



# **THE UNCTAD B2C E-COMMERCE INDEX 2020**

## **Spotlight on Latin America and the Caribbean**

**UNCTAD Technical Notes on ICT for Development**

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# The UNCTAD B2C E-commerce Index 2020

## *Spotlight on Latin America and the Caribbean*

### **Executive summary**

In the 2020 edition of the UNCTAD Business-to-Consumer (B2C) E-commerce Index, Switzerland replaced the Netherlands as the country with the highest readiness to engage in and benefit from e-commerce. European economies dominate the top 10 list, which also features Singapore and China, Hong Kong SAR. At the other end of the spectrum, least developed countries (LDCs) take up 18 of the 20 bottom positions in the index. The wide gaps between countries with the highest and the lowest level of e-commerce readiness point to the need to address weaknesses in the countries trailing behind in order for further digital transformation to bring inclusive development gains. The COVID-19 pandemic has introduced a new dimension due to quarantine measures that have led to an uptick in e-commerce among those who have the ability to shop online.

### **About the index**

The UNCTAD B2C E-commerce Index measures an economy's preparedness to support online shopping. The index consists of four indicators that are highly related to online shopping and for which there is wide country coverage (Box 1).<sup>1</sup> The extent to which people shop online in a country is highly correlated with the value of the index, with an adjusted R squared value of 0.79 (Figure 1).

The 2021 index includes the same number of economies as the last iteration (152). Data limitations affect compilation of the index. Internet user data for 2019 were limited at the time of index calculation and the latest data on accounts are for 2017 as the pandemic delayed the collection of data for the World Bank's Global Findex database. Hence, changes from the previous edition of the index are primarily influenced by changes in terms of secure servers and postal reliability. Inclusion of additional economies is dependent on the data sources. Account ownership data are generally not available for smaller economies and the postal reliability index does not include some economies. UNCTAD is investigating alternative index compositions with a view to widening the coverage and timeliness of the index.

#### **Box 1: UNCTAD B2C E-commerce index methodology**

The index is calculated as the average of four indicators (i.e., each indicator carries the same weight) using data for 2019 or the latest available.

- Account ownership at a financial institution or with a mobile-money-service provider (% of population ages 15+) (Source: World Bank)<sup>2</sup>
- Individuals using the Internet (% of population) (Source: International Telecommunication Union, ITU)<sup>3</sup>
- Postal Reliability Index (Source: Universal Postal Union, UPU)<sup>4</sup>

<sup>1</sup> For more information on the methodology see: UNCTAD. 2017. "UNCTAD B2C E-commerce Index 2017." *UNCTAD Technical Notes on ICT for Development*, No. 9.

<sup>2</sup> [https://globalfindex.worldbank.org/#data\\_sec\\_focus](https://globalfindex.worldbank.org/#data_sec_focus).

<sup>3</sup> <https://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx>.

<sup>4</sup> <http://www.upu.int/en/the-upu/strategy/2ipd.html>.

- Secure Internet servers (per 1 million people) (Source: Netcraft retrieved from World Bank)<sup>5</sup>

Account ownership data are sourced from the World Bank Findex survey, which is carried out every three years. The latest survey data available are for 2017.

Secure Internet servers per 1 million people is normalized with this formula:  $\frac{\text{Log (secure server penetration)} - \text{Log (minimum value)}}{\text{Log (maximum value)} - \text{Log (minimum value)}} * 100$ .

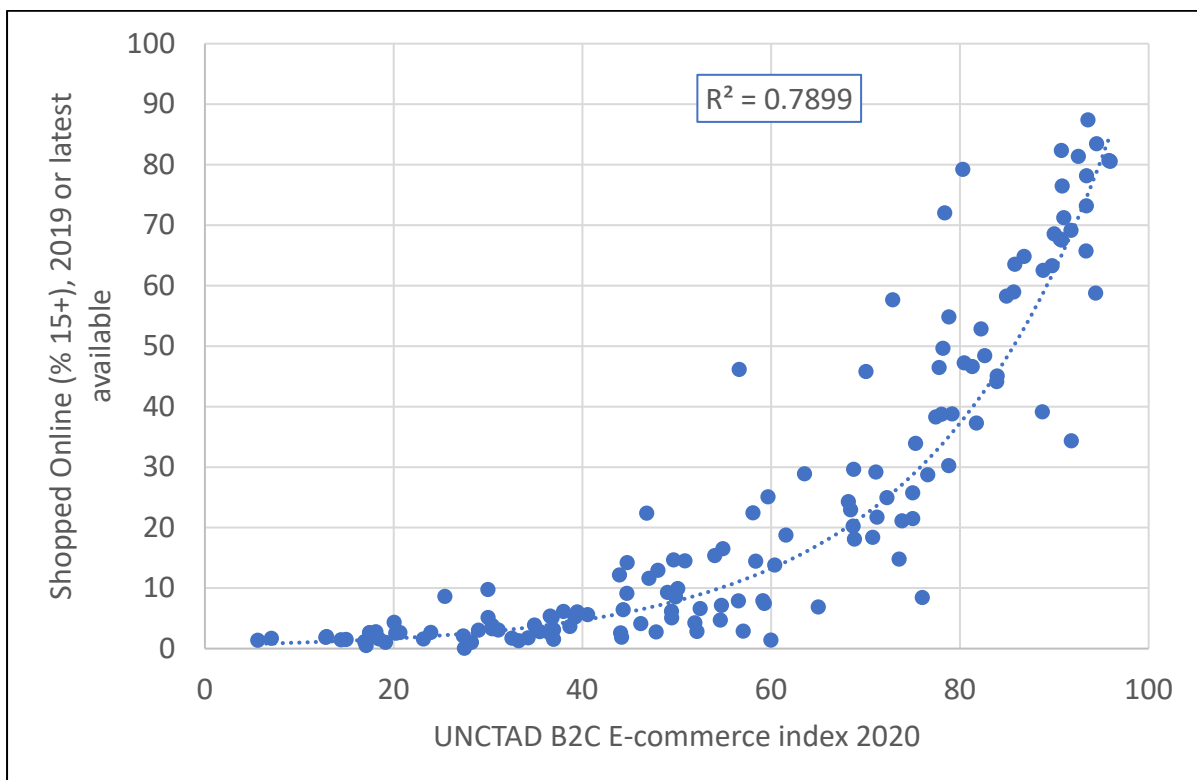
UPU postal reliability data are available for 2015-19, depending on the country. If there are no data for a country in 2019, the previous year's data are used in the UNCTAD index.

At the time of this report, 2019 Internet use data from the ITU were available for only around one third of the countries in the UNCTAD index. In some cases, official statistics have been used to update the data; otherwise the previous year's data are used.

Given revisions to 2018 data since the 2019 index was published, the change in score and rank between this index and that for 2019 is based on the index value based on the revised 2018 data.

Source: UNCTAD.

**Figure 1. Relationship between UNCTAD B2C E-commerce Index 2020 values and online shopping**



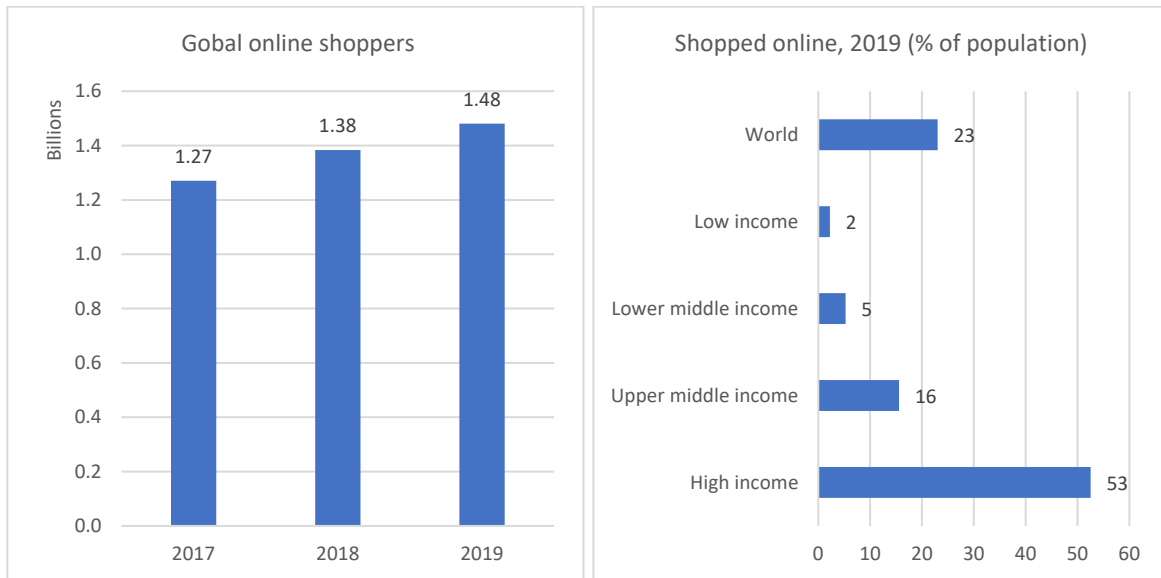
Source: UNCTAD.

