



E-COMMERCE MEASUREMENT @UNCTAD

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Compilation and Analytical Capacity

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CROSS-BORDER E-COMMERCE DATA

In search of Cross-Border E-commerce Trade Data

UNCTAD



WHAT IS ELECTRONIC COMMERCE?

- OECD definition of an e-commerce transaction:
 - “...the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders”.
 - Payment and delivery do not have to be conducted online.
 - Orders made by telephone calls, fax or manually typed e-mail excluded
- Business-to-business (B2B)
- Business-to-consumer (B2C)
- Consumer-to-consumer (C2C)
- Government-to-business (G2B): e.g. e-procurement
- *What is cross-border e-commerce?*



MAJOR E-COMMERCE MARKETS: TOP 10

	Economy	Total		B2B		B2C
		\$ billion	% of GDP	\$ billion	% of all e-commerce	\$ billion
1	United States	7,055	39%	6,443	91%	612
2	Japan	2,495	60%	2,382	96%	114
3	China	1,991	18%	1,374	69%	617
4	Korea (Rep.)	1,161	84%	1,113	96%	48
5	Germany (2014)	1,037	27%	944	91%	93
6	United Kingdom	845	30%	645	76%	200
7	France (2014)	661	23%	588	89%	73
8	Canada (2014)	470	26%	422	90%	48
9	Spain	242	20%	217	90%	25
10	Australia	216	16%	188	87%	28
	10 above	16,174	34%	14,317	89%	1,857
	World	25,293		22,389		2,904

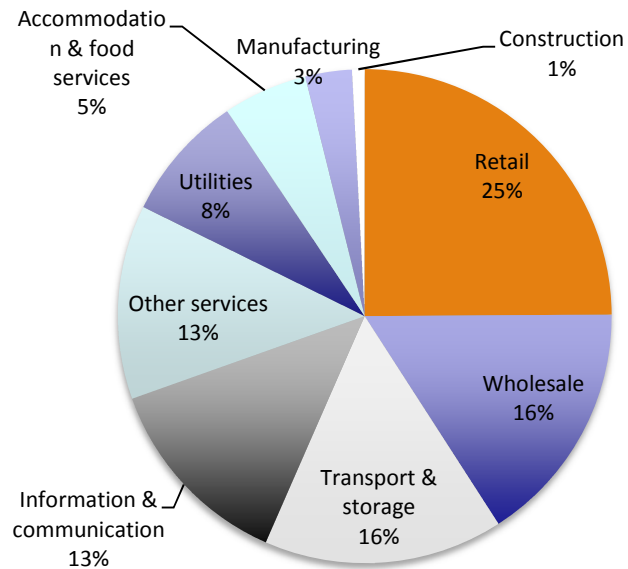
Note: Figures in italics are estimates. Missing data were estimated based on average ratios. Converted to \$ using annual average exchange rate.

Source: UNCTAD, adapted from US Census Bureau; Japan Ministry of Economy, Trade and Industry; China Bureau of Statistics; KOSTAT (Republic of Korea); EUROSTAT (for Germany); UK Office of National Statistics; INSEE (France); Statistics Canada; Australian Bureau of Statistics and INE (Spain).

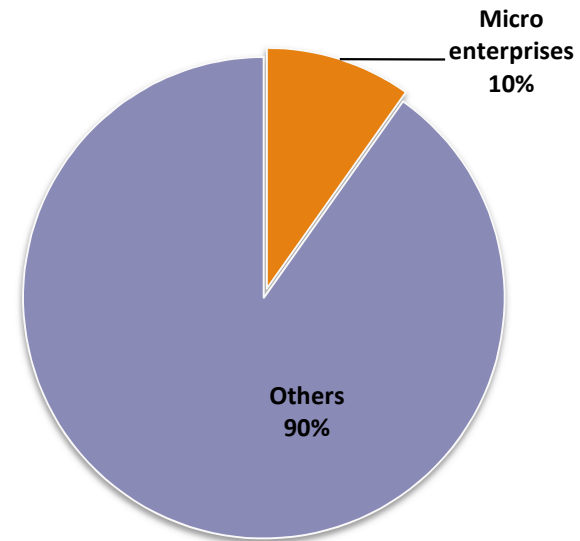


B2C E-COMMERCE BY SECTOR & ENTERPRISE SIZE, UNITED KINGDOM

Web sales to private customers, 2014



Web sales to private customers, 2014



Note: Micro enterprises refer to entities with less than 10 employees.

Source: UNCTAD, based on data from ONS.



