



***Second meeting of the UN  
Committee of Experts on  
Business and Trade  
Statistics***

***Efforts made by INEGI for  
calculating the Gross Value  
Added of E-commerce in Mexico***

***New York, June 11, 2019***

# Content

**Introduction**

**Objective**

**Gross Value Added of E-commerce**

**Dissemination**

**Next steps**

# Introduction<sup>1</sup>

**The age of digitalization and the Internet have changed the way households, businesses, and governments interact through local and cross-border transactions**

**New stage of globalization**

**Modify nature, patterns and participants in an international context of trade in goods and services**



1: According to the OECD, WPTGS (2017): STD/CSSP/WPTGS(2017)3

# Introduction

**Devices and objects connected to the Internet promote a large-scale convergence between ICT and the economy**

ICT Information and Communication Technologies



Internet of things (IoT).- Objects that connect through the internet with other objects



**Statistical Challenge of the digital economy**

**Measure the contribution in the GDP by the use of ICT, through their evolution or with the emergence of digital businesses, the expansion of e-commerce and financial services**

# Objective

**Make available to users information that allows them to know the evolution of the gross value added of e-commerce from the year 2013**

Series from the year 2013,  
base 2013

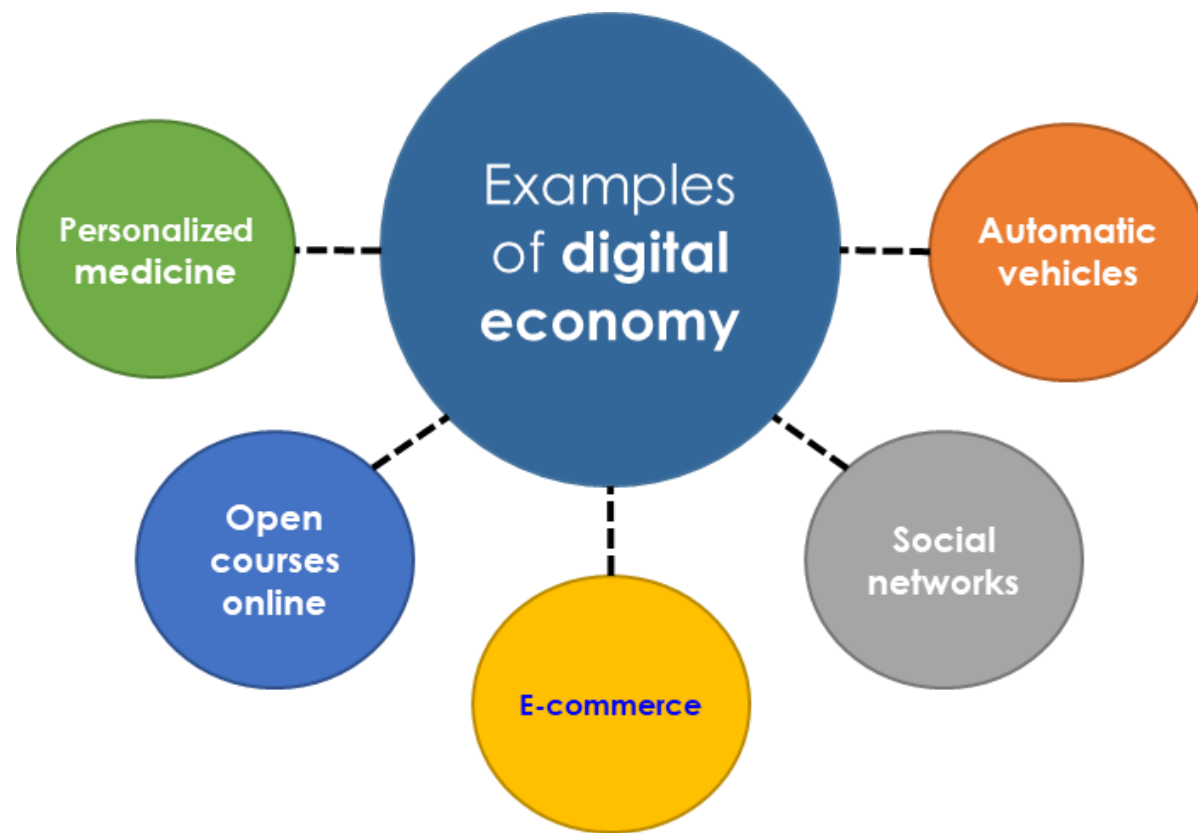
Millions of pesos at current  
prices and prices of 2013