<sup>5</sup> <https://databank.worldbank.org/source/world-development-indicators#>.

### Some 1.5 billion people now shopping online

In 2019, an estimated 1.5 billion people, or 27 per cent of the world's population aged 15 years and older, shopped online (figure 2, left). This represented a 7 per cent increase over 2018. The proportion of those shopping online is much less in countries at low levels of income. While over half the population in high-income countries shopped online the figure was only 2 percent in low-income nations (figure 2, right).

**Figure 2. Global online shoppers, 2017-19 and penetration by income group, 2019**



Note: Figures in the right chart refer to unweighted country averages. The weighted figure for the world is 27 per cent.

Source: UNCTAD.

### Switzerland climbs to the top of the B2C E-Commerce Index 2020

Similar to the 2019 index, eight of the top ten economies are in Europe (Table 1). Index values are extremely close, with a range of just 4.1 points between first and tenth rank. Switzerland has narrowly displaced the Netherlands as the highest ranked country in the index (Box 2). There was just one change in the composition of the top ten with China, Hong Kong, SAR replacing Australia.

While China and the United States are the world's largest B2C markets, they rank 12th and 55th respectively in the index. One reason they are not ranked higher is that their scale is not factored into the index. Even if the two countries lead in a number of absolute measures they lag in relative comparisons. For instance, Internet penetration in the United States is less than any of the economies in the top 10 while China on this indicator ranks 87th in the world. With regard to online shopping penetration, the United States ranks 12th while China ranks 33rd.

**Table 1. Top 10 economies in the UNCTAD B2C E-commerce Index 2020**

2020 Rank	Economy	Share of individuals using the Internet (2019 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2019)	UPU postal reliability score (2019 or latest)	2020 Index value)	Index value change (2018-19 data)	Rank 2019
1	Switzerland	97	98	92	97	95.9	0.6	2
2	Netherlands	96	100	94	93	95.8	0.1	1
3	Denmark	97	100	100	81	94.5	0.1	6
4	Singapore	89	98	94	97	94.4	-0.3	3
5	United Kingdom	96	96	84	98	93.6	0.1	4
6	Germany	93	99	90	91	93.4	-0.1	9
7	Finland	95	100	88	91	93.4	-0.1	5
8	Ireland	88	95	92	98	93.4	0.7	7
9	Norway	98	100	84	88	92.6	-0.1	8
10	China, Hong Kong SAR	92	95	88	92	91.8	0.3	14

**Box 2: Why Switzerland is number one**

Landlocked alpine Switzerland with four official languages takes the number one spot on the 2020 UNCTAD B2C e-commerce index. The confederation scores highly across all four dimensions of the index.

- Most of the Swiss population uses the Internet. According to Eurostat, 97 per cent of the population used the Internet in 2019.<sup>6</sup>
- Switzerland has high banking coverage, ranking 11th in the world by the density of bank branches.<sup>7</sup> The 2017 Findex survey found that 98 per cent of the population aged 15 and older had an account, placing it 12th in the world.
- The country ranks 5th among the countries included in the index in secure server density, a proxy for online shops in the country. According to the Swiss Distance Selling Association (ASVAD), there were at least 250 web shops with online sales in the country in 2019.<sup>8</sup> Linguistic affinity also means that the Swiss can easily shop from online stores available in the German, French and Italian languages.<sup>9</sup>
- Switzerland ranks 7th in the world in terms of postal reliability according to the UPU and number one for overall postal development.<sup>10</sup> Statistics from the postal regulator indicate that 99.9 per cent of households have home delivery; 95 per cent of priority packages are delivered within one working day and 96 per cent of other packages within two days; and all of the population is within a twenty minute walk or public transport trip to a postal office.<sup>11</sup> Increased online shopping due to the coronavirus broke records for parcel delivery with the Swiss Post delivering 183 million packages in 2020, up 23 per cent over the previous year (Figure 3).<sup>12</sup>

<sup>6</sup> <https://ec.europa.eu/eurostat/web/main/data/database>.

<sup>7</sup> [https://data.worldbank.org/indicator/FB.CBK.BRCH.P5?most\\_recent\\_value\\_desc=true](https://data.worldbank.org/indicator/FB.CBK.BRCH.P5?most_recent_value_desc=true).

<sup>8</sup> GfK. 2020. *Marché Suisse du commerce en ligne 2019*.

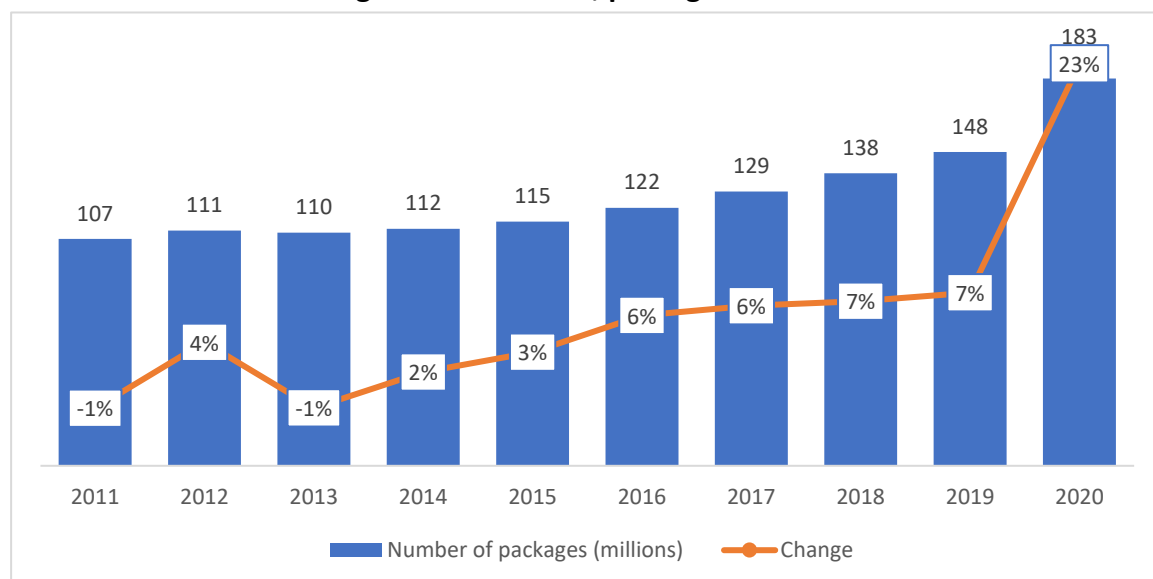
<sup>9</sup> Asendia. 2017. *The secrets of e-commerce success in Switzerland*. [https://onlineselleruk.com/wp/wp-content/uploads/2017/10/Asendia\\_secrets\\_of\\_ecommerce\\_success\\_in\\_switzerland\\_whitepaper.pdf](https://onlineselleruk.com/wp/wp-content/uploads/2017/10/Asendia_secrets_of_ecommerce_success_in_switzerland_whitepaper.pdf).