CROSS-BORDER E-COMMERCE

- International trade is sluggish, but data traffic online is surging as is e-commerce
 - Global Internet traffic expected to be 66 times higher in 2019 than in 2005
- How much of international trade is e-commerce?
- How much of e-commerce is cross-border?
- Very few official statistics on cross-border e-commerce; some estimates available
- Developed countries e-commerce predominantly domestic
- In some developing countries cross-border more significant



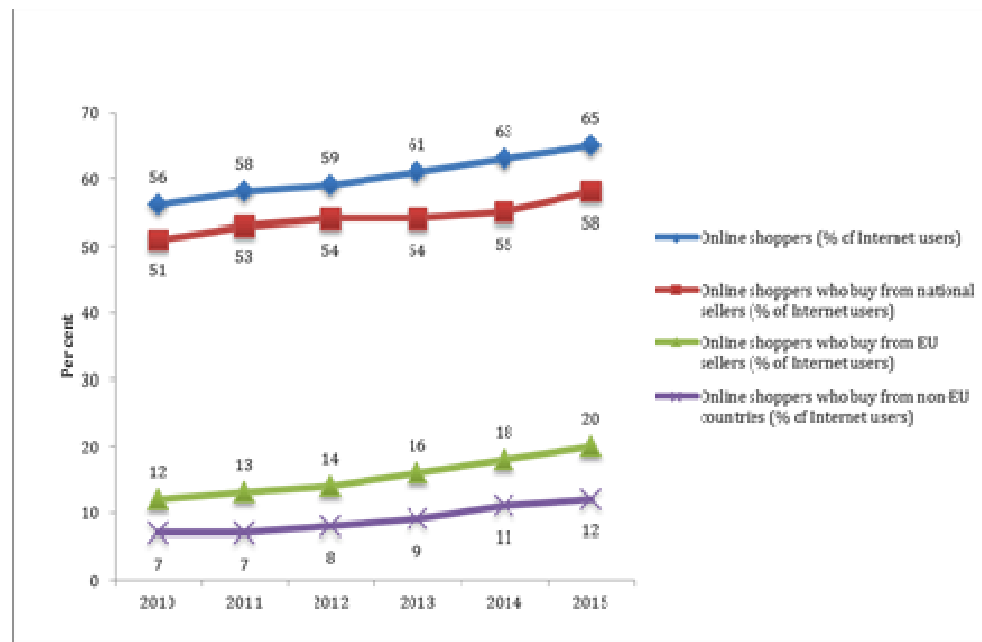
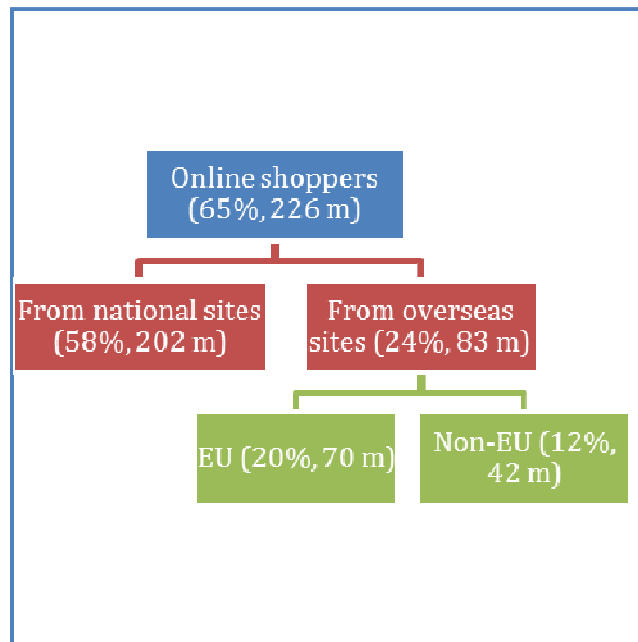
CROSS-BORDER E-COMMERCE DATA GAPS

- We have good statistics on cross-border merchandise trade
 - But we cannot distinguish what is the result of e-commerce
- We have some data on e-commerce
 - But very limited information on what is cross-border
- We have balance of payment statistics on services trade
 - But these data do not distinguish by mode of supply



EUROPEAN UNION

Cross-border shopping in the EU: Proportion of EU online shoppers among Internet users (left) and EU online shoppers buying from local and overseas sellers (right), 2015