Wholesale trade, retail trade  
and other services

# Gross Value Added of E-commerce

The SNA of Mexico reflects changes in the global context of economic measurements

As a first approach to the measurement of the **digital economy**, an estimate was made to quantify the gross value added of **e-commerce**



# Gross Value Added of E-commerce

## E-commerce

Process of purchase, sale or exchange of goods, services and information conducted over computer networks

For the sales of goods and services, the buyer places an order, and both the price and the terms of the transaction are negotiated through the Internet, email or web page

- ✓ Payment may or may not be done online
- ✓ The estimations do not include cross border transactions



# Gross Value Added of E-commerce

## Sources



SUT Supply and Use Tables

CE Economic Censuses (By its acronym in Spanish)

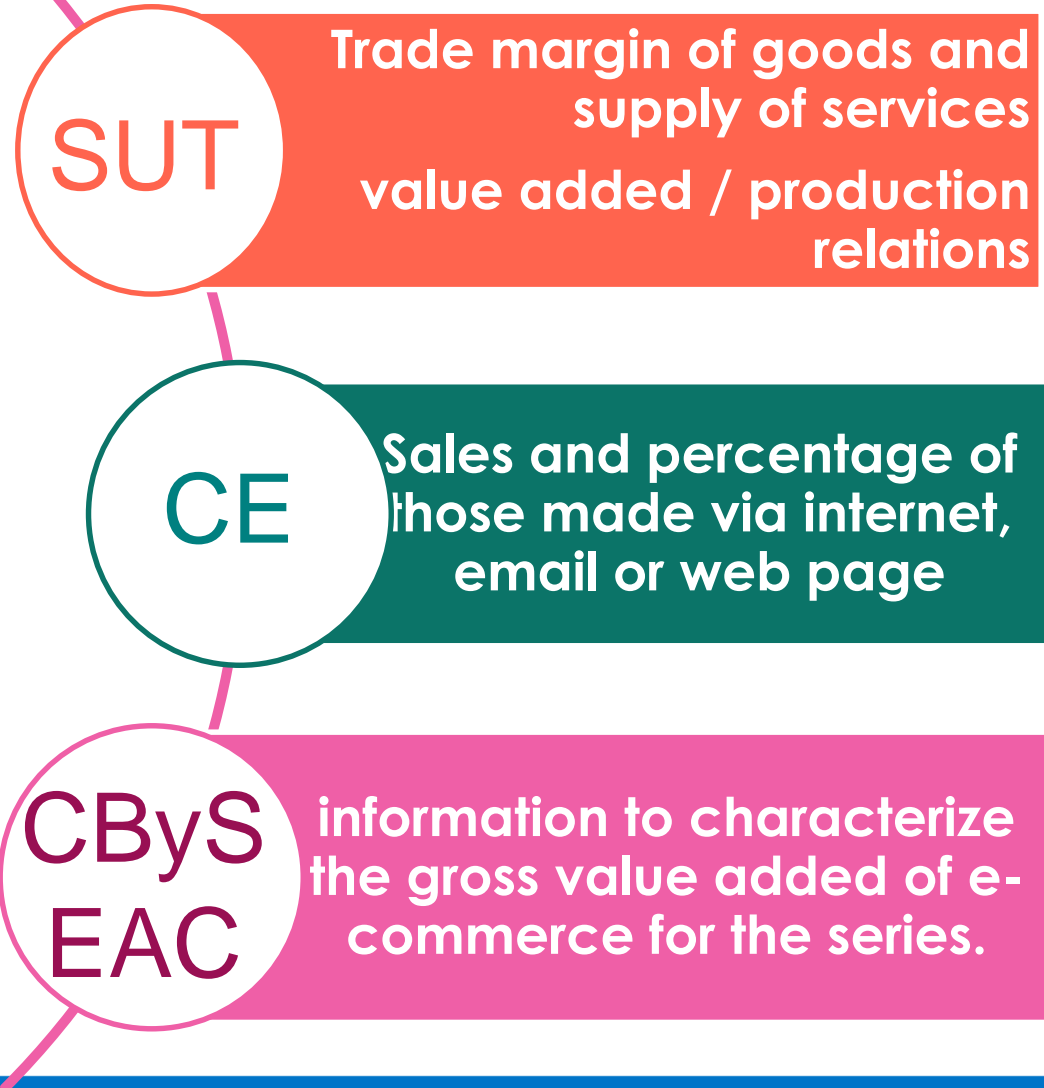
CBYS Goods and Services Account (By its acronym in Spanish)

