



# 中国电子商务平台统计

## E-Commerce Platform Survey in China

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E-Commerce Data Dissemination

# 电子商务相关定义 Key E-Commerce Definitions

## WTO工作组对于电子商务的定义 WTO Work Programme on Electronic Commerce definition

以电子方式生产、分销、营销、销售或  
交付货物和服务

“The production,distribution,marketing,  
sale or deliver of goods and services by  
electronic means ”

**WTO(1998)**

**OECD(2009)**

## OECD对于电子商务的定义 E-Commerce Definition for measurement purposes

通过专门用于收发订单的计算机网络完成的商品或  
服务的销售或采购等活动

“The sale or purchase of a good or service, conducted  
over computer networks by methods specifically  
designed for the purpose of receiving or placing orders ”

## 贸发会议对电子商务的定义

### The UNCTAD Manual for the Production of Statistics on E-commerce and the Digital Economy

仅指通过互联网收到或下达的订单，包括通过电子邮件  
的订单（OECD的定义不包括该方式）

“The Partnership[on measuring ICT for development  
recommends collecting data only on orders received or  
placed over the Internet,including by email(the latter is  
exeluded for the OECD definition) ”

**UNCTAD(2021)**

# 中国电子商务统计的定义和范围 Concepts and Definitions of E-Commerce In China

## OECD对于电子商务的定义 E-Commerce Definition for measurement purposes(OECD,2009)

通过专门用于收发订单的计算机网络完成的商品或服务的销售或采购等活动  
“The sale or purchase of a good or service, conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders”

包括  
Include

包括通过网站或APP，或者电子数据交换（EDI）生成的订单  
Orders made through websites or apps, or electronic data interchange(EDI).

网站或APP：在线商城或者web窗体页；手机或电脑APP

Websites or apps: online store (webshop) or web forms; apps for mobile devices or computers.


电子数据交换（EDI）：客户业务系统生成的电子数据交换订单，例如直接通过ERP系统接受的订单。

EDI:EDI-type order message created from the business system of the customer, such as orders received directly into ERP system.

不包括  
Exclude

不包括通过电话，传真，或者手工录入信息（如email，微信）等方式生成的订单

Exclude orders placed by phone, fax, or manually typed messages (e.g. email, WeChat)

商品或服务的订单必须通过计算机网络，但支付及配送可以不基于网络。

*The goods or services are ordered over computer networks, but the payment and the ultimate delivery of the goods or services do not have to be conducted online.*

电子商务交易可以在企业、家庭、个人、政府和其他公共或私人组织之间进行。

*An E-Commerce transaction can be between enterprises, households, individuals, governments, and other public or private organizations.*

# 中国电子商务统计的数据来源 Data Sources of E-Commerce measurement

<b>主要参与者</b> <b>Participants</b>	<b>电子商务相关指标</b> <b>Indicators that may be collected</b>
<b>企业</b> <b>Enterprises</b>	企业电子商务销售额，包括自建网站APP销售额、第三方网站或APP销售额和EDI类型销售额 Value of enterprises' E-commerce sales, including sales through "self-operating web or app " "Digital Intermediation Platforms(DIPs)" and "EDI-type "
<b>家庭或个人</b> <b>Households or Individuals</b>	家庭或个人通过数字中介平台实现的销售额，如“淘宝”个人卖家，“美团”个体餐厅 Value of E-commerce sales by Households or Individuals through Digital Intermediation Platforms(DIPs), such as Taobao(淘宝) individual seller, or Meituan(美团) individual Restaurant
<b>政府和其他公共或私人组织</b> <b>Government, and other public or private organizations</b>	公共或私人组织电子商务销售额，主要包括自建网站APP销售额，如医院网上挂号 Value of public or private organizations' E-commerce sales, including sales through "self-operating web or app " , such as hospital online registration