<sup>10</sup> Universal Postal Union (UPU). 2020. *Postal Development Report 2020*. <https://www.upu.int/UPU/media/upu/publications/2020-Postal-Development-Report.pdf>.

<sup>11</sup> Commission fédérale de la poste (PostCom). 2020. *Rapport annuel 2019*.

<sup>12</sup> Swiss Poste. 2021. "Volume des colis 2020 – septième record consécutif." *News*, 19 January. <https://www.post.ch/fr/notre-profil/actualites/2021/volume-des-colis-2020>.

**Figure 3: Swiss Post, packages delivered**



Source: Swiss Post.

Switzerland's high ranking translates into demonstrable results. Just over three quarters of the country's Internet users shopped online in 2019, or some 4.9 million people aged 15 and older.<sup>13</sup> According to ASVAD, online goods sales were CHF 10.3 (US\$ 10.4) billion in 2019, equivalent to 11.2 per cent of retail sales.<sup>14</sup> Notably 19.4 per cent of those sales were to online shoppers from abroad.

In summary, high performance across all indicators, particularly delivery reliability, drives the high Swiss ranking and reflect robust underlying conditions for development of B2C e-commerce. In addition, Switzerland stands out for its wealth of e-commerce related statistics from the national statistical office, postal sector regulator and operator, and industry association.

Source: UNCTAD.

### **Asian nations dominate the top positions among developing economies**

All of the top ten developing economies in the 2020 index are from Asia, and all are upper middle-income or high-income economies (Table 2). Unlike the global top ten, the range of index values is wider, with a 24-point difference between first (Singapore) and tenth (Oman). Compared to the 2019 index, there was only one change in the composition of this group: Turkey dropped out and was replaced by Oman. The biggest improvement in the index value was noted for Malaysia.

The largest increases in index scores were noted for some developing countries. The top four were Algeria, Ghana, Brazil and Lao PDR, which all saw their scores surge by at least five points largely due to significant improvements in postal reliability.

<sup>13</sup> Office fédéral de la statistique (OFS), "Omnibus 2019 (OMN2019): Enquête sur l'utilisation d'internet." <https://www.bfs.admin.ch/bfs/fr/home/statistiques/culture-medias-societe-information-sport/enquetes/omn2019.html>.

<sup>14</sup> GfK. 2020. *Marché Suisse du commerce en ligne 2019*.

**Table 2: Top 10 developing economies in the UNCTAD B2C E-commerce index 2020**

2020 Rank	Economy	Share of individuals using the Internet (2019 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2019)	UPU postal reliability score (2019 or latest)	2020 Index value)	Index value change (2019-20 data)	Rank 2019
4	Singapore	89	98	94	97	94.4	-0.3	3
10	China, Hong Kong SAR	92	95	88	92	91.8	0.3	14
18	Korea, Republic of	96	95	68	100	89.8	0.0	19
30	Malaysia	84	85	71	85	81.3	1.5	31
37	United Arab Emirates	99	88	61	64	78.2	0.0	28
42	Thailand	67	82	59	97	76.0	0.5	48
44	Iran (Islamic Republic of)	70	94	57	79	75.0	-1.5	45
49	Saudi Arabia	96	72	43	78	72.3	0.0	49
50	Qatar	100	66	50	73	72.1	0.0	47
54	Oman	92	74	43	73	70.6	0.0	60

**Least developed countries are trailing the most in e-commerce readiness**

Countries at the opposite end of the index are trailing the most behind in terms of the readiness to engage in and benefit from e-commerce. Out of the 20 economies with the lowest value in the 2020 index, 18 are least developed countries (LDCs), with Congo and Syrian Arab Republic being the only non-LDCs in this group.

It is against this background that UNCTAD has been undertaking 25 Rapid eTrade Readiness Assessments of LDCs in the past couple of years.<sup>15</sup> These assessments seek to provide an analysis of what needs to be addressed in various policy areas in order to increase the capacity of countries to participate effectively in e-commerce. For most LDCs, these assessments can help to overcome a significant market failure: the fact that LDCs have lacked the information and awareness to formulate effectively their needs for development assistance in the area of e-commerce, and that donors as a result have witnessed limited demand for such assistance.

**Table 3: LDCs that have benefitted from an eTrade Readiness Assessment, February 2021**

Afghanistan	Cambodia	Madagascar	Niger	Tanzania
Bangladesh	Kiribati	Malawi	Togo	Tuvalu
Benin	Lao PDR	Mali	Samoa	Uganda
Bhutan	Lesotho	Myanmar	Senegal	Vanuatu
Burkina Faso	Liberia	Nepal	Solomon Islands	Zambia

<sup>15</sup> For a list of published assessments to date, see <https://unctad.org/en/Pages/Publications/E-Trade-Readiness-Assessment.aspx>.

## Regional rankings

Table 4 shows the highest ranked economies in each region while Table 5 shows the average values for each region.

**Table 4. Top 10 developing and transition economies in the UNCTAD B2C E-commerce Index 2020, by region**

East, South & Southeast Asia	West Asia	Africa	Latin America and the Caribbean	Transition economies
Singapore	United Arab Emirates	Mauritius	Costa Rica	Belarus
China, Hong Kong SAR	Saudi Arabia	South Africa	Chile	Russian Federation
Korea, Republic of	Qatar	Tunisia	Brazil	Serbia
Malaysia	Oman	Algeria	Dominican Republic	Georgia
Thailand	Turkey	Ghana	Colombia	Ukraine
Iran (Islamic Republic of)	Kuwait	Libya	Uruguay	North Macedonia
China	Lebanon	Kenya	Jamaica	Republic of Moldova
Mongolia	Bahrain	Nigeria	Trinidad and Tobago	Kazakhstan
Viet Nam	Jordan	Morocco	Peru	Azerbaijan
India	Iraq	Senegal	Argentina	Bosnia and Herzegovina

Table 5 shows that there are wide regional differences. In the case of Internet access, less than a third of the population in Africa uses the Internet compared to three quarters in Western Asia. The relative strengths and weaknesses generally differ. East, South and Southeast Asia tends to have fairly equivalent values across the four indicators; the only indicator being below the world average is Internet use. In Latin America and the Caribbean, the main opportunities for improvement are in postal reliability. To facilitate more inclusive e-commerce, African countries would benefit from catching up in all policy areas. Compared with the 2019 index, there is no global change in the index value. The only regional value that improved was Latin America and the Caribbean, which is the region that is studied in more detail below.

**Table 5. Regional values for the UNCTAD B2C E-commerce index, 2020**

	Share of individuals using the Internet (2019 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2019)	UPU postal reliability score (2019 or latest)	2020 Index value	2019 Index value (2018 data)
Africa	30	40	28	21	30	31
East, South & Southeast Asia	57	60	54	58	57	58
Latin America and the Caribbean	64	53	50	29	49	48
Western Asia	77	58	45	50	58	59
Transition economies	71	58	60	59	62	63
Developed economies	88	93	84	80	86	87
World	60	60	53	47	55	55