EAC Annual Wholesale and Retail Trade Survey (By its acronym in Spanish)



# Gross Value Added of E-commerce

The measurement of the gross value added of **e-commerce** was made under a **SUPPLY** approach related to the wholesale, retail and other services commercialization. Total use is implicit since the SUT are balanced



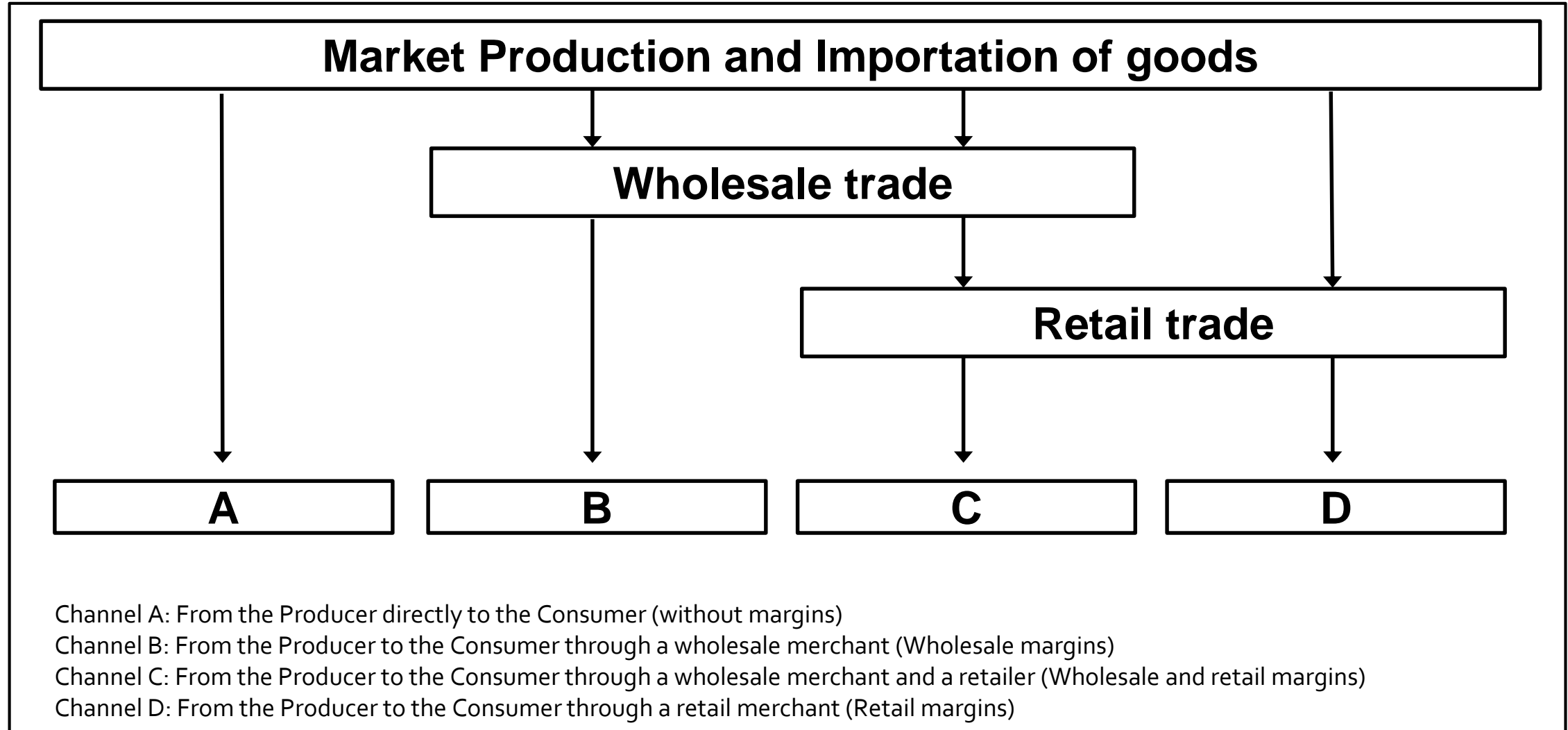
SUT Supply and Use Tables

CE Economic Censuses (By its acronym in Spanish)

