

## Share of turnover from e-commerce stable at 14% in 2009 and 2010

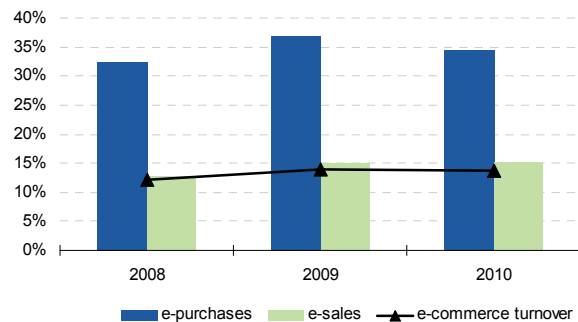
**Electronic commerce – e-commerce – refers here to the trading of goods or services over computer networks such as the Internet. It can be divided into e-commerce sales and e-commerce purchases according to the way in which an enterprise receives or places orders respectively.**

**Essentially, e-commerce is part of the business model of enterprises, complementing their conventional commercial activities for selling and buying aimed at enhancing their performance.**

In 2010, more than twice as many enterprises engaged in e-commerce purchases than in e-commerce sales. As shown in Figure 1, during 2010, 35% of enterprises in the EU27 made purchases electronically, – e-purchases. In the same period, only 15% of enterprises made electronic sales – e-sales.

The percentage of turnover on e-sales amounted to 14% of the total turnover of enterprises with 10 or more persons employed in the EU27.

**Figure 1: E-commerce sales and purchases, turnover from e-commerce, 2008 to 2010, EU27 (% of enterprises, % total turnover)**



Note: 2008 data without enterprises in the NACE Rev 2 group 95.1 referring to 'Repair of computers and communication equipment'

Source: Eurostat (online data codes : [isoc\\_bde15dec](#), [isoc\\_ec\\_evaln2](#))

**Table 1: E-commerce sales and purchases, turnover from e-commerce, by size class, 2008-2010, EU27 (% of enterprises, % of total turnover)**

	Enterprises with e-purchases			Enterprises with e-sales			Enterprises' turnover from e-commerce		
	2008	2009	2010	2008	2009	2010	2008	2009	2010
all enterprises	33%	37%	35%	13%	15%	15%	12%	14%	14%
large	50%	55%	56%	32%	35%	37%	17%	19%	19%
medium	40%	44%	43%	19%	22%	23%	10%	11%	10%
small	31%	35%	33%	11%	13%	13%	4%	5%	4%

Note: 2008 data without enterprises in the NACE Rev 2 group 95.1 referring to 'Repair of computers and communication equipment'

Source: Eurostat (online data codes : [isoc\\_bde15dec](#), [isoc\\_ec\\_evaln2](#))

However, as Table 1 shows, there was a significant variation in the share of enterprises conducting e-sales and the turnover from the e-sales according to enterprise size.

During 2010, 37% of **large enterprises** made e-sales corresponding to 19% of total turnover in this size class. Similarly, 23% of **medium sized enterprises** made e-sales corresponding to 10% of total turnover in this size class. By contrast, 13% of **small enterprises** engaged in e-sales,

corresponding to only 4% of the turnover of such enterprises.

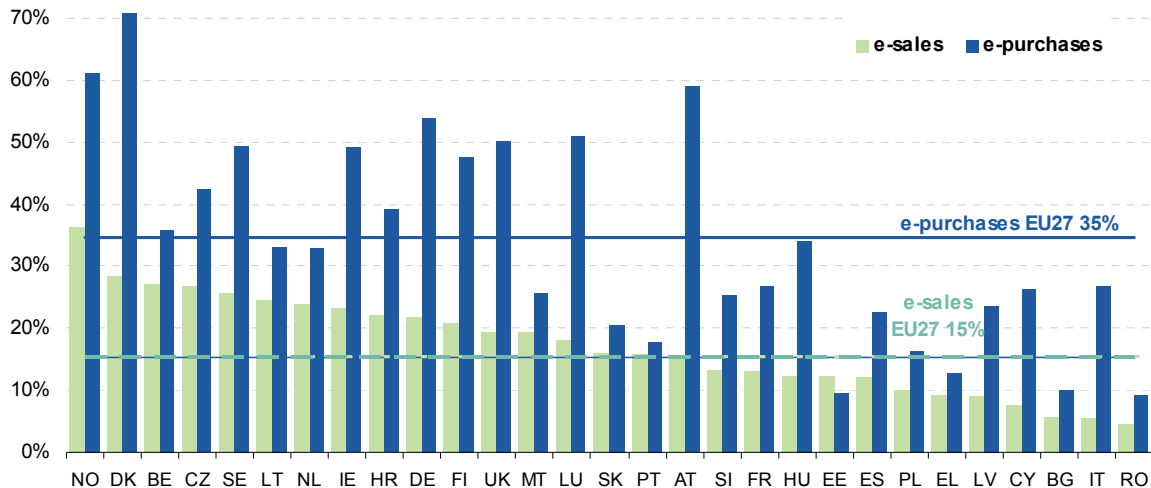
In the EU27, during the period 2008 to 2010 there was a small increase in the percentage of enterprises that had purchases or sales electronically (both +2 percentage points), and also in the percentage of turnover on e-commerce sales (+2 percentage points). Changes were more noticeable depending on the size of enterprises.