# 中国电子商务统计的数据来源 Data Sources of E-Commerce measurement

主要参与者 Participants	电子商务相关指标 Indicators that may be collected
企业 Enterprises	企业电子商务销售额，包括自建网站APP销售额、第三方网站或APP销售 Enterprises' E-commerce sales, including sales through "self- app " "Digital Intermediation Platforms(DIPs)" and
家庭或个人 Households Individual	通过数字中介平台实现的销售额，如“淘宝”个人卖家，“美 Commerce sales by Households or Individuals through Intermediation Platforms(DIPs), such as Taobao(淘宝) r, or Meituan(美团) individual Restaurant
政府和其他公共 或私人组织 Government, and other public or private organizations	公共或私人组织电子商务销售额，主要包括自建网站APP销售额，如医院 Public or private organizations' E-commerce sales, including sales through "self-operating web or app " , such as hospital online registration

电子商务活动的  
 买方和卖方  
**Sellers and  
 Buyers of  
 E-commerce**

# 中国电子商务统计的数据来源 Data Sources on E-Commerce measurement

<b>主要参与者</b> <b>Participants</b>	<b>电子商务相关指标</b> <b>Indicators that may be collect</b>
<b>数字中介平台</b> <b>Digital Intermediation Platforms(DIPs)</b>	平台实现的订单销售额 <b>Value of E-commerce sales through DIPs</b> 平台收取的中介费用或佣金 <b>Value of Intermediation fees or commissions earned by DIPs</b>
<b>数据和广告驱动的数字平台</b> <b>Data-and advertising-driven Digital Platforms</b>	平台的会员费、线上订阅等订单金额 <b>Value of On-line order for membership fees or subscription fees from VIP users</b> 平台收取的广告费用 <b>Value of advertising fees</b>
<b>其他参与者</b> <b>Other participants</b>	其他支撑电子商务活动的参与者取得的收入。例如，直播销售员，外卖员。 <b>Other participants' income for facilitating E-commerce activities , such as livestreaming salesperson ,and delivery personnel for online orders</b>

# 中国电子商务统计的数据来源 Data Sources on E-Commerce measurement

主要参与者 Participants	电子商务相关指标 Indicators that may be collect
数字中介平台 Digital Intermediary Platform	通过数字中介平台的订单销售额 E-commerce sales through DIPs 数字中介费用或佣金 Intermediation fees or commissions earned by DIPs
数据和广告驱动的平台 Data-and advertisement driven Platform	线上订阅等订单金额 Online order for membership fees or subscription fees 广告费用 Advertising fees
其他参与者 Other participants	电子商务活动的参与者取得的收入。例如，直播销售员， Participants' income for facilitating E-commerce 快递员， Personnel for online orders

**电子商务活动的  
 中介服务或支撑  
 服务提供者  
 Intermediary or  
 supporting  
 service provider  
 of E-commerce**



# 中国电子商务统计发展历程 Development of E-Commerce Survey in China

## 重点领域电子商务平台情况调查

### Survey on E-commerce Platforms of Key Areas

调查对象: 互联网出行、互联网医疗、互联网教育培训、互联网房屋共享平台

Respondents: E-commerce Platforms of Transport, Health, Education, House sharing

主要指标: 重点领域电子商务交易额

Key Indicators: E-commerce Transaction Value of key areas

## 企业信息化和电子商务情况调查

### Survey on ICT usage and E-commerce in enterprises

调查对象: 规模以上企业

Respondents: Enterprises above designated size

主要指标: 电子商务销售额及其细分项, 如B2B和B2C, 商品和服务, 自建网站和第三方网站

Key Indicators: Value of E-commerce sales; Breakdowns such as B2B and B2C, goods and services, self-operating web and DIPs