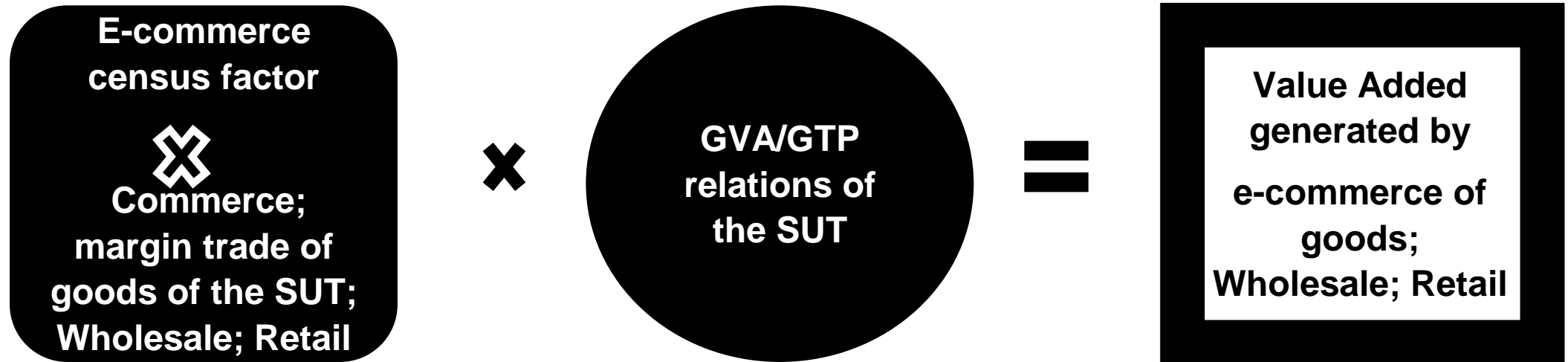
CByS Goods and Services Account (By its acronym in Spanish)

EAC Annual Wholesale and Retail Trade Survey (By its acronym in Spanish)