## Wide variation in the share of e-commerce sales and purchases among countries

In 2010, among all countries (Figure 2), the percentage of enterprises making **purchases electronically** varied widely from country to country, ranging from 9% in Romania to 71% in Denmark.

Similarly, the percentage of enterprises with **e-sales** ranged from 4% in Romania to 36% in Norway, followed by Denmark (28%), Belgium and the Czech Republic (both 27%).

**Figure 2: E-commerce sales and purchases, 2010 (% of enterprises)**



Source: Eurostat (online data code : [isoc\\_bde15dec](#))

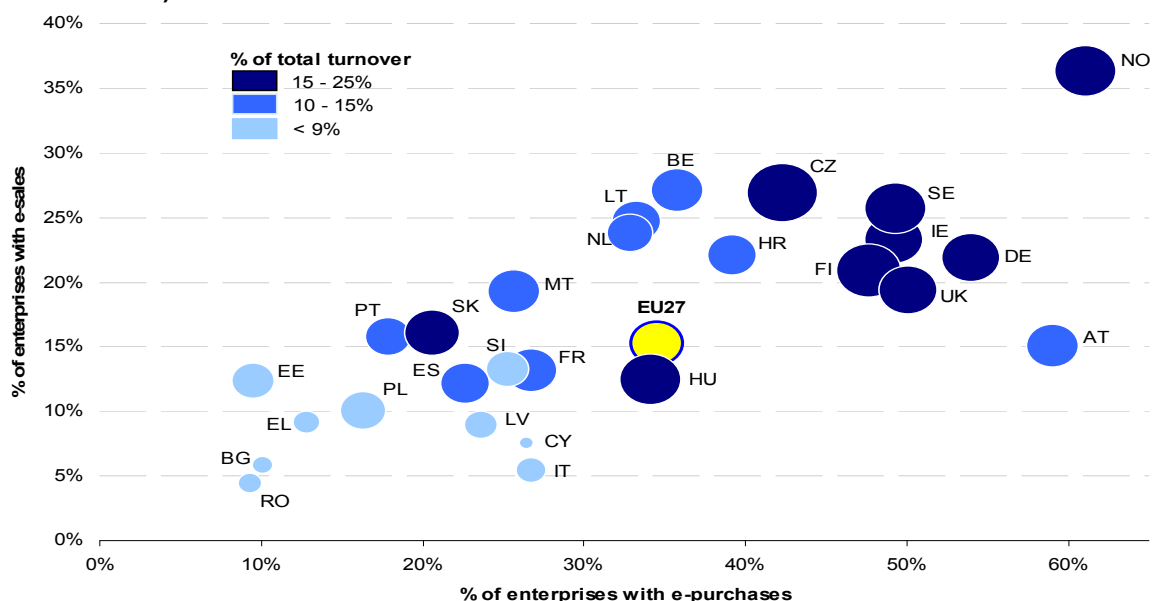
The bubble chart in Figure 3 shows three main clusters of countries in terms of the percentage of **turnover** from e-commerce in the total turnover (the bigger the bubble, the greater the share and the darker the shade).

The position of the countries in Figure 3 is determined by the percentage of enterprises making **e-sales** (the further up in the graph, the greater the proportion of enterprises with e-sales), and the

percentage of enterprises conducting **e-purchases** (the further to the right in the graph, the greater the proportion of enterprises with e-purchases).