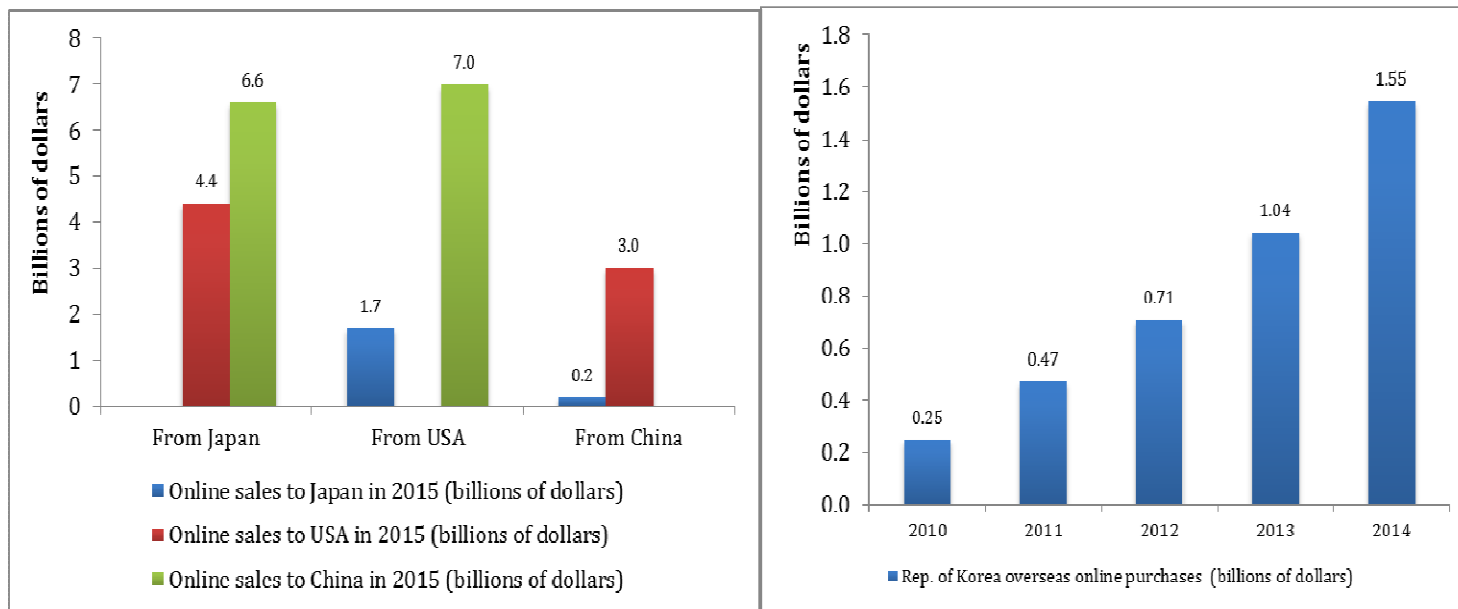


Source: UNCTAD (2017). Information Economy Report 2017: Digitalization, Trade and Development, adapted from EUROSTAT.



CHINA, JAPAN, US AND KOREA (REP. OF)

Cross-border online B2C sales between China, Japan and the United States, 2015 (left) and cross-border online purchases in the Republic of Korea, various years (right) (\$ billion)



Source: UNCTAD (2017). Information Economy Report 2017: Digitalization, Trade and Development, Adapted from Ministry of Economy, Trade and Industry, Japan, and Korean Customs Service.



B2C CROSS-BORDER E-COMMERCE 2015

New UNCTAD estimates

	Cross-border online purchases (B2C)			Total B2C (\$ billion)	Cross-border online shoppers
	Total value (\$ billion)	Share of B2C in merchandise imports, by value	Share of total B2C		Number of shoppers
		(Per cent)	(Per cent)		(Million)
United States	40	1.7	7	612	34
China	39	2.3	6	617	70
Germany	9	0.8	10	93	12
Japan	2	0.3	2	114	9
United Kingdom	12	1.9	7	200	14
France	4	0.7	6	73	12
Netherlands	0.4	0.1	2	19	4
Republic of Korea	3	0.6	5	48	10
Canada	7	1.7	16	48	11
Italy	3	0.8	19	17	6
Top 10 countries	120	1.4	7	1 839	181
WORLD	189	1.1	7	2 904	380

Source: UNCTAD (2017). Information Economy Report 2017: Digitalization, Trade and Development



UNCTAD E-COMMERCE WEEK 2017

- >1,000 participants, 170 speakers
- Recommendations on measurement:
 - Use existing surveys of economic activity and customs declarations to collect data on e-commerce + add a few questions
 - Use creatively "big data" from financial, transport firms and Internet trading platforms, as well as postal data, as an input into public data collection
 - Build capacity in developing-country statistical agencies
 - Continue partnership by all relevant stakeholders in the measurement agenda





MORE AND BETTER E-COMMERCE DATA ARE NEEDED

- What are new areas of demand?
- What are future plans to improve data availability?
- What are your priorities for action?
- Where should technical assistance focus for better and faster results?

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THANK YOU