## 全国第二次经济普查增加ICT指标

### The 2<sup>nd</sup> Economic census with ICT Indicators

调查对象: 非农业法人单位

Respondents: All enterprises except agricultural enterprises

主要指标: 电子商务销售额

Key Indicators: Value of E-commerce sales

## 企业信息通信技术应用专项调查

### Special Survey on ICT usage in enterprises

调查对象: 样本企业

Respondents: Samples of enterprises

主要指标: 电子商务销售额

Key Indicators: Value of E-commerce sales

## 电子商务平台经营及发展情况调查

### Survey on E-commerce Platforms Operation

调查对象: 规模以上的电子商务平台

Respondents: E-commerce Platforms above designated size

主要指标: 平台交易服务收入; 平台商家数和用户数, 尤其是家庭或个人卖家数

Key Indicators: Intermediation fees or commissions; Number of Sellers and Buyers of E-commerce Platforms, especially numbers of households or individual sellers

## 电子商务平台交易情况调查

### Survey on E-commerce Platforms transaction

调查对象: 规模以上的电子商务平台 (包括EDI系统)

Respondents: E-commerce Platforms (including EDI system) above designated size

主要指标: 电子商务交易额及其细分项, 如B2B和B2C, 商品和服务, 自建网站和第三方网站

Key Indicators: E-commerce Transaction Value; Breakdowns such as B2B+B2G and B2C+C2C, goods and services, self-operating web and DIPs

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主要指标: 电子商务销售额

Key Indicators: Value of E-commerce sales

## 年度财务状况调查中增加ICT指标

### Business Annual Survey with newly-added ICT Indicators

调查对象: 样本企业

Respondents: Samples of enterprises

主要指标: 电子商务销售额

Key Indicators: Value of E-commerce sales

2022

2017

2015

2014

2012

2008

2006

2004

# 中国电子商务平台统计 E-Commerce Platform Survey in China

电子商务平台包括：

**E-Commerce Platforms Including:**

- **(1)企业自建的网站或APP，用于销售其生产提供的商品或服务，包括除金融业外的其他第二产业和第三产业的企业。**
- **Enterprises' self-operating website or APP, to sell their goods or services, including enterprises of Manufacturing Industry and Service Industry, but not including Financial Industry.**
- **(2)数字中介平台，撮合平台上买方和卖方完成订单交易，平台不拥有商品或服务的所有权，收取中介费用。**
- **Digital Intermediation Platforms(DIPs) , to operate online interfaces that facilitate, for a fee, the direct interaction between multiple buyers and multiple sellers, without the platform taking economic ownership of the goods or rendering the services that are being sold/intermediated.**
- **(3)企业的EDI类型交易，不包括通过自建网站或APP、通过数字中介平台的交易。**
- **Enterprises' EDI-type sales, not including sales through DIPs or enterprises' self-operating website or APP.**

# 中国电子商务平台统计 E-Commerce Platform Surveys in China

如何获取电子商务平台的名单：

**How to detecting E-commerce Platform list:**

- (1)通过企业信息化和电子商务统计，问询企业的电子商务平台数量及网址。
- **Through ICT survey, by asking whether they operate website or app**
- (2)通过网络抓取，获取有线上交易的网站或APP。
- **Through webscraping website or app, which have online transaction**
- (3)通过其他部门获取平台名单，如商务部、工信部。
- **Through other Department sharing, such as the Ministry of Commerce , and the Ministry of Industry and Information Technology.**