During 2010, among all countries, the percentage of **turnover** realised from e-commerce ranged from 1% in Cyprus to 25% in the Czech Republic, followed by Finland (20%), Sweden and Hungary (both 19%).

**Figure 3: E-commerce sales and purchases, turnover from e-commerce, 2010 (% of enterprises, % of total turnover)**



Source: Eurostat (online data codes : [isoc\\_bde15dec](#), [isoc\\_ec\\_evaln2](#))

As shown in Figure 3, in nine out of the 29 countries (EU27, Norway and Croatia) enterprises realised more than 15% of their total turnover from e-commerce sales during 2010 (bubbles with the darkest shade).

However, within this group of countries, there was a significant variation in the percentage of

enterprises **selling electronically**, ranging from 12% in Hungary to 36% in Norway.

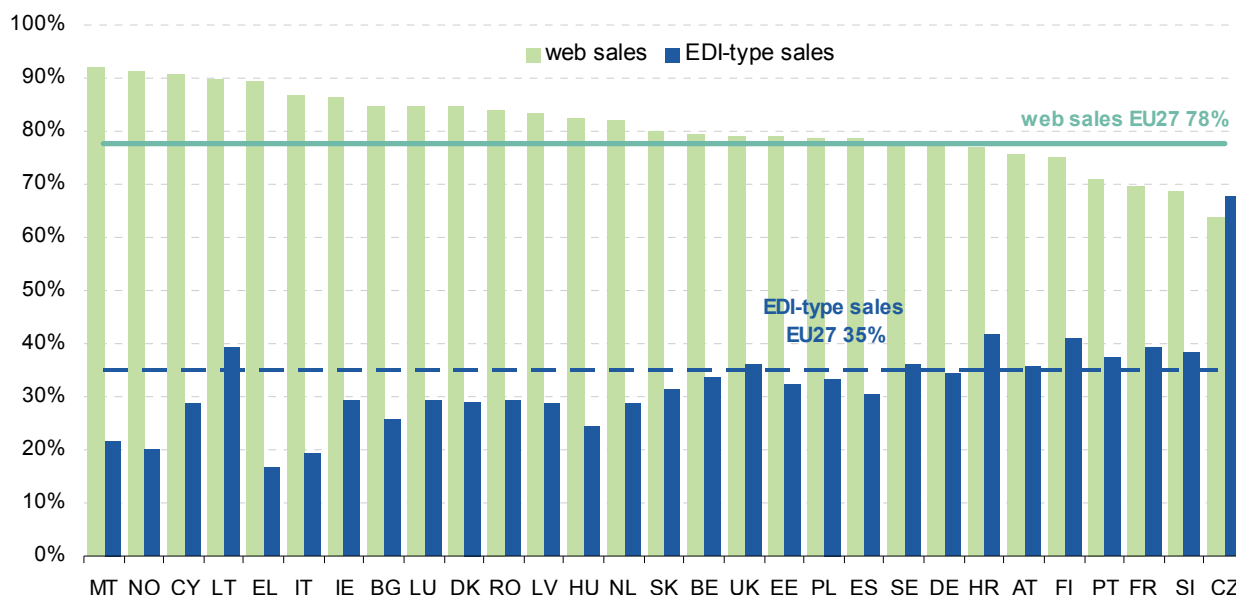
Similarly, regarding the percentage of enterprises **purchasing electronically**, the proportions within the same group of nine countries ranged from 21% in Slovakia to 61% in Norway.

## Enterprises using the web dominated in the area of e-sales

Specific methods for e-commerce sales enable the “sales process” to take place in a faster and more efficient manner. These methods can be broadly divided into **web sales** and **EDI-type sales** referring to the way customers – private or business – **place orders** for the products that they wish to purchase.

Therefore, for the survey on ‘ICT usage and e-commerce in enterprises’, respondents were asked to state whether they received orders via a **website (web sales)** or in a format that allowed automated processing (**EDI-type sales**) using Electronic Data Interchange or Extensible Markup Language (XML) format for example.

**Figure 4: E-commerce sales broken down by web and EDI-type sales, 2010 (% of enterprises with e-sales)**



Source: Eurostat (online data code : [isoc\\_bde15dec](#))

Enterprises consider it important to be visible on the Internet. Consequently, websites are increasingly offered by enterprises or third parties for various purposes. In particular, websites allow customers to purchase by placing their orders electronically.