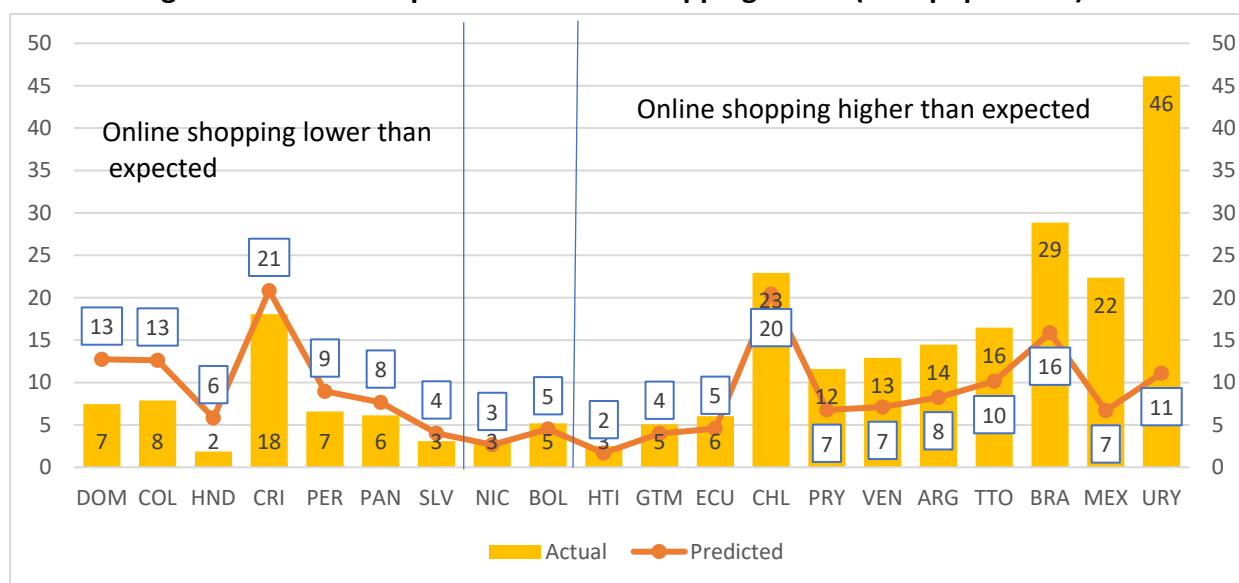
## A closer look at Latin America and the Caribbean

Latin America and the Caribbean (LAC) accounts for 9 per cent of the world's population aged 15 and older. The region's share of Internet users is higher. With an estimated 346 million people online in 2019, LAC accounts for 11 per cent of the world's Internet users. But LAC has nonetheless a lower share of global online shoppers. It is estimated that 21 per cent of its population shopped online in 2019, which corresponds to about 6 per cent of the global number of online shoppers.

Apart from Africa, LAC has the lowest regional average score in the B2C e-commerce index, indicating that some underlying factors are holding back the potential of e-commerce. The region's lowest score is for postal reliability (29), signifying a specific area for improvement. Poor postal development is particularly acute in the Caribbean with eight countries from that sub-region ranking in the bottom quartile of the Integrated Index for Postal Development (2IPD).<sup>16</sup> On average, just over half of individuals had an account in 2017 in LAC. Some of the region's central banks are taking steps to improve retail digital payments that should help to bolster e-commerce in the region.<sup>17</sup>

It is worth noting that some LAC countries have a higher level of shopping than their B2C e-commerce index value would predict (Figure 4). These include some of the largest markets in the region (e.g., Brazil, Mexico, Argentina and Chile). This suggests that, in addition to the main drivers incorporated in the index, scale economies such as the size of the e-commerce market also influence online shopping penetration. Countries with a relatively large amount of online shoppers are likelier to attract a higher number of e-commerce shops, providing more buying options and thus encouraging take up of online shopping.

**Figure 4: Actual and predicted online shopping in LAC (% of population)**



Note: Sorted in order of largest difference between actual and predicted.

Source: Actual data are from national sources or UNCTAD estimates.

<sup>16</sup> Universal Postal Union (UPU). 2020. *Postal Development Report 2020*.

<sup>17</sup> Viviana Alfonso, Alexandre Tombini and Fabrizio Zampolli. 2020. "Retail payments in Latin America and the Caribbean: present and future." *BIS Quarterly Review*, December. [https://www.bis.org/publ/qtrpdf/r\\_qt2012f.htm](https://www.bis.org/publ/qtrpdf/r_qt2012f.htm).

One challenge in LAC is the lack of relevant e-commerce related data for many Caribbean economies. Due to their small populations, most Caribbean countries are not included in the B2C Index as they were not surveyed by FINDEX and thus lack data on the number of financial accounts, which is an indicator used in the index. The region's central banks rarely disseminate data on payments or bank accounts that could have been used as a proxy. Further, there are hardly any ICT-specific surveys carried out and in a number of Caribbean countries, the latest Internet usage dates back to the 2010 Census. Surveys have been carried out in some Dutch speaking economies in the region where questions about e-commerce are also included (Box 3).

### **Box 3: E-commerce in the former Netherlands Antilles**

Following the dissolution of the Netherlands Antilles, three territories became countries within the Kingdom of the Netherlands (Aruba, Curaçao and St Maarten) and three became public bodies within the Kingdom (Bonaire, Saba and St Eustatius).<sup>18</sup> Relatively recent data on Internet and e-commerce use are available for most of them in contrast to limited and dated information for many other Caribbean countries.

The Central Bureau of Statistics of Curaçao conducted an ICT survey in 2017, finding that 68 per cent of the population aged 6 and older used the Internet in the last 3 months.<sup>19</sup> Of those, 21 per cent purchased or ordered products or services over the Internet (14 per cent of the population), while 7 per cent of Internet users sold products or services over the Internet. Aruba's Central Bureau of Statistics reported that 77 per cent of the population 5 years and older used the Internet in 2017.<sup>20</sup>

Statistics Netherlands has carried out several surveys on the islands of Bonaire, Saba and Sint Eustatius. It surveyed Internet use and online shopping in 2013 and 2017/18. In 2017/18 Internet use stood at 92.9 per cent among persons 15 years and older with 43.6 per cent of the population making purchases online.<sup>21</sup> The number of Internet users grew 6 per cent a year while online shopping increased 4 per cent a year. In another survey, Statistics Netherlands asked businesses on the islands about their online purchasing and selling experiences and what challenges they faced.<sup>22</sup>

It is not clear how comparable these statistics are for other small Caribbean economies and whether they would have experienced the same growth. That is why more frequent surveys are needed. This is particularly important during a crisis such as COVID-19 when governments need to know how many of their citizens can partake in online activities.

Source: UNCTAD.

Only a few statistical offices in the region yet publish value data on e-commerce.<sup>23</sup> E-commerce associations, chambers of commerce and market research organizations are plugging the gap by compiling B2C value data for the five biggest markets (in decreasing order

<sup>18</sup> <https://www.government.nl/topics/caribbean-parts-of-the-kingdom/question-and-answer/what-are-the-different-parts-of-the-kingdom-of-the-netherlands>.

<sup>19</sup> Central Bureau of Statistics. 2018. *Integration of ICT in Private Households*.

<sup>20</sup> <https://cbs.aw/wp/index.php/2019/01/09/ict-survey-2017-info-graphics/>.

<sup>21</sup> <https://www.cbs.nl/en-gb/figures/detail/82803ENG?q=keyword:%22internet%22>.

<sup>22</sup> Statistics Netherlands (CBS). March 2019. "E-commerce results Caribbean Netherlands 2018–2019".

<sup>23</sup> See, for example, Mexico, see <https://www.inegi.org.mx/temas/vabcoel/>.

Brazil, Mexico, Argentina, Chile and Colombia), accounting for over 90 per cent of online shoppers in LAC. Although the data are not strictly comparable due to different methodologies (e.g., supply side versus demand side surveys, treatment of services and cross border purchases), they provide insight into the growth and size of the region's B2C e-commerce market. The top five LAC markets generated estimated B2C e-commerce sales of \$71 billion in 2019, up 13.4 per cent in US dollar terms from the previous year and equivalent to 1.7 per cent of Gross Domestic Product (GDP), compared to over 5 per cent globally (Table 6). It is estimated that the remaining countries generated around \$2 billion of e-commerce sales in 2019. LAC accounted for an estimated 1.4 per cent of global B2C sales in 2018, well below its population share of 9 per cent.

**Table 6: B2C e-commerce sales: Top 5 LAC economies, 2019**

	B2C e-commerce sales (\$ billion)	Share of B2C e-commerce sales in GDP (%)	Growth (2018-2019) (%)	Source
Argentina	8	1.9	2.4	Cámara Argentina de Comercio Electrónico
Brazil	20	1.1	7.6	Ebit   Nielsen*
Chile	6	2.2	16.9	Cámara de Comercio de Santiago
Colombia	6	1.8	5.7	Cámara Colombiana de Comercio Electrónico**
Mexico	31	2.5	22.0	Asociación de Internet MX
<b>5 above</b>	<b>71</b>	<b>1.7</b>	<b>13.4</b>	
Others***	2			
<b>LAC</b>	<b>73</b>			

Note: \* Only goods sales reported; services estimated based on the ratio for Argentina. \*\* Excluding cash on delivery and other offline payment methods. \*\*\* Based on the annual average e-commerce sales per customer of Mercado Libre.

