC Stats

表2：进出口渠道构成表

进出口渠道	出口 (万元人民币)	进口 (万元人民币)
总 值		
其中：经海关跨境电子商务管理平台进出口		
未经海关跨境电子商务管理平台进出口		
其中：经普通货物渠道进出口		
经邮快件渠道进出口		

表3：进出口国别（地区）构成表

项目/序号	国别（地区）名称	金额占比 (%)
出口目的国（地区）		
1		
2		
...		
进口来自国（地区）		
1		
2		
...		

表4：境内货源地/目的地构成表

项目/序号	境内地区名称	金额占比 (%)
出口货物境内货源地		
1		
2		
...		
进口货物境内目的地		
1		
2		
...		



跨境电商调查问卷样例

Sample of Survey Questionnaire for CBEC Stats

2 Export and Import by Mode of Customs Release

Mode of Customs Release	Export(Value)	Import(Value)
2.1 Totals		
2.2.1 Declared and Released as CBEC goods (Customs procedure code 9610, 1210, 1239, 9710 and 9810)		
2.2.2 Released other than CBEC goods		
2.2.2.1 Released as general cargo		
2.2.2.1 Released as express or mail parcels		

3 Export and Import by Partner countries and territories

Major Destination of Export			Major Origin of Import		
Serial No.	Name	Share (%)	Serial No.	Name	Share (%)
1			1		
2			2		
...			...		

4 Export and Import by Domestic Locations of China

Major Domestic Sources of Export			Major Domestic Destination of Import		
Serial No.	Name	Share (%)	Serial No.	Name	Share (%)
1			1		
2			2		
...			...		



跨境电商调查问卷样例

Sample of Survey Questionnaire for CBEC Stats

表5： 进出口商品构成表

进出口商品品类	金额（万元人民币）或金额占比（%）	产品举例
出口		
消费品出口值		
其中：	金额占比（%）	
服饰鞋包及珠宝配饰		
手机、电脑等各类数码产品及配件		
家用、办公电器及配件		
家居家纺及厨房用具		
医药、保健品及医疗器具		
玩具及母婴用品（不包括奶粉）		
运动及户外用品		
园艺及各种家装工具		
汽车及周边用品		
其他		
生产资料出口值		
其中：	金额占比（%）	
初级产品		
工业中间产品		
资本品		

进出口商品品类	金额（万元人民币）或金额占比（%）	产品举例
进口		
消费品进口值		
其中：	金额占比（%）	
食品生鲜		
奶粉		
美容化妆、香水及日化洗护		
医药、保健品及医疗器具		
手机、电脑等各类数码产品及配件		
家用、办公电器及配件		
服饰鞋包及珠宝配饰		
玩具、母婴用品（不包括奶粉）		
其他		
生产资料进口值		
其中：	金额占比（%）	
初级产品		
工业中间产品		
资本品		



跨境电商调查问卷样例

Sample of Survey Questionnaire for CBEC Stats

5 Export and Import by End Use

	Export		Import	
5.1 Total(Value)				
5.2 As Consumer Goods(Value)				
	Categories	Share (%)	Categories	Share (%)
	Clothing shoes bags and jewelry accessories		Fresh food	
	Mobile phones, computers and other digital products		Milk powder	
	Household and office appliances		Beauty makeup, perfume and daily care	
	Home and kitchen		Medicines, health products and medical instruments	
	Medicines, health products and medical instruments		Mobile phones, computers and other digital products	
	Toys,maternal and infant products other than milk powder		Household and office appliances	
	Sports and outdoors		Clothing shoes bags and jewelry accessories	
	Gardening and home improvement tools		Toys,maternal and infant products other than milk powder	
	Automotive		Others	
	Others		-	
5.3 As Input for Production(Value)				
	Categories	Share (%)	Categories	Share (%)
	Intermediate goods: primary		Intermediate goods: primary	
	Intermediate goods: processed		Intermediate goods: processed	
	Capital goods		Capital goods	