As shown in Figure 4, during 2010, 78% of enterprises selling electronically in the EU27 used a **website**, while 35% used **EDI-type sales**.

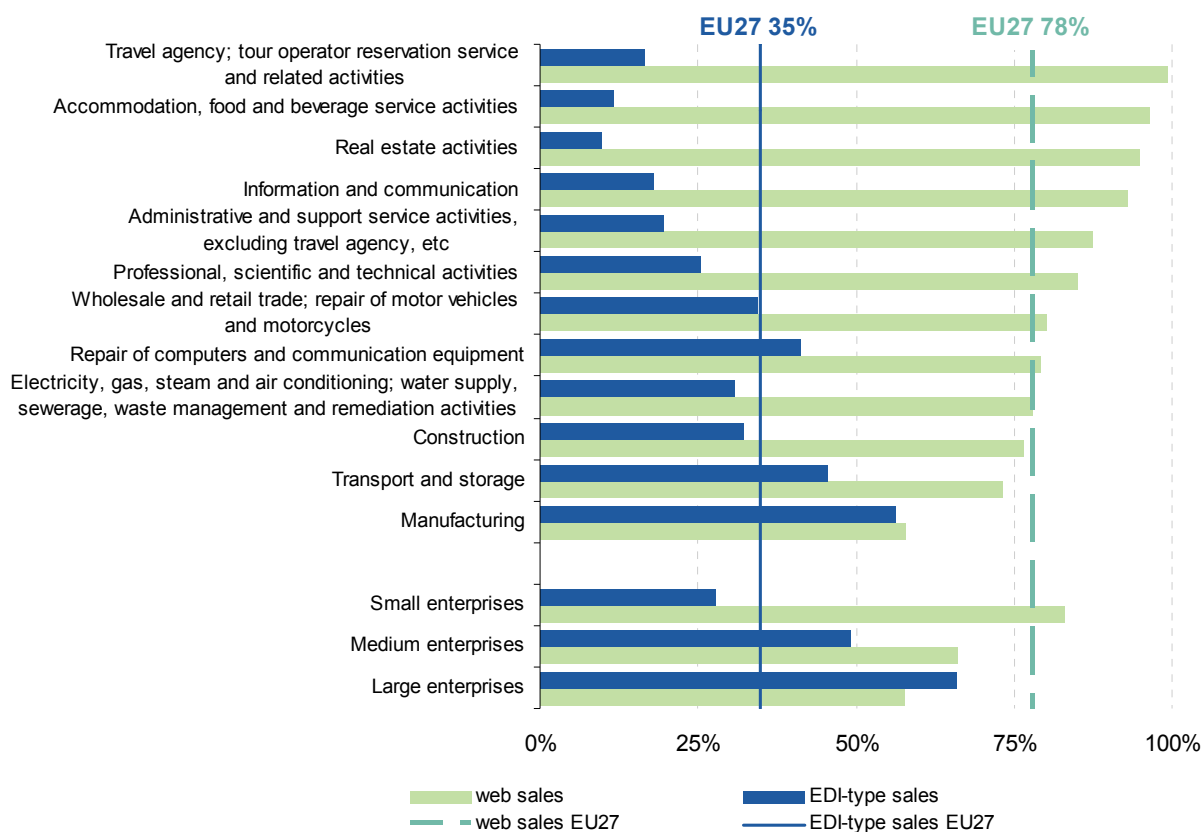
On the one hand, during 2010, the percentage of enterprises that used **EDI-type sales** ranged from

17% of enterprises conducting e-sales in Greece to 68% in the Czech Republic.

On the other hand, the percentage of enterprises receiving orders over **websites** was considerably high for almost all countries, ranging from 64% in Czech Republic to 92% in Malta.

Only in the Czech Republic, among enterprises with e-sales, was the percentage of enterprises that reported **EDI-type sales** higher than those that reported **web sales**.

**Figure 5: E-commerce sales broken down by web and EDI-type sales and by economic activity, EU27, 2010 (% of enterprises with e-sales)**



Source: Eurostat (online data code : [isoc\\_bde15dec](#))

As shown in Figure 5, during 2010, almost all enterprises making e-sales in the ‘Travel agency, tour operator reservation service and related activities’ branch received orders via a **website**, while 17% made e-sales via **EDI-type messages**.