Source: UNCTAD calculations based on sources cited in the table.

One notable aspect for the larger LAC countries is the presence of regional e-commerce sites competing with major global companies. Four of the five most visited e-commerce shops in Latin America are from within the region (Table 7). With almost 900 million site visits per month, Gross Merchandize Value (GMV) for the four largest LAC-based companies was \$21 billion in 2019, up 11.5 per cent from the previous year. They accounted for almost a third of LAC's total GMV in 2019. Mercado Libre, the largest e-commerce platform is headquartered in Argentina with operations in 18 LAC countries and 44 million active customers in 2019. B2W is a Brazilian group that operates the country's largest online store as well a marketplace with around 47,000 sellers in 2019. Casas Bahia is one of Brazil's largest furniture and appliance retail chains that also sells online. Dafiti, is the Latin American subsidiary of the Global Fashion Group with operations in Argentina, Brazil, Chile and Colombia and almost six million active customers in 2019.

**Table 7: Largest B2C e-commerce sites in Latin America (based on site visits), 2019**

	Company	Region/Country	Visits/month (millions)	GMV	
				\$m	Change (2018-19) (%)
1	Mercado Libre	Latin America	642	13,997	11.9
2	B2W	Brazil	167	4,766	15.9
3	Amazon	Global	119	...	...
4	Casas Bahia	Brazil	36	1,613	-2.0
5	Dafiti	Latin America	30	624	9.2
	<b>Total</b>		<b>995</b>	<b>21,001</b>	<b>11.5</b>

Note: GMV = Gross Merchandise Volume. Amazon has online shops for Brazil and Mexico and also exports to the region. Disaggregated data for Amazon not available.

Source: Web Retailer (<https://www.webretailer.com/b/online-marketplaces-latin-america/>) and company reports.

In smaller markets in Central America and the Caribbean, large local online retailers are much less prevalent (except for services such as food delivery) and it is estimated that cross-border shipments, mainly from the United States, make up 60-90 per cent of B2C sales.<sup>24</sup> However regional e-commerce companies such as Mercado Libre<sup>25</sup> and food delivery group Delivery Hero (e.g., Appetito24,<sup>26</sup> PedidosYa<sup>27</sup> and Domicilios<sup>28</sup>) operate in a number of smaller Latin American countries.

Available evidence from the region shows that COVID-19 has boosted online shopping due to lockdown restrictions and the desire to avoid contact and receive goods at home. The number of online shoppers has increased significantly with more demand for food delivery and purchases of sanitary products but sharply declining for travel services. As people moved away from traditional physical channels, both the frequency with which consumers searched and bought online increased as well as the basket of goods and services that a typical consumer used to access through online channels changed. The socioeconomic profile of online consumption changed as well, with lower income households showing higher growth rates during the pandemic.

Various reports cite a notable increase in the number of online shoppers. In Brazil, 7.3 million Brazilians bought for the first time over the internet.<sup>29</sup> In Argentina, the number of first time online buyers during the pandemic was equivalent to 30 per cent of the 2019 online shopping base and 92 per cent of the new buyers stated they plan to continue shopping online after the pandemic.<sup>30</sup> Similarly, in Mexico 37 per cent of online shoppers during the pandemic were

<sup>24</sup> Global Center of Excellence. "E-commerce in Latin America." <https://www.dhl.com/content/dam/dhl/global/core/documents/pdf/glo-core-ecommerce-latam-en.pdf>.

<sup>25</sup> Mercado Libre is present in Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela.

<sup>26</sup> <https://www.deliveryhero.com/brands/appetito24/>.

<sup>27</sup> <https://www.deliveryhero.com/brands/pedidosya/>.

<sup>28</sup> <https://www.deliveryhero.com/brands/domicilios/>.

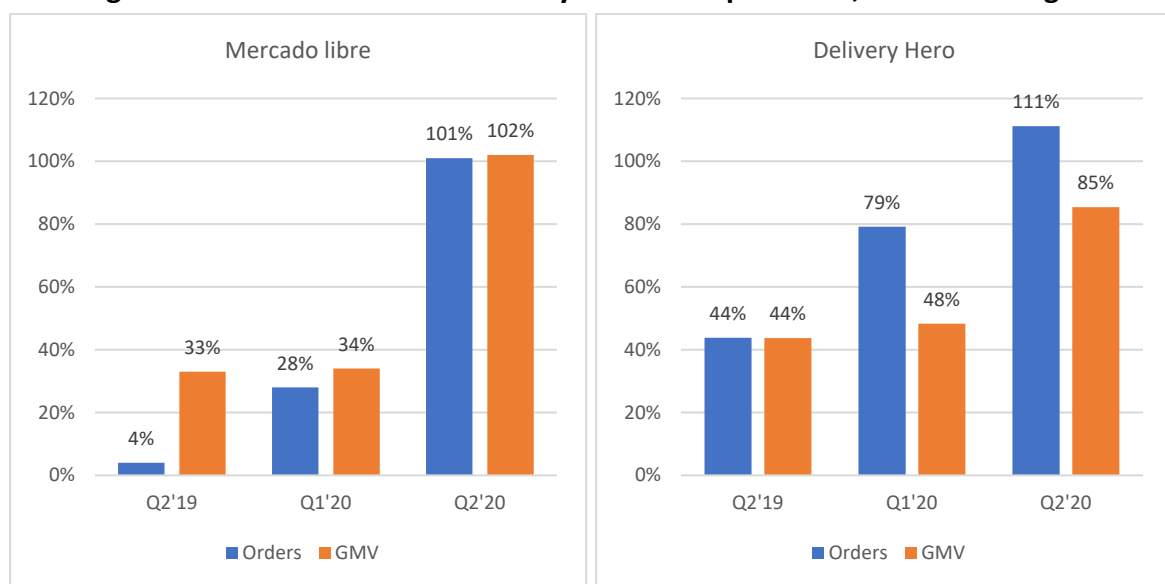
<sup>29</sup> E-commerce sales grew 47% in the first half of 2020 in Brazil, the biggest increase in 20 years, point Ebit Nielsen and Elo. LABS, 20 August 2020. <https://labsnews.com/en/news/business/e-commerce-sales-grow-47-in-the-first-half-of-2020/>.

<sup>30</sup> Think with Google. 2020. "Consumidores online durante la pandemia, Argentina." [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwi7nY3JxdLuAhWJCewKHednAHYQFjAAegQIAhAC&url=https%3A%2F%2Fwww.thinkwithgoogle.com%2F\\_qs%2Fdocuments%2F10736](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwi7nY3JxdLuAhWJCewKHednAHYQFjAAegQIAhAC&url=https%3A%2F%2Fwww.thinkwithgoogle.com%2F_qs%2Fdocuments%2F10736)

first time buyers and 90 per cent indicated they would continue making online purchases in the future.<sup>31</sup> In Chile, a survey found that 18 per cent of those interviewed had bought something online for the first time during the pandemic.<sup>32</sup>

Figures from Mercado Libre confirm this dramatic COVID-19 induced e-commerce growth. Sales were up over 100 per cent in the second quarter of 2020 (Figure 5, left). The number of items sold also increased by over 100 per cent. Similarly, data from Delivery Hero, an online food delivery company with operations in a dozen LAC countries, show an increase of orders of over 100 per cent in the second quarter of 2020 (Figure 5, right).

**Figure 5: Mercado Libre and Delivery Hero LAC operations, Year on Year growth**



Source: Company reports.

