

# Task Group on Measuring e-commerce value (TG-eCOM)

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# ➤ Recap

- TG-eCOM was established in 2023
- Organised by UN Trade and Development (UNCTAD)
- It brings together:
  - National representatives with **hands-on experience of measuring e-commerce** value – mainly from NSOs/ central banks
  - Relevant **International Organisations** – including Eurostat, OECD, WTO, and UN bodies.
- The group is working to develop internationally agreed **Guidelines and Recommendations on Measuring e-commerce Value** which will support:
  - harmonisation across countries
  - Further countries in developing statistics on e-commerce
- Follows definition of e-commerce (OECD 2009 and forthcoming revision), definition of digitally ordered trade (IMF-OECD-UNCTAD-WTO, 2023) → **not trying to re-invent the wheel!**
- Links to TT-D, updates provided voluntarily to CEBTS

# ➤ Growing participation

- Austria (Statistics Austria)
- Brazil (cetic.br)
- Canada (Statistics Canada)
- China (National Bureau of Statistics)
- Egypt (Ministry of Communications & Information Technology)
- Finland (Statistics Finland)
- France (INSEE, Banque de France)
- Hungary (Central Statistical Office)
- Indonesia (BPS)
- Jamaica (Bank of Jamaica)
- [Japan \(Ministry of Internal Affairs and Communications\)](#)
- Korea (Rep.) (KOSTAT)
- Malaysia (DOSM)
- Malta (NSO Malta)
- Mexico (INEGI)
- Poland (Statistics Poland)
- Singapore (SingStat)
- Slovenia (Statistical Office)
- [Sweden \(SCB Statistics Sweden\)](#)
- Thailand (Electronic Transactions Development Agency: ETDA)
- [Trinidad and Tobago \(Ministry of Trade and Industry, Central Bank, Statistical Office\)](#)
- Türkiye (Turkstat, TICARET)
- United Kingdom (ONS)
- United States (BEA, Census Bureau)
- Uzbekistan (Ministry of Digital Technologies)
- Zimbabwe (Ministry of Industry and Commerce)
- Eurostat
- ITU
- OECD
- [UNECLAC](#)
- UNSD
- UN Trade and Development
- WTO

**Chair:** Dr Siriphan Wichaidit, Senior Data Scientist, Electronic Transactions Development Agency, Thailand

# ➤ Quarterly topic discussions

- User needs for e-commerce value statistics (March 2024)
  - Policymakers
  - Businesses
  - Macroeconomic statistics (namely DSUTs, digital trade)
- Coverage of e-commerce value (June 2024)
  - Coverage in terms of the perimeter of business e-commerce sales
    - Industrial coverage of sources
    - Firm size coverage of sources
    - Issue of informal businesses
  - Coverage in terms of “elements” of value
    - Varying inclusion of VAT / sales taxes, discounts, returns / refunds, shipping costs
- Data sources for measuring e-commerce value (October 2024)
  - Annual business surveys (especially business ICT surveys) widely used
  - Session focused on higher frequency / specialized surveys and non-survey data
  - → Card Payment Data identified as the most promising non-survey source

# ➤ Quarterly topic discussions

- **Social media and selling online** (Jan 2025)
  - Multiple platforms with varied focuses and features
  - “Social media selling” is increasingly important in many countries – especially developing countries
  - Sales through social media platforms take various forms – some meet the definition of e-commerce, some do not
  - Many sellers are not registered as businesses
  - → given the importance of social media sales in some members, the TG-eCOM should ensure these are well addressed in the Guidelines and Recommendations
- **EDI / digitally ordered trade / business e-commerce purchases** (Apr 2024)
  - EDI-type ordering may not be well understood by some compilers, respondents, and users; “web-EDI” further complicates the picture
  - ICT surveys have been successfully adapted to measure digitally ordered trade as well as further relevant details (e.g. digital delivery)
  - Though measuring e-commerce sales is the highest priority and most straightforward, there are examples of efforts to measure business e-commerce purchases.

# ➤ Collaboration with OECD on the definition of e-commerce

- The international **definition of e-commerce** is maintained by the **OECD Working Party on Digital Economics, Measurement and Analysis (WPDEMA)**
- **Nov 2024 workshop** to share experiences and challenges in using the OECD definition of e-commerce
- Over **70 participants** sharing **experiences from OECD and non-OECD countries** + **industry leaders** from Vinted, eBay, Shopify
- Delegates expressed strong **support for maintaining the existing core definition**, emphasising its international relevance, technology neutrality adaptability...
- ... but **guidelines for interpretation** should be clarified / elaborated in various areas.
- **May 2025 webinar** to discuss developments in **WPDEMA work** to revisit the definition and accompanying guidelines





## ➤ Next steps

- UN Trade and Development and the [Kingdom of Saudi Arabia](#) recently signed an agreement providing financial resources to support the TG-eCOM.
- ➔ In-person workshop to:
  - Discuss the [final topic bundle](#) – presentation, contextualisation, and dissemination of e-commerce statistics
  - [Review the draft Guidelines and Recommendations](#) on Measuring e-commerce value
- ➔ [October 2025, Riyadh or Geneva](#) (TBC very soon)
- Working Group on Measuring e-commerce and the digital economy (WG-ECDE) for discussion / approval in December 2025.