More than half of ‘Manufacturing’ enterprises making e-sales reported that they received orders via **EDI-type messages**, followed closely by enterprises in the ‘Transport and storage’ sector (46%).

The percentages for ‘Manufacturing’ enterprises that conducted e-sales via a website and via **EDI-type messages** were very close: 58% and 56% respectively. For all other economic activities, enterprises received their orders in most cases via **websites**.

It is noticeable that, among the small enterprises making e-sales, 83% of enterprises tended to have **web sales**, whereas among the large enterprises 58% received orders via websites.

### The share of turnover from EDI-type sales is greater than that from web sales

In the EU27, enterprises realised 14% of their total turnover from e-commerce during 2010, consisting of orders via a website or via EDI-type messages.

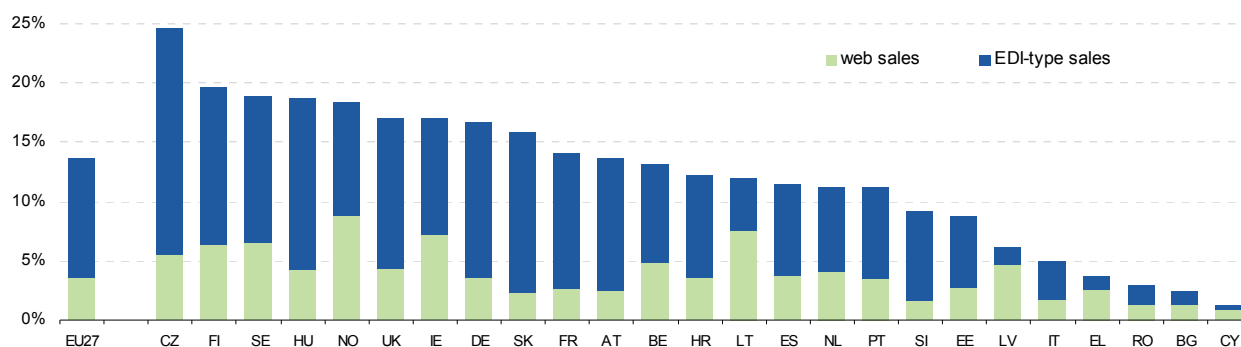
However, the turnover realised from **EDI-type sales** was 10% of total turnover, while the turnover from **web sales** was only 4%.

As Figure 5 shows, large enterprises – with more than 250 persons employed – rely in principle on ICT (Information and Communication

Technologies) and standards that integrate EDI-type sales within their business processes.

Figure 6 shows the cumulative contribution of **web sales** and **EDI-type sales** to total turnover. In particular, the share of the total turnover realised from EDI-type sales ranged from less than 1% in Cyprus to 19% in the Czech Republic. In addition, the share of total turnover from web sales ranged from 1% in Cyprus to just 9% in Norway.

**Figure 6: Turnover from e-commerce broken down by web and EDI-type sales, 2010 (% of total turnover)**

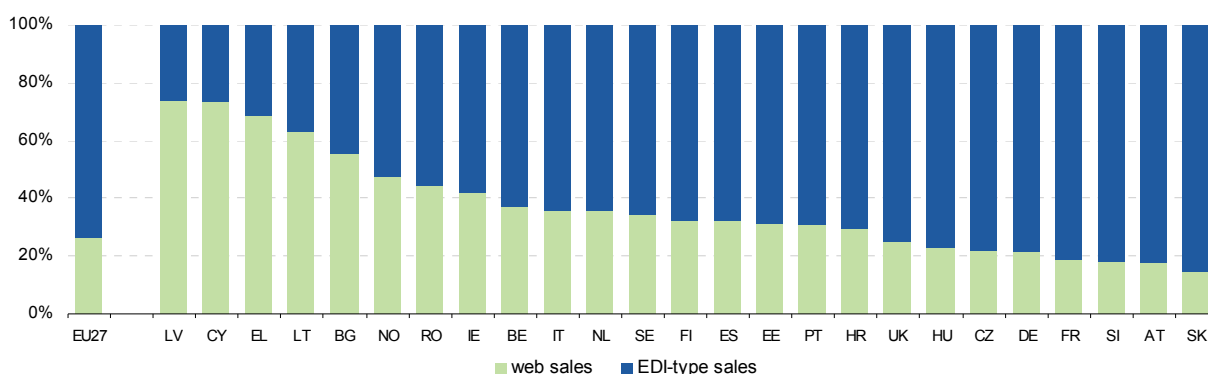


Source: Eurostat (online data code : [isoc\\_ec\\_evaln2](#))

Figure 7 shows the distribution of e-commerce turnover between web sales and EDI-type sales. In 2010, for the vast majority of countries, the share of e-commerce turnover from EDI-type sales was greater than the share from sales via websites,

except for Lithuania, Latvia, Greece, Bulgaria and Cyprus. In particular, for enterprises making e-sales in Slovakia, the percentage of turnover realised by EDI-type sales was almost six times that from web sales.