Similar to the rest of LAC, the demand for online food delivery has increased in Central America and the pandemic has increased the number of SMEs selling online through their own app or social media.<sup>33</sup> In the Caribbean, there has been an uptick in online food ordering and some shops have begun offering online sales. However, important constraints include the lack of payment options and contextual aspects such as shopping in person and bartering.<sup>34</sup>

[https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKewiE14z0xdLuAhVECuwKHchNBxwQFjAAegQIARAC&url=https%3A%2F%2Fwww.thinkwithgoogle.com%2F\\_qs%2Fdocuments%2F10734%2FGu%25C3%25ADa\\_M%25C3%25A9xico-consumidores\\_online\\_durante\\_la\\_pandemia.pdf&usg=AOvVaw0Cn3FSEls7p1FqKhvwHrwV](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKewiE14z0xdLuAhVECuwKHchNBxwQFjAAegQIARAC&url=https%3A%2F%2Fwww.thinkwithgoogle.com%2F_qs%2Fdocuments%2F10734%2FGu%25C3%25ADa_M%25C3%25A9xico-consumidores_online_durante_la_pandemia.pdf&usg=AOvVaw0Cn3FSEls7p1FqKhvwHrwV)

<sup>31</sup> Think with Google. 2020. "Consumidores online durante la pandemia, Mexico." [https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKewiE14z0xdLuAhVECuwKHchNBxwQFjAAegQIARAC&url=https%3A%2F%2Fwww.thinkwithgoogle.com%2F\\_qs%2Fdocuments%2F10734%2FGu%25C3%25ADa\\_M%25C3%25A9xico-consumidores\\_online\\_durante\\_la\\_pandemia.pdf&usg=AOvVaw0Cn3FSEls7p1FqKhvwHrwV](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKewiE14z0xdLuAhVECuwKHchNBxwQFjAAegQIARAC&url=https%3A%2F%2Fwww.thinkwithgoogle.com%2F_qs%2Fdocuments%2F10734%2FGu%25C3%25ADa_M%25C3%25A9xico-consumidores_online_durante_la_pandemia.pdf&usg=AOvVaw0Cn3FSEls7p1FqKhvwHrwV)

<sup>32</sup> Cámara de Comercio de Santiago. 2020 "Panel Semanal Comportamiento De Consumo Por Efectos Covid19." <https://www.ecommercecs.cl/comportamiento-de-consumo-por-efectos-covid-19/>.

<sup>33</sup> The Caribbean Council. "COVID Restrictions are Driving Demand for E-Commerce Solutions in Central America." <https://www.caribbean-council.org/covid-restrictions-are-driving-demand-for-e-commerce-solutions-in-central-america/>.

<sup>34</sup> Claire Shefchik. 2020. "Caribbean e-commerce gets a boost from Covid." *The BVI Beacon*, 21 May. <https://www.bvibeacon.com/caribbean-e-commerce-gets-a-boost-from-covid/>.

While domestic e-commerce saw high growth rates during the pandemic, cross-border merchandise e-commerce in the region was negatively affected. Disruption in air transport services has been one of the main causes for this trend.<sup>35</sup>

During the pandemic in 2020, several governments in the region implemented support measures to facilitate B2C e-commerce. These include actions to ensure digital and physical connectivity and increase the use of digital skills and abilities of retailers. In half of the countries in the region these actions were taken in the context of previously established national strategies to promote e-commerce. Another 15 per cent of countries developed a new strategy prompted in response to the pandemic. The ambition of such strategies varies substantially across countries.<sup>36</sup>

In conclusion, five countries account for most of B2C e-commerce in LAC. Although they comprise only 72 per cent of the region's population, they account for 92 per cent of the online shoppers and for 97 per cent of B2C sales. Online shopping needs to be spread more evenly throughout the region. Postal reliability is the region's biggest e-commerce infrastructural weakness, particularly in the Caribbean, and merits greater attention by policy makers. COVID-19 has given online shopping in the region a huge boost. Governments need to ensure all of the public can avail of e-commerce opportunities. There is a dearth of information about Internet use and online shopping in most Caribbean countries. Questions about these activities should be incorporated into household and business surveys and poverty assessments and carried out on a more frequent basis with the support of development partners.<sup>37</sup>

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<sup>35</sup> Bernardo Díaz de Astarloa (2021), Post Pandemic Covid-19 Economic Recovery: Enabling Developing Countries to Better Harness E-commerce and Digital Trade in LAC, Project Document, Santiago: ECLAC.

<sup>36</sup> Same source as in previous footnote.

<sup>37</sup> Organisation of Eastern Caribbean States (OECS). 2020. "Analysing baseline data to assess the impact of COVID-19 on households." *Media Release*, 20 June. <https://pressroom.oecs.org/analysing-baseline-data-to-assess-the-impact-of-covid-19-on-households>.

**Table 8. UNCTAD B2C E-commerce index, 2020, World**

2020 Rank	Economy	Share of individuals using the Internet (2019 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2019)	UPU postal reliability score (2019 or latest)	2020 Index value	Index value change (2019-2020 data)	Rank 2019
1	Switzerland	97	98	92	97	95.9	-0.1	2
2	Netherlands	96	100	94	93	95.8	-0.7	1
3	Denmark	97	100	100	81	94.5	0.2	6
4	Singapore	89	98	94	97	94.4	-0.4	3
5	United Kingdom	96	96	84	98	93.6	-0.8	4
6	Germany	93	99	90	91	93.4	0.6	9
7	Finland	95	100	88	91	93.4	-0.9	5
8	Ireland	88	95	92	98	93.4	-0.6	7
9	Norway	98	100	84	88	92.6	-0.7	8
10	China, Hong Kong SAR	92	95	88	92	91.8	1.0	14
11	New Zealand	95	99	80	93	91.8	-1.0	10
12	United States of America	87	93	94	90	91.0	-0.7	13
13	Canada	91	100	84	88	90.8	-0.9	11
14	Estonia	90	98	91	84	90.8	0.2	15
15	Sweden	98	100	82	84	90.8	1.2	17
16	Australia	87	100	84	92	90.6	-1.1	12
17	France	89	94	83	94	90.0	-0.3	16
18	Korea, Republic of	96	95	68	100	89.8	0.4	19
19	Austria	88	98	82	87	88.8	-0.7	18
20	Japan	85	98	79	93	88.7	2.4	21
21	Belgium	90	99	79	79	86.8	-1.1	20
22	Czechia	87	81	88	88	85.8	0.4	24
23	Slovakia	83	84	80	96	85.7	0.5	25
24	Spain	91	94	79	76	84.9	2.6	34
25	Croatia	79	86	81	90	84.0	-0.3	27
26	Israel	87	93	75	81	83.9	-2.2	22
27	Lithuania	82	83	83	83	82.6	-0.9	30
28	Poland	80	87	80	82	82.2	-0.7	32
29	Italy	76	94	77	80	81.8	0.2	36
30	Malaysia	84	85	71	85	81.3	-2.1	31
31	Hungary	80	75	82	85	80.5	1.6	38
32	Iceland	99	99	89	34	80.3	-4.5	26
33	Greece	76	85	71	84	79.2	1.7	41
34	Slovenia	83	98	85	49	78.8	-3.9	33
35	Belarus	83	81	70	81	78.8	-0.5	37
36	Luxembourg	96	99	85	34	78.4	-5.4	29
37	United Arab Emirates	99	88	61	64	78.2	-5.6	28
38	Cyprus	86	89	73	65	78.1	-7.4	23
39	Latvia	86	93	80	52	77.8	-3.9	35
40	Portugal	75	92	79	63	77.5	0.5	42
41	Russian Federation	83	76	74	74	76.6	-1.3	40
42	Thailand	67	82	59	97	76.0	2.0	48
43	Serbia	77	71	73	80	75.3	-0.9	44
44	Iran (Islamic Republic of)	70	94	57	79	75.0	-0.4	45
45	Romania	74	58	79	89	75.0	0.5	46
46	Bulgaria	68	72	85	70	73.9	-4.4	39
47	Georgia	71	61	64	98	73.6	0.8	51
48	Malta	86	97	75	33	72.9	-3.7	43
49	Saudi Arabia	96	72	43	78	72.3	-1.0	49
50	Qatar	100	66	50	73	72.1	-2.2	47
51	Ukraine	59	63	72	91	71.2	-1.2	52
52	North Macedonia	81	77	54	73	71.1	-1.9	50
53	Republic of Moldova	76	44	68	95	70.8	-1.5	53
54	Oman	92	74	43	73	70.6	2.4	60