跨境电商调查问卷样例

Sample of Survey Questionnaire for CBEC Stats

表6：未来预期与意见建议表

项目	选项/填空					
1. 贵企业对未来的预期 与本统计周期相比，下一个统计周期内跨境电子商务进出口规模的变动情况	<input type="checkbox"/> 下降		<input type="checkbox"/> 基本稳定		<input type="checkbox"/> 增长	
变动幅度预计为（如上一题选择“基本稳定”，则跳过本题）	<input type="checkbox"/> 下降20%及以上	<input type="checkbox"/> 下降20%-5%	<input type="checkbox"/> 下降5%及以下	<input type="checkbox"/> 增长5%及以下	<input type="checkbox"/> 增长5%-20%	<input type="checkbox"/> 增长20%及以上
2. 企业对海关跨境电子商务监管和统计的意见与建议						

6 Expectations and Comments

6.1 Expectations of Business Trend	<input type="checkbox"/> Same as the Current Period	<input type="checkbox"/> Going Up	<input type="checkbox"/> Going Down
		<input type="checkbox"/> by less than 5%	<input type="checkbox"/> by less than 5%
		<input type="checkbox"/> by 5%-20%	<input type="checkbox"/> by 5%-20%
		<input type="checkbox"/> by 20% and more	<input type="checkbox"/> by 20% and more
6.2 Comments			



跨境电商调查问卷情况 Survey for CBEC Stats

- 半年度调查，调查对象约600-800家
600-800 CBEC players participate in the semi-annual survey.
- 调查问卷信息交叉复核
The information is cross-checked.
- 绝大多数调查对象配合度较好
The majority of the respondents are collaborative.



对境外平台财报数据进行统计处理——以亚马逊为例

Processing Data from Financial Report of platform abroad: Amazon

Net sales by groups of similar products and services, which also have similar economic characteristics, is as follows (in millions):

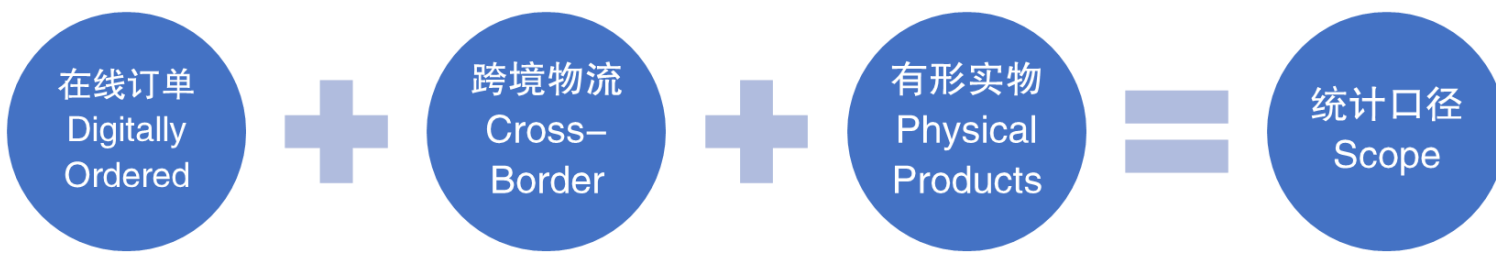
	Three Months Ended June 30,		Six Months Ended June 30,	
	2018	2019	2018	2019
Net Sales:				
Online stores (1)	\$ 27,165	\$ 31,053	\$ 54,105	\$ 60,552
Physical stores (2)	4,312	4,330	8,575	8,636
Third-party seller services (3)	9,702	11,962	18,966	23,104
Subscription services (4)	3,408	4,676	6,510	9,018
AWS	6,105	8,381	11,547	16,076
Other (5)	2,194	3,002	4,225	5,718
Consolidated	\$ 52,886	\$ 63,404	\$ 103,928	\$ 123,104

- ⁽¹⁾ Includes product sales and digital media content where we record revenue gross. We leverage our retail infrastructure to offer a wide selection of consumable and durable goods that includes media products available in both a physical and digital format, such as books, music, videos, games, and software. These product sales include digital products sold on a transactional basis. Digital product subscriptions that provide unlimited viewing or usage rights are included in Subscription services.
- ⁽²⁾ Includes product sales where our customers physically select items in a store. Sales from customers who order goods online for delivery or pickup at our physical stores are included in "Online stores."
- ⁽³⁾ Includes commissions and any related fulfillment and shipping fees, and other third-party seller services.
- ⁽⁴⁾ Includes annual and monthly fees associated with Amazon Prime memberships, as well as audiobook, digital video, e-book, digital music, and other non-AWS subscription services.
- ⁽⁵⁾ Primarily includes sales of advertising services, as well as sales related to our other service offerings.