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2008

2006

2004

# 电子商务平台交易情况(U201) Survey on E-commerce Platform transaction

U201表	主要内容 Contents
<p>统计范围 Scopes of Statistics</p>	<p>规模以上工业、有资质的建筑业、限额以上批发和零售业、限额以上住宿和餐饮业、有开发经营活动的房地产开发经营业、规模以上服务业法人单位拥有的电子商务交易平台，以及年交易额1000万元及以上的其他电子商务交易平台。 E-commerce Platforms(including EDI system) owned by the enterprises above designated size and the E-commerce platforms with yearly transaction volume above 10 million CNY owned by the enterprises below designated size</p>
<p>调查频率 Frequency of Statistics</p>	<p>月度调查 Monthly survey</p>
<p>调查数量 Quantity of Respondents</p>	<p>2023年，4000多家电子商务平台 More than 4000 E-commerce Platforms in 2023</p>
<p>调查方式 Data Collection Methods</p>	<p>电子商务交易平台通过联网直报平台填报问卷 Respondents complete questionnaires through online system</p>
<p>主要调查指标 Indicators of Statistics</p>	<p>平台交易额 (含增值税) E-commerce Transaction Value (<i>which includes VAT</i>) 按交易对象分平台交易额-对单位 ( B2B+B2G ) 和对个人 ( B2C+C2C ) Breakdowns by actors, such as B2B+B2G and B2C+C2C 按交易的商品类别、服务类别分平台交易额 Breakdowns by transaction content, such as goods and services 按卖方所在地分平台交易额 Breakdowns by seller's registered province</p>

# 电子商务平台经营及发展情况(U207) Survey on E-commerce Platform transaction

U207表	主要内容 Contents
<b>统计范围</b> Scopes of Statistics	与U201表一致 Consistent with U201
<b>调查频率</b> Frequency of Statistics	月度调查 Monthly survey
<b>调查数量</b> Quantity of Respondents	<b>2023年，4000多家电子商务平台</b> More than 4000 E-commerce Platforms in 2023
<b>调查方式</b> Data Collection Methods	电子商务交易平台通过联网直报平台填报问卷 Respondents complete questionnaires through online system
<b>主要调查指标</b> Indicators of Statistics	平台交易服务收入，互联网广告收入，平台其他服务收入 Intermediation fees or commissions 月度活跃商家数，月度活跃用户数 Numbers of Sellers and Buyers of E-commerce Platforms, especially numbers of households or individual sellers 跨境电商交易额，直播电商交易额，农村电商交易额 Digital trade value, Live E-commerce transaction value, Rural E-commerce transaction value 通过电子商务平台提供服务的新就业形态人员数，如网约车司机，直播销售员 Employment through E-commerce Platforms, such as ride-share drivers, livestreaming salesperson

# 重点领域电子商务平台情况(U202-U210) Survey on E-commerce Platform of Key Areas

U202表-U210表	主要内容 Contents
<p>统计范围 Scopes of Statistics</p>	<p>重点互联网出行平台、互联网医疗平台、互联网教育培训平台、互联网房屋共享平台、互联网旅游平台、互联网餐饮平台、互联网文化平台 E-commerce Platforms of Transport, Health, Education, House sharing, Tourism, Restaurant, Culture</p>
<p>调查频率 Frequency of Statistics</p>	<p>月度调查 Monthly survey</p>
<p>调查数量 Quantity of Respondents</p>	<p>2023年，600多家电子商务平台 More than 600 E-commerce Platforms in 2023</p>
<p>调查方式 Data-Collecting Methods</p>	<p>电子商务交易平台通过联网直报平台填报问卷 Respondents complete questionnaires through online system</p>
<p>主要调查指标 Main Indicators</p>	<p>平台交易额细分项，如外卖送餐服务和到店餐饮服务，国内旅游和跨境旅游 Breakdowns of E-commerce Transaction Value (<i>the volume is with VAT</i>), such as food delivery service and in-store catering service, domestic travel and cross-border travel</p> <p>通过电子商务平台提供服务的新就业形态人员数，如网约配送员，网络主播 Employment through E-commerce Platforms, such as delivery personnel for online orders, network anchor</p>