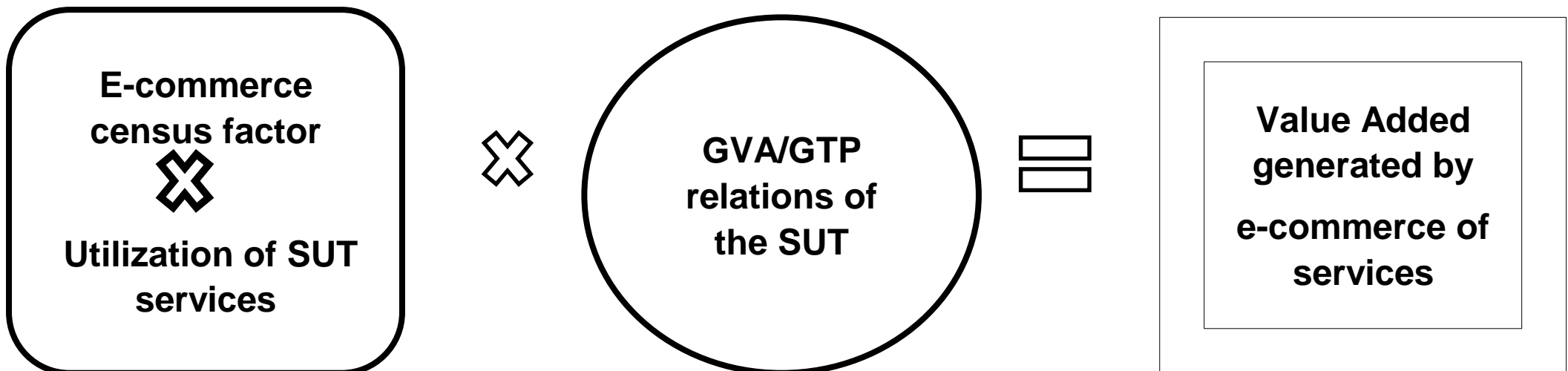
# Diagram of sales channels



# Gross Value Added of E-commerce



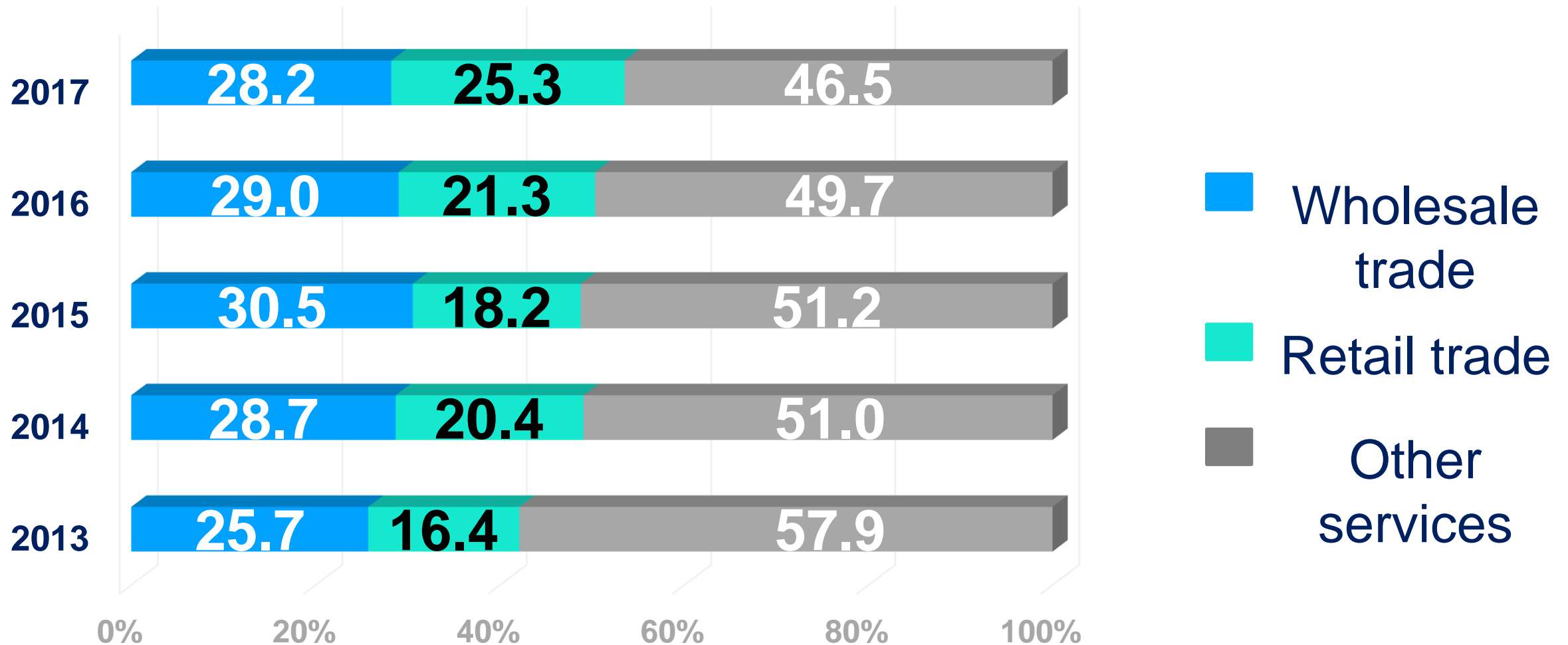
## Calculation



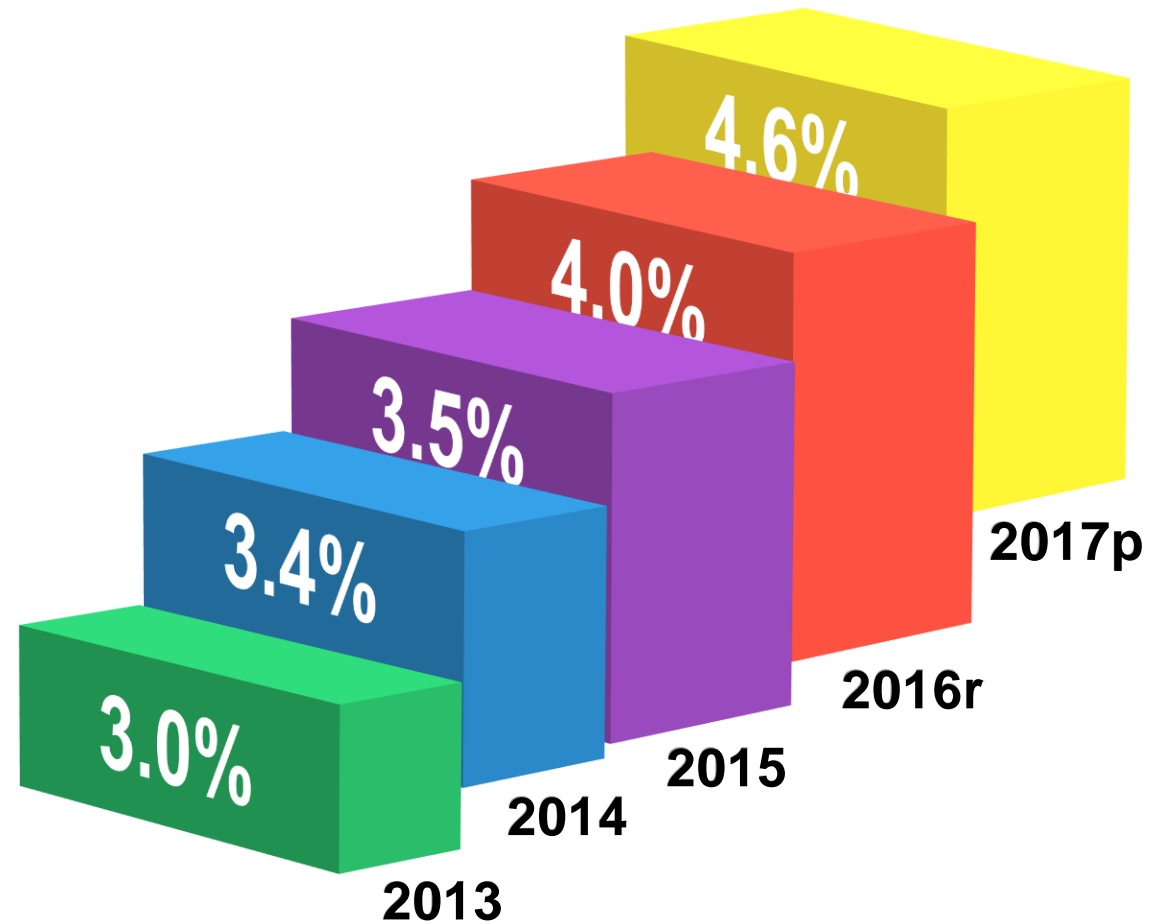
# Gross Value Added of E-commerce



# Gross Value Added of E-commerce



# Share of E-commerce in GDP



# Dissemination

**First release of these estimations: October 11, 2018**

**Disseminated as official statistics**

**INEGI carried out a presentation with its key users, including the Internet Association of Mexico (AIMX)**

**The estimations and the methodology are available (Spanish) for all users:**  
<https://www.inegi.org.mx/temas/vabcoel/>  
<https://www.inegi.org.mx/programas/vabcoel/2018/>

**The figures complement the demand view and estimations of the private sector by offering a supply approach**

# Next Steps

**INEGI is strengthening these calculations through specific improvements in the basic statistics collecting more details on the digital economy**

**In this sense, the Economic Censuses 2019 will have new information concerning the online sales and purchases breaking-down by:**

- ✓ **Website of the enterprise**
- ✓ **Through a web page from an intermediary**
- ✓ **Social networks**
- ✓ **E-mail**
- ✓ **Other informatics source**