采集海关行政记录之外的信息编制跨境电商全业态统计 Going beyond Customs Declarations for CBEC



H2018系统Customs Clearance System

- 普通货物Normal goods
- 进出口货物报关单Declarations for normal goods

快件通关系统Customs Clearance System for Express Deliveries

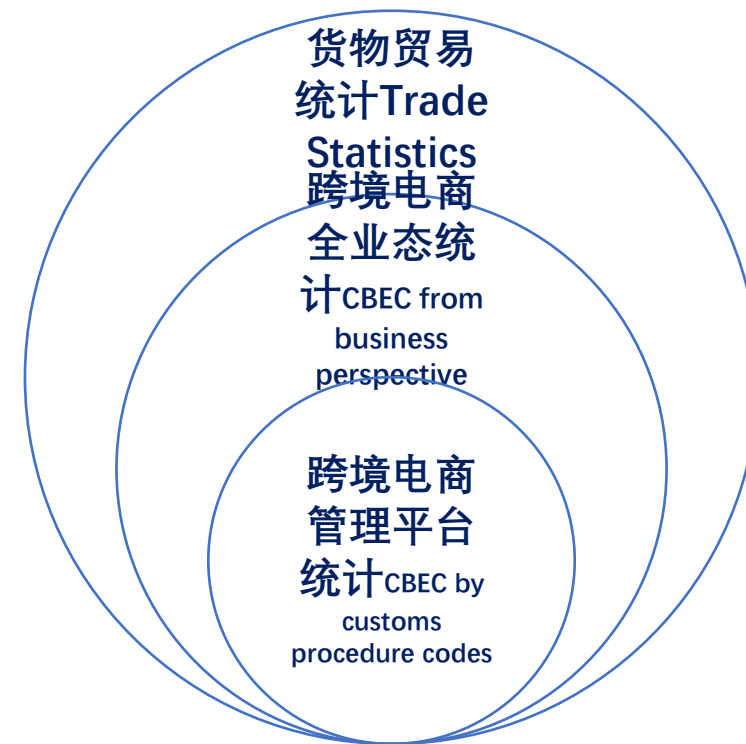
- 快件ABC类Express letters and parcels
- 快件报关单Declarations for express goods

邮件通关系统Customs Clearance System for Posts

- 邮政运营的信函包裹快件Postal letters and parcels
- 邮政专用单据Declarations for postal parcels

跨境电商进出口系统
Customs Clearance for CBEC goods

- 跨境电商货物CBEC goods
- 跨境电商清单Simplified declarations for CBEC goods





采集海关行政记录之外的信息编制跨境电商全业态统计 Going beyond Customs Declarations for CBEC



国务院新闻办2021年1月14日新闻发布会
Press Conference by the State Council Information Office
2021-1-14

海关总署新闻发言人、统计分析司司长李魁文：为全面反映跨境电商整体进出口情况，海关总署充分借鉴我国《电子商务法》以及世界海关组织对跨境电商的定义，探索建立了跨境电商统计体系。据海关初步统计，2020年我国跨境电商进出口1.69万亿元，增长了31.1%，其中出口1.12万亿元，增长40.1%，进口0.57万亿元，增长16.5%。

Mr. Li Kuiwen, Director General of Statistics Department and Spokesman of GACC: China's CBEC volume of 2020 reached RMB1690 billion, up by 31.1% than the previous year. Exports grew by 40.1% to RMB1120 billion and imports grew by 16.5% to RMB570 billion.

注：上述数据以前期统计调查及消费品进出口数据为基础测算。

Note: The above data was estimated on basis of previous surveys and imports and exports of consumptions.