2020 Rank	Economy	Share of individuals using the Internet (2019 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2019)	UPU postal reliability score (2019 or latest)	2020 Index value)	Index value change (2019-20data)	Rank 2019
55	China	61	80	54	85	70.1	0.0	55
56	Costa Rica	86	68	59	63	68.8	3.7	62
57	Turkey	74	69	70	63	68.8	-3.0	54
58	Kuwait	100	80	50	45	68.7	-0.6	57
59	Chile	82	74	75	42	68.4	1.7	61
60	Kazakhstan	87	59	63	64	68.2	-1.5	56
61	Mongolia	76	93	60	31	65.0	-3.7	59
62	Brazil	74	70	64	46	63.5	6.1	72
63	Viet Nam	69	31	64	83	61.6	0.8	66
64	Lebanon	78	45	44	74	60.4	0.1	69
65	Azerbaijan	81	29	49	82	60.0	-1.8	63
66	Bahrain	100	83	49	7	59.7	-1.0	67
67	Dominican Republic	75	56	40	67	59.3	-1.1	68
68	Colombia	65	46	54	71	59.1	-1.9	65
69	Mauritius	64	90	51	28	58.4	-10.6	58
70	Bosnia and Herzegovina	70	59	64	40	58.1	-3.4	64
71	India	34	80	49	65	57.1	1.4	75
72	Uruguay	87	64	61	15	56.6	1.3	76
73	South Africa	56	69	77	24	56.5	0.1	73
74	Jamaica	55	78	41	45	55.0	-3.1	70
75	Trinidad and Tobago	77	81	47	14	54.9	-2.9	71
76	Jordan	67	42	39	71	54.7	2.0	80
77	Tunisia	67	37	46	69	54.6	-1.4	74
78	Montenegro	73	68	54	21	54.0	-0.1	77
79	Peru	57	43	49	61	52.5	4.8	91
80	Algeria	60	43	33	73	52.2	14.0	109
81	Ghana	39	58	32	79	51.9	12.7	101
82	Argentina	80	49	65	10	50.9	0.0	82
83	Indonesia	48	49	60	43	50.1	0.0	85
84	Armenia	65	48	51	36	49.9	-3.8	78
85	Libya	75	66	57	1	49.7	-1.0	83
86	Albania	70	40	54	34	49.5	-2.7	81
87	Panama	64	46	61	26	49.5	0.7	90
88	Kenya	23	82	46	46	49.0	0.0	89
89	Belize	47	48	85	14	48.6	1.3	92
90	Venezuela (Bolivarian Rep. of)	72	73	45	2	48.0	-5.5	79
91	Sri Lanka	34	74	48	36	47.8	-1.8	87
92	Paraguay	69	49	48	23	47.1	-3.4	84
93	Mexico	70	37	46	34	46.8	-0.2	93
94	Nigeria	26	40	36	83	46.2	-3.0	88
95	Morocco	74	29	49	27	44.8	1.3	97
96	Philippines	65	35	39	40	44.7	-5.1	86
97	Kyrgyzstan	80	40	47	11	44.3	2.7	110
98	Honduras	39	45	38	54	44.2	0.7	96
99	Senegal	46	42	26	62	44.1	1.1	98
100	Namibia	51	81	42	3	43.9	-1.4	95
101	Lao People's Dem. Rep.	26	29	30	78	40.6	5.4	112
102	Ecuador	59	51	47	0	39.5	-0.1	100
103	Bolivia (Plurinational State of)	47	54	43	12	39.2	0.2	102
104	Botswana	47	51	44	12	38.7	-0.1	106
105	Gabon	62	59	28	4	38.0	-0.3	108
106	El Salvador	51	30	38	29	37.0	-1.9	105
107	Uzbekistan	30	37	50	30	37.0	-8.4	94



2020 Rank	Economy	Share of individuals using the Internet (2019 or latest)	Share of individuals with an account (15+, 2017)	Secure Internet servers (normalized, 2019)	UPU postal reliability score (2019 or latest)	2020 Index value)	Index value change (2019-20data)	Rank 2019
108	Guatemala	65	44	38	0	36.8	1.7	113
109	Egypt	57	33	31	26	36.6	-2.1	107
110	United Republic of Tanzania	25	47	31	43	36.6	-3.9	99
111	Cameroon	23	35	24	60	35.5	0.8	115
112	Uganda	24	59	27	30	34.9	-3.9	104
113	Nepal	34	45	43	14	34.3	-1.1	111
114	Bhutan	48	34	51	2	33.6	0.8	117
115	Bangladesh	13	50	39	32	33.3	-5.8	103
116	Pakistan	24	21	35	50	32.5	-2.3	114
117	Cambodia	40	22	42	21	31.1	0.3	121
118	Zimbabwe	31	55	36	0	30.5	-3.7	116
119	Côte d'Ivoire	36	41	32	12	30.4	-0.9	119
120	Zambia	24	46	31	19	30.0	1.2	125
121	Tajikistan	36	47	36	1	30.0	4.3	130
122	Nicaragua	46	31	37	2	29.0	-0.7	124
123	Eswatini	47	29	38	0	28.4	-1.6	123
124	Rwanda	11	50	36	16	28.3	0.0	127
125	Djibouti	56	12	32	10	27.7	-0.9	126
126	Ethiopia	19	35	6	51	27.5	-3.6	120
127	Lesotho	29	46	35	0	27.4	-4.6	118
128	Angola	14	29	24	37	26.0	-4.4	122
129	Iraq	49	23	22	8	25.4	0.2	132
130	Myanmar	31	26	22	17	24.0	-2.9	128
131	Togo	12	45	26	9	23.2	-3.0	129
132	Sudan	31	15	14	26	21.7	-3.9	131
133	Syrian Arab Republic	34	23	27	0	21.1	-0.7	135
134	Benin	20	38	21	4	20.7	1.4	140
135	Haiti	32	33	16	0	20.2	-1.0	138
136	Mozambique	10	42	26	2	20.1	-1.6	136
137	Madagascar	10	18	19	30	19.2	-2.9	134
138	Yemen, Arab Republic	27	6	14	27	18.5	-0.6	141
139	Burkina Faso	16	43	12	2	18.4	-0.4	143
140	Guinea	18	23	15	16	18.1	2.3	146
141	Malawi	14	34	25	0	18.0	-1.7	139
142	Mali	13	35	21	0	17.5	-7.0	133
143	Afghanistan	18	15	29	7	17.1	-1.9	142
144	Liberia	8	36	15	9	16.9	0.2	144
145	Mauritania	21	21	18	0	15.0	-1.5	145
146	Sierra Leone	9	20	16	13	14.4	-6.9	137
147	Congo	9	26	17	0	12.9	-1.1	148
148	Dem. Rep. of the Congo	9	26	11	5	12.8	-1.3	147
149	Comoros	8	22	18	0	12.0	-1.0	149
150	Burundi	3	7	20	3	8.3	-0.7	150
151	Chad	7	22	0	0	7.1	-1.4	151
152	Niger	5	16	2	0	5.6	0.3	152

Source: UNCTAD.