# 电子商务平台统计的优势 Advantages of E-Commerce Platform Survey

优势 Advantage	对比企业电子商务统计 VS. Survey on ICT usage and E-commerce in enterprises
<p>调查对象少，调查频率高 Quantity of Respondents is smaller, and frequency of Statistics is higher</p>	<p>电子商务平台统计能够利用电子商务平台大数据优势和集中度高特点，调查对象更少，仅调查规模较大的4000多家平台，调查频率更高，开展月度调查。 Leverage E-Commerce Platforms' big data and concentration, survey frequency is higher (monthly ), and respondents quantity is smaller (more than 4000 E-commerce Platforms).</p>
<p>更准确反映电子商务交易规模 More accurate reflection of E-commerce transaction value</p>	<p>电子商务平台统计既包括规模以上企业电子商务销售额，又包括家庭或个人、公共或私人组织、以及规模以下企业电子商务销售额。 Include E-commerce sales made by enterprises over designated size, and also include E-commerce sales made by households or Individuals, and public or private organizations, and Enterprises below designated size.</p>
<p>更全面反映电子商务交易平台发展情况 More comprehensive reflection of E-commerce platform development</p>	<p>电子商务平台统计能够调查电子商务平台相关的各类指标，如，数字中介平台提供交易服务收入，电子商务平台的商家数和用户数，通过电子商务平台提供服务的新就业形态人员数，能够全面反映电子商务平台的发展情况。 Various indicators related to E-commerce platform can be investigated, such as Intermediation fees or commissions, numbers of Sellers and Buyers, employment through E-commerce Platforms, providing a more comprehensive reflection of the development of E-commerce.</p>
<p>更及时反映电子商务领域新模式新业态 More timely reflection of new forms and models</p>	<p>电子商务平台统计能够及时反映电子商务领域新模式新业态，如，直播电商、跨境电商，农村电商。 New forms and models of E-commerce platform can be investigated timely, such as Digital trade, Live-streaming, and Rural E-commerce.</p>



# 调查结果比较 Comparison of E-Commerce Survey on Enterprises and Platforms

## E-Commerce transaction Value (电子商务交易额)

1. 规模以下企业电子商务销售。如，中小企业通过淘宝销售商品。

Sales through the surveyed platforms made by the enterprises below designated size. For example, many small businesses sell through Taobao.

2. 非企业单位电子商务销售。如，医院网上挂号。

Sales through the surveyed platforms made by non-business entities. For example, hospital online registration.

3. 境外企业或个人通过电商平台的销售。Sales through the surveyed platforms made by overseas enterprises or individuals. For example, JD and AliExpress provide different kinds of goods for their overseas clients.

## Sales Through E-Commerce of Enterprises (企业电子商务销售额)

规模以上企业通过调查平台实现的电子商务销售额。如，华为公司通过华为商城实现的销售额。

Sales made by the enterprises over designated size through the surveyed platforms. Take HUAWEI online mall (E-commerce platform owned by HUAWEI) as an example, Both HUAWEI online mall and HUAWEI Inc are the survey respondents.

1. 规模以上企业通过海外平台实现的电子商务销售额，如亚马逊或希音。

Sales made by the enterprises over designated size through overseas E-commerce platforms, such as Amazon or Shein.

2. 规模以上企业通过其他未调查的平台实现的电子商务销售额。Sales made by the enterprises over designated size through un-surveyed platforms.

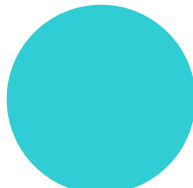
# 中国电子商务统计数据公布 E-Commerce Data Dissemination