采集海关行政记录之外的信息编制跨境电商全业态统计 Going beyond Customs Declarations for CBEC

2024年5月21日 星期二 海关电邮 · 下载中心 · 用户空间 · 无障碍 · · · 繁體版 · English

中华人民共和国海关总署
General Administration of Customs of the People's Republic of China

守国门 促发展
当好让党放心 让人民满意的国门卫士

首页 | 机构设置 | 新闻发布 | 政务公开 | 互联网+海关 | 互动交流 | 专题专栏

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海关统计

- 统计制度
- 统计快讯
- 统计月报
- 贸易指数
- 数据公布特殊标准
- 监测分析文章** →
- 关区统计
- 统计服务指南

监测分析文章

- 2023年中国跨境电商进出口情况 2024-05-20
- 一季度我国“老三样”出口小幅增长 3月份出口增速明显加快 2024-05-09
- 前2个月我国进口食用类、穿着类消费品比重提升 2024-04-01
- 前11个月我国对非洲进出口增长7% 2024-03-12
- 我国手机出口量连续两个月同比增加 2024-02-08
- 前三季度我国家电出口增长8.2% 9月份出口值创月度历史新高 2023-12-22
- 8月份我国民营企业进出口增速转正 2023-11-08
- 2023年上半年中国跨境电商进出口情况 2023-10-30
- 前7个月我国内资企业进出口增长5.2% 2023-09-26
- 上半年我国对非洲进出口增长10.5% 2023-08-23
- 前5个月我国对共建“一带一路”国家 进出口增长10.1% 2023-07-31
- 2022年中国跨境电商进出口情况 2023-07-12
- 4月份我国对非洲进出口增长27.9% 2023-06-30

数据在线查询





采集海关行政记录之外的信息编制跨境电商全业态统计 Going beyond Customs Declarations for CBEC

2018年至2023年跨境电商进出口总体情况表 Exports & Imports of CBEC in China, 2018-2023

年份 Year	金额 (10亿美元) Value in Billion US Dollars			同比Year-on-year (%)			出口/进口 Ex/Im
	进出口 Total	出口 Export	进口 Import	进出口 Total	出口 Export	进口 Import	
	2018年	160.0	92.7	67.3	-	-	
2019年	187.2	115.8	71.4	17.0	24.9	6.1	1.6
2020年	234.4	156.8	77.6	25.2	35.4	8.7	2.0
2021年	297.7	215.4	82.3	27.0	37.3	6.1	2.6
2022年	309.1	229.9	79.2	3.8	6.7	-3.8	2.9
2023年	337.6	261.7	75.8	9.2	13.9	-4.2	3.5