**Table 9: Internet shoppers as a share of Internet users and of population, latest year**

<b>Economy</b>	<b>As a share of Internet users (%)</b>	<b>As a share of population (%)</b>	<b>Latest data</b>	<b>Note</b>
Afghanistan	3	0.4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Albania	8	5.0	2018	Internet purchase, last year, EUROSTAT.
Algeria	5	2.8	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Argentina	21	14.5	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Armenia	11	8.5	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Australia	74	67.7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Austria	71	62.5	2019	Internet purchase, last year, EUROSTAT.
Bahrain	27	25.0	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Bangladesh	6	1.3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Belarus	38	30.2	2018	Ordering and purchasing goods and services, BelSTAT.
Belgium	72	64.8	2019	Internet purchase, last year, EUROSTAT.
Benin	14	2.6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Bolivia (Plurinational State of)	9	5.2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Bosnia and Herzegovina	32	22.4	2019	Internet purchase, last year, EUROSTAT.
Botswana	9	3.6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Brazil	39	28.9	2019	Purchased goods and services on the internet in the last year, 10+, CGI.br.
Bulgaria	31	21.1	2019	Internet purchase, last year, EUROSTAT.
Burkina Faso	9	1.6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Cambodia	11	3.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Cameroon	10	2.8	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Canada	84	76.4	2018	Bought goods or services online in last year, Statistics Canada.
Central African Republic	31	2.2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Chad	23	1.7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Chile	32	22.9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
China	75	45.8	2019	Online shopping, source: CNNIC.
China, Hong Kong SAR	38	34.3	2018	"Online shopping", 15+, last year, C&SD.
Colombia	12	7.9	2018	Purchase/order products or services, age 5+, DANE.
Congo	8	1.9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Costa Rica	23	18.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Côte d'Ivoire	12	3.2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Croatia	57	45.0	2019	Internet purchase, last year, EUROSTAT.
Cyprus	45	38.7	2019	Internet purchase, last year, EUROSTAT.
Czechia	73	63.5	2019	Internet purchase, last year, EUROSTAT.
Dem. Rep. of the Congo	9	1.8	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.

<b>Economy</b>	<b>As a share of Internet users (%)</b>	<b>As a share of population (%)</b>	<b>Latest data</b>	<b>Note</b>
Denmark	86	83.4	2019	Internet purchase, last year, EUROSTAT.
Dominican Republic	12	7.4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Ecuador	12	6.0	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Egypt	7	2.4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
El Salvador	6	3.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Estonia	75	67.5	2019	Internet purchase, last year, EUROSTAT.
Ethiopia	0	0.0	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Finland	77	73.2	2019	Internet purchase, last year, EUROSTAT.
France	77	68.5	2019	Internet purchase, last year, EUROSTAT.
Gabon	12	6.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Georgia	21	14.8	2019	15 and older using the internet for buying/ordering goods or services, Geostat.
Germany	84	78.1	2019	Internet purchase, last year, EUROSTAT.
Ghana	15	4.2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Greece	51	38.8	2019	Internet purchase, last year, EUROSTAT.
Guatemala	13	5.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Guinea	15	2.7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Haiti	8	2.5	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Honduras	5	1.9	2019	Buy products or services, last 3 months, INE.
Hungary	59	47.2	2019	Internet purchase, last year, EUROSTAT.
Iceland	80	79.2	2019	Internet purchase, last year, EUROSTAT.
India	20	2.9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Indonesia	31	9.9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Iran (Islamic Republic of)	38	25.7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Iraq	16	8.6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Ireland	73	65.7	2019	Internet purchase, last year, EUROSTAT.
Israel	53	44.1	2018	Shopping, Age 20+, CBS.
Italy	49	37.2	2019	Internet purchase, last year, EUROSTAT.
Japan	49	39.1	2018	Buying / exchanging goods and services, MIC.
Jordan	9	7.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Kazakhstan	28	24.3	2019	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Kenya	19	9.3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Korea, Republic of	66	63.3	2019	Internet Shopping users, Age 12+, KISA/ISIS
Kuwait	21	20.2	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Kyrgyzstan	5	2.9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Lao People's Dem. Rep.	22	5.6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Latvia	54	46.4	2019	Internet purchase, last year, EUROSTAT.
Lebanon	16	13.8	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.

<b>Economy</b>	<b>As a share of Internet users (%)</b>	<b>As a share of population (%)</b>	<b>Latest data</b>	<b>Note</b>
Lesotho	10	2.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Liberia	5	1.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Libya	20	14.6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Lithuania	59	48.4	2019	Internet purchase, last year, EUROSTAT.
Luxembourg	75	72.0	2019	Internet purchase, last year, EUROSTAT.
Madagascar	7	1.0	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Malawi	13	2.3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Malaysia	35	29.6	2019	Purchasing goods/ services via e-Commerce, Department of Statistics.
Mali	14	2.6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Malta	67	57.6	2019	Internet purchase, last year, EUROSTAT.
Mauritania	5	1.5	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Mauritius	12	7.3	2018	Purchase of goods and/or services, Stat Mauritius. 2013, 15: Inter-survey estimate.
Mexico	32	22.4	2019	Purchases via the Internet, last year, INEGI.
Mongolia	11	7.4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Montenegro	21	15.3	2019	Internet purchase, last year, EUROSTAT.
Morocco	22	14.2	2018	Buying or ordering good or services, Age 5+, last year, ANRT.
Mozambique	31	4.3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Myanmar	7	2.7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Namibia	24	12.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Nepal	7	1.8	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Netherlands	84	80.6	2019	Internet purchase, last year, EUROSTAT.
New Zealand	73	69.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Nicaragua	7	3.0	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Niger	22	1.3	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Nigeria	15	4.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
North Macedonia	36	29.2	2019	Internet purchase, last year, EUROSTAT.
Norway	83	81.3	2019	Internet purchase, last year, EUROSTAT.
Pakistan	7	1.7	2019	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Panama	11	6.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Paraguay	17	11.6	2019	Purchase and/or sell products or services, Age 10+, DGEEC.
Peru	12	6.6	2019	Buy products &/or services, age 6+, INEI.
Philippines	17	9.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Poland	66	52.8	2019	Internet purchase, last year, EUROSTAT.
Portugal	51	38.3	2019	Internet purchase, last year, EUROSTAT.
Republic of Moldova	25	18.4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Romania	29	21.5	2019	Internet purchase, last year, EUROSTAT.

<b>Economy</b>	<b>As a share of Internet users (%)</b>	<b>As a share of population (%)</b>	<b>Latest data</b>	<b>Note</b>
Russian Federation	35	28.7	2019	Buying goods and long-term services, 18+, Russian Public Opinion Research Center .
Rwanda	9	1.0	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Saudi Arabia	30	24.9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Senegal	10	2.6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Serbia	44	33.9	2019	Internet purchase, last year, EUROSTAT.
Sierra Leone	13	1.4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Singapore	66	58.7	2019	Purchasing or ordering goods or services; aged 15 and above, IMDA.
Slovakia	71	58.9	2019	Internet purchase, last year, EUROSTAT.
Slovenia	66	54.8	2019	Internet purchase, last year, EUROSTAT.
South Africa	17	7.9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
South Sudan	42	1.7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Spain	64	58.2	2019	Internet purchase, last year, EUROSTAT.
Sri Lanka	10	2.7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Sweden	84	82.3	2019	Internet purchase, last year, EUROSTAT.
Switzerland	83	80.5	2019	Purchase or order something, OFS.
Tajikistan	30	7.6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Thailand	14	8.4	2018	Online purchase goods & services, NSO.
Togo	8	1.6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Trinidad and Tobago	22	16.5	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Tunisia	11	4.7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Turkey	40	29.6	2019	Internet purchase, last year, EUROSTAT.
Turkmenistan	6	2.0	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Uganda	13	3.9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Ukraine	35	21.7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
United Arab Emirates	54	49.6	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
United Kingdom	91	87.4	2019	Internet purchase, last year, EUROSTAT.
United Republic of Tanzania	28	5.4	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
United States of America	80	71.2	2018	"Users who purchase online"; source: Digital Future Study. 2017: Estimate.
Uruguay	53	46.1	2019	In last year, 18+, source: AGESIC.
Uzbekistan	6	1.9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Venezuela (Bolivarian Rep. of)	23	12.9	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Viet Nam	36	18.7	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Zambia	20	5.1	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.
Zimbabwe	12	3.8	2017	Used the internet to buy something online in the past year (% age 15+), FINDEX.

Source: UNCTAD.



## **UNCTAD Technical Notes on ICT for Development | Issue 17**

1. Implications of Applying the New Definition of «ICT Goods», May 2011
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9. UNCTAD B2C E-commerce Index 2017, October 2017
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15. UNCTAD Estimates of Global E-Commerce 2018, April 2020
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