**Figure 7: Web sales and EDI-type sales, 2010 (% of turnover from e-commerce)**



Source: Eurostat (online data code : [isoc\\_ec\\_evaln2](#))

## Cross border e-commerce sales not fully exploited by enterprises selling electronically

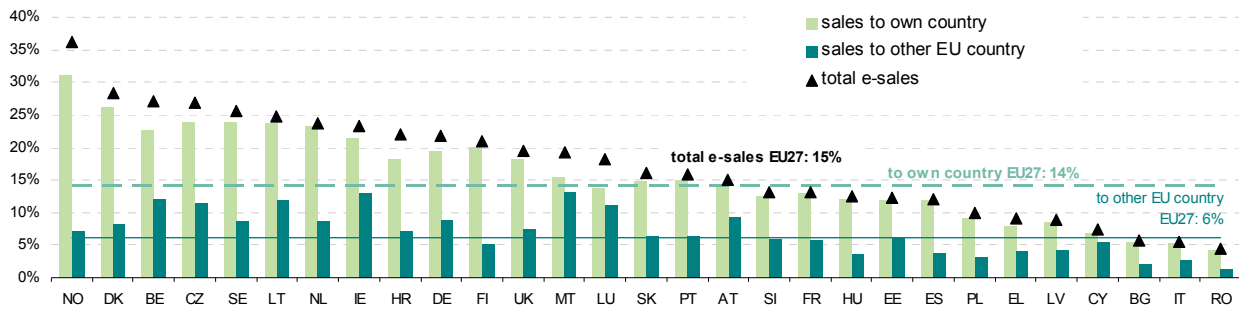
E-commerce enables enterprises to establish their presence in the market at national level and also to extend their economic activities beyond national borders in order to pursue opportunities elsewhere. Moreover, e-commerce has the potential to reshape the European Single Market for enterprises and private consumers by enabling price and product-related comparisons in a borderless market environment.

However, in 2010 in the EU27, while almost all enterprises making electronic sales (15%) reported that they sold to the markets in their own countries (14%), only 6% of enterprises made e-sales to other EU countries (Figure 8).

In particular, the potential for cross-border e-commerce sales to other EU countries was not fully exploited. While 28% of enterprises in Denmark made e-sales — ranking it first among the EU countries — only 8% of enterprises reported selling to customers in other EU countries. A similar phenomenon can be observed for Sweden, where 26% of enterprises made e-sales but only 9% sold to other EU countries.

Outside the EU, Norway has the highest potential for enterprises to expand into foreign markets, with 36% of enterprises making e-sales but only 7% to customers in EU countries.

**Figure 8: E-commerce sales to own country and other EU countries, 2010 (% of enterprises)**



Source: Eurostat (online data code : [isoc\\_bde15dec](#))

Concerning **e-purchases** (Figure 9), in 2010 in the EU27, while almost all enterprises making electronic purchases (35%) reported purchasing from their domestic markets (32%), only 10% of enterprises made e-purchases from other EU countries.