# Next Steps

**INEGI will keep the ongoing households and business surveys and they will be complemented with robust information from the Economic Censuses 2019. The current annual surveys collecting information on digital economy are:**

- ✓ **National Survey on the Availability and Use of the Information Technologies in Households (ENDUTIH)**
- ✓ **Annual Wholesale and Retail Trade Survey (EAC)**

**It has been planned:**

- ✓ **Releasing more details about the type of e-commerce**
- ✓ **Reconciling the supply and demand through the sales and purchases according to their economic activity**
- ✓ **Updating the estimations annually**

# Next Steps

**Finally, INEGI is participating in the project coordinated by ECLAC on the calculation of the Internet Economy based on the methodology developed by the Central Bureau of Statistics of the Netherlands, through the linkage of the SBR and related domains of Mexican enterprises available in internet**

**Thank You!**

**Gerardo Durand Alcantara**  
**Deputy Director General of Economic**  
**Administrative Records**  
[gerardo.durand@inegi.org.mx](mailto:gerardo.durand@inegi.org.mx)

**Contact:**  
**Francisco Guillen Martin**  
**Deputy Director General of National Accounts**  
[francisco.guillen@inegi.org.mx](mailto:francisco.guillen@inegi.org.mx)

# Conociendo México

01 800 111 46 34

[www.inegi.org.mx](http://www.inegi.org.mx)

[atencion.usuarios@inegi.org.mx](mailto:atencion.usuarios@inegi.org.mx)



**INEGI** Informa