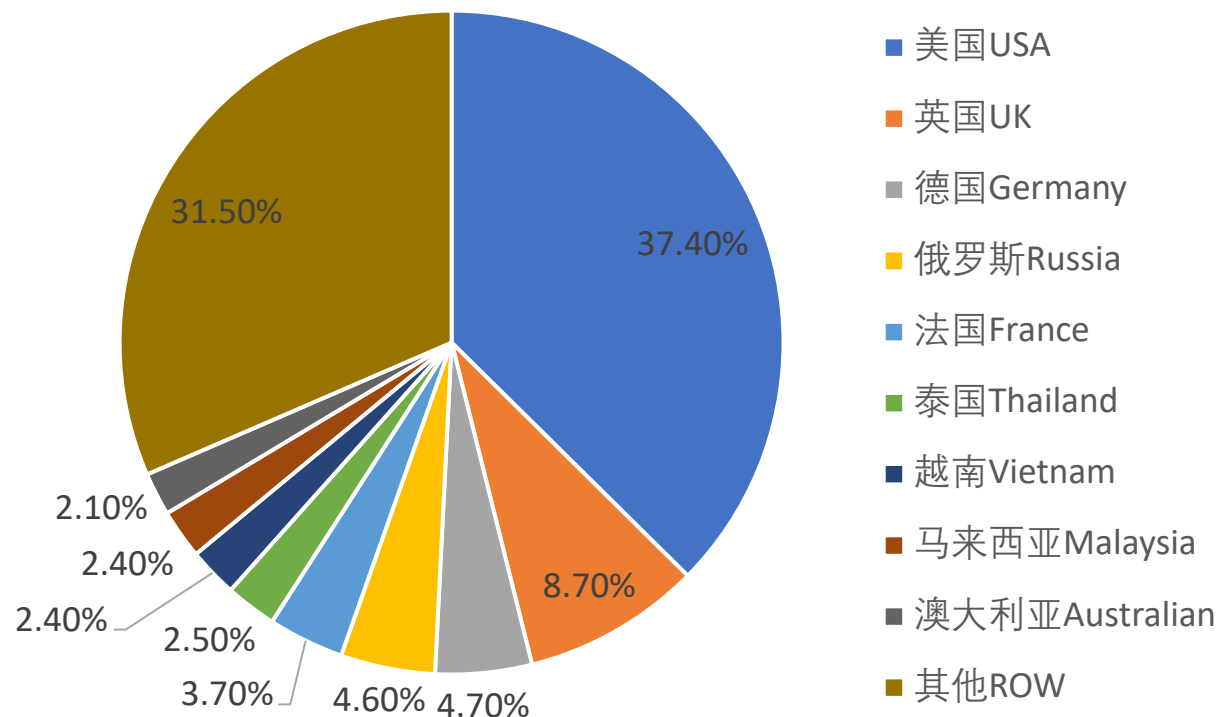
2023年跨境电商出口占总出口的7.7%；进口占总进口的3%，占比进一步提高。

In 2023, CBEC consists of 7.7% of total exports and 3% of total imports

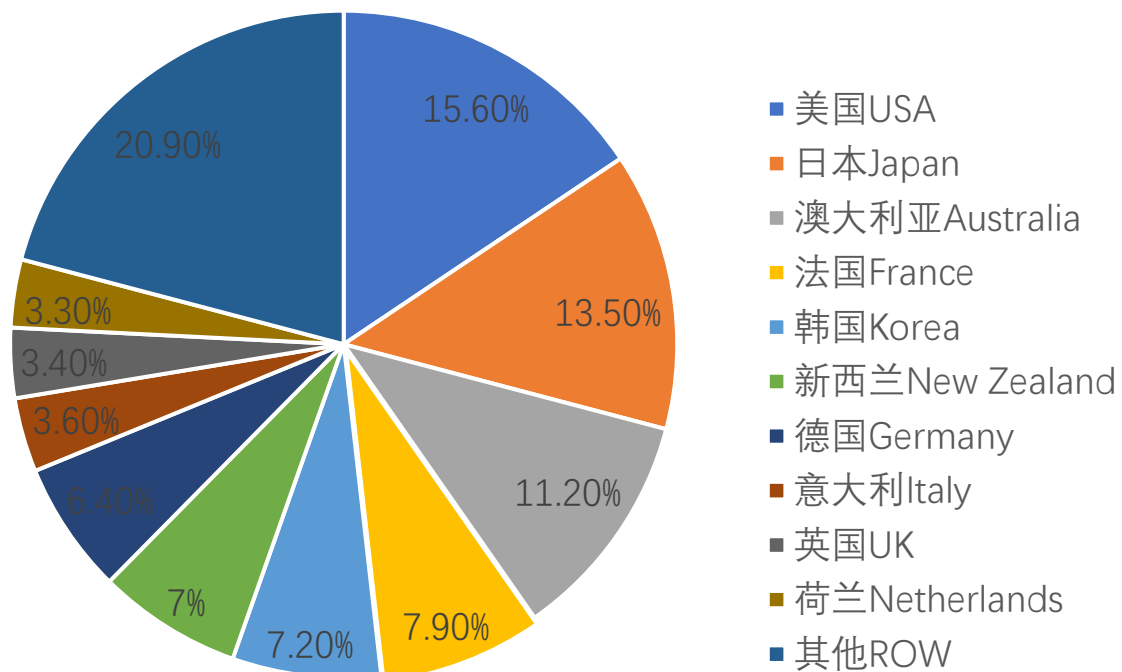


采集海关行政记录之外的信息编制跨境电商全业态统计 Going beyond Customs Declarations for CBEC

出口目的地Destination



进口来源地Origin





挑战与下一步计划

Challenges & Future steps

- 获取境外平台数据
- Collaboration with data producers abroad
- 数据颗粒度问题
- Granularity of data
- 提升数据质量的措施
- Measures to improve data quality
- 采用大数据方法提高数据质量
- Applying big data technology to improve data quality
- 广泛开展业态调研
- More business interviews
- 完善调查问卷设计
- Upgrading questionnaires



谢谢大家!

Thank you for your attention!

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