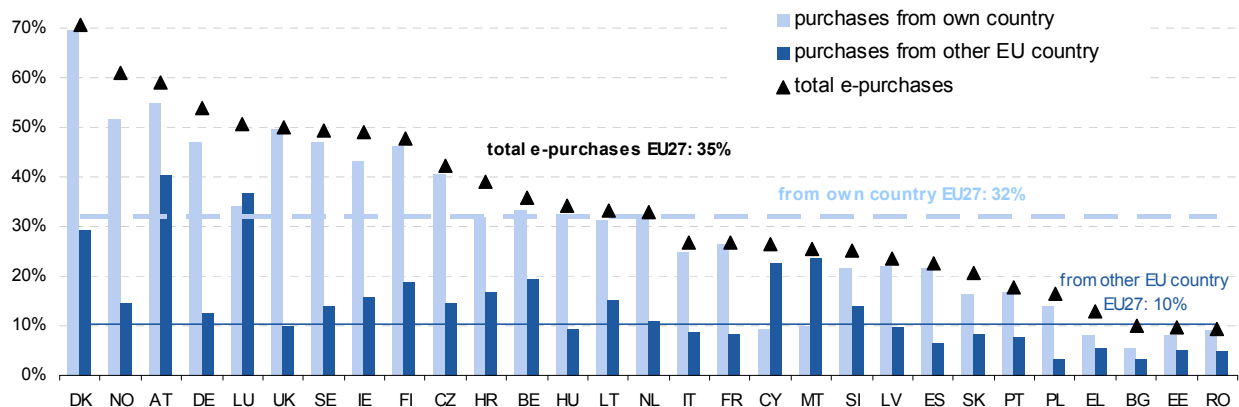
In 2010, the biggest differences between the percentages of enterprises making e-purchases in general and those purchasing electronically from other EU countries can be observed in Norway and Germany. In Norway, 61% of enterprises made e-purchases, while 15% purchased electronically from suppliers in an EU country. Similarly, in

Germany 5 out of 10 enterprises made e-purchases, while only 1 in 10 made e-purchases from another EU country.

Across all countries, the highest percentage of e-purchases from other EU countries was reported in Austria.

In Luxembourg, Malta and Cyprus, more enterprises reported e-purchases from other EU countries, because the relatively small local markets were not sufficient to meet demand.

**Figure 9: E-commerce purchases from own country and from other EU countries, 2010 (% of enterprises)**



Source: Eurostat (online data code : [isoc\\_bde15dec](#))

## METHODOLOGICAL NOTES

**Source:** Data presented in this publication are based on the results of the 2011 Community survey on "ICT usage and e-commerce in enterprises". Statistics were obtained from enterprise surveys conducted by National Statistical Authorities in 2011. The surveys' reference period was January 2011 or for some questions the year 2010.

**Sample size:** In 2011, 146 000 enterprises, with 10 or more persons employed, out of 1.5 million in EU27 were surveyed. Out of the 1.5 million enterprises approximately 83 % were enterprises with 10-49 persons employed, 14 % with 50-249 and 3 % with 250 or more.

**Country codes:** European Union (27 countries): Belgium (BE), Bulgaria (BG), the Czech Republic (CZ), Denmark (DK), Germany (DE), Estonia (EE), Ireland (IE), Greece (EL), Spain (ES), France (FR), Italy (IT), Cyprus (CY), Latvia (LV), Lithuania (LT), Luxembourg (LU), Hungary (HU), Malta (MT), the Netherlands (NL), Austria (AT), Poland (PL), Portugal (PT), Romania (RO), Slovenia (SI), Slovakia (SK), Finland (FI), Sweden (SE) and the United Kingdom (UK). Iceland (IS), Norway (NO). Croatia (HR).

**Symbols:** Data in some tables are shown as ":" and refer to not available, unreliable, confidential or not applicable. Unreliable data are included in the calculation of European aggregates.

IS: no survey in 2011.

Figure 6 and Figure 7: only countries that have reported turnover for both, web sales and EDI-type sales, are presented in the graphs.

**Main concepts:** The observation statistical unit is the **enterprise**, as defined in the Council Regulation (EEC) No 696/93 of 15 March 1993. The survey covered **enterprises** with at least 10 persons employed.

Economic activities correspond to the classification NACE Revision 2. The sectors covered are manufacturing, electricity, gas and steam, water supply, construction, wholesale and retail trades, repair of motor vehicles and motorcycles, transportation and storage, accommodation and food service activities, information and communication, real estate, professional, scientific and technical activities, administrative and support activities and repair of computers and communication equipment. Enterprises are broken down by size; small (10-49), medium (50-249) and large enterprises (250 or more persons employed).

**E-commerce** refers to the placement of orders (an order is a commitment to purchase goods or services) via computer networks. Payment and delivery are not necessarily done via computer networks.

E-commerce may be effectively done via **websites** (which allow for online ordering or reservation or booking, e.g. shopping cart) or an exchange of electronic messages, EDI-type messages. **EDI-type** (Electronic Data Interchange) e-commerce refers to structured transmission of data or documents between enterprises by electronic means allowing automatic processing using for example EDI format or XML format; it excludes normal e-mail messages.

## Further information

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