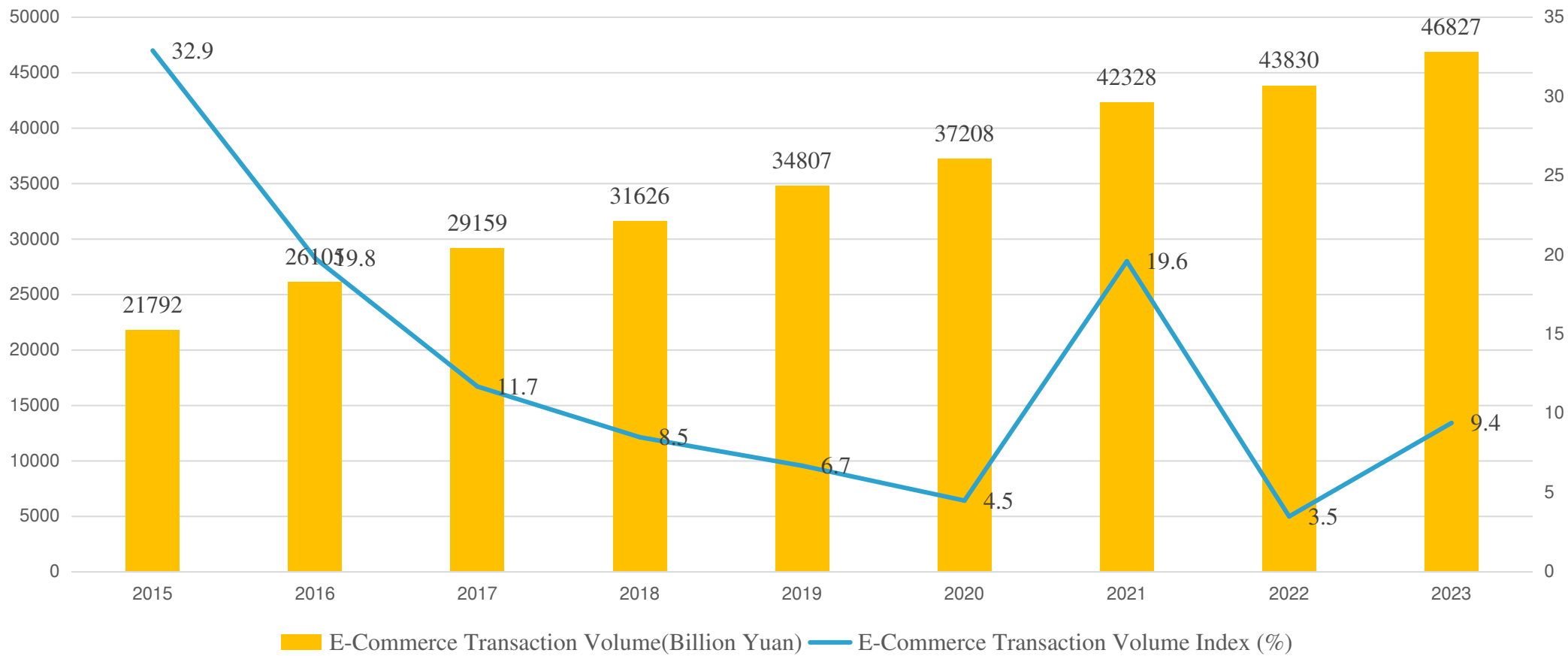
## E-Commerce Transaction Value (电子商务交易额)

- 电子商务交易额当年数据通过国民经济和社会发展统计公报对外公布
- **E-Commerce current year data** disseminated through Statistical Bulletin on National Economic and Social Development of the People's Republic of China  
[https://www.stats.gov.cn/sj/zxfb/202402/t20240228\\_1947915.html](https://www.stats.gov.cn/sj/zxfb/202402/t20240228_1947915.html)
- 电子商务交易额当年数据也通过商务部的《中国电子商务报告》对外公布
- **E-Commerce current year data** also disseminated through China E-commerce Report announced by the Ministry of Commerce of the People's Republic of China  
<http://dzsws.mofcom.gov.cn/article/ztxx/ndbg/202306/20230603415404.shtml>
- 电子商务交易额历史数据通过国家统计局国家数据库对外公布
- **E-Commerce historical data** disseminated through National Database of the National Bureau of Statistics  
<https://data.stats.gov.cn/easyquery.htm?cn=C01>

# 中国电子商务统计数据公布 E-Commerce Data Dissemination



**E-Commerce Transaction Value**  
(电子商务交易额)



**THANK YOU**

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