

E-commerce in EU enterprises

Nearly 1 in 5 enterprises sold online in 2014

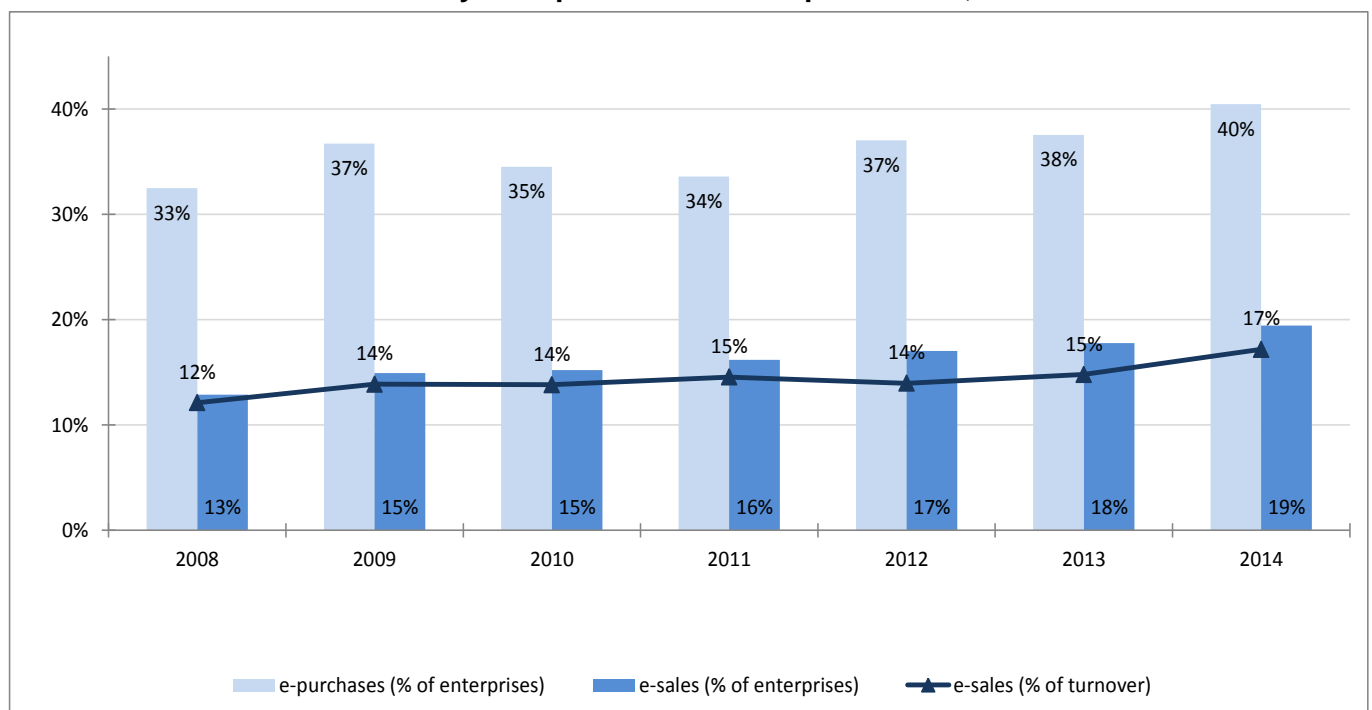
Fewer than 1 in 10 enterprises sold online to another EU Member State

In 2014, enterprises located in the **European Union** (EU) made 17% of their total turnover from electronic sales to other businesses or consumers, compared with 12% in 2008. As in previous years, **EU** enterprises engaged more in e-purchases than in e-sales in 2014, with 40% having purchased online, while 19% made electronic sales during the same period.

E-commerce can offer businesses the opportunity to improve the efficiency of their production processes as well as the means for expanding beyond national borders and reaching customers (businesses or consumers) regardless of their geographical location. The European Commission aims at creating a Digital Single Market where e-commerce among Member States is as smooth as the sales of a traditional brick and mortar outlet within any country. In 2014, while 18% of **EU** enterprises sold electronically on their domestic market, e-sales abroad (so called "cross-border e-commerce") were more limited: 8% sold online to customers in another EU Member State, and 5% to customers in non-EU countries.

These data come from a [report](#) issued by **Eurostat, the statistical office of the European Union**, and form part of the results of a survey conducted at the beginning of 2015 on ICT (Information and Communication Technologies) usage and e-commerce in enterprises.

E-commerce by enterprises in the European Union, 2008-2014



Highest share of turnover from e-sales in Ireland and the Czech Republic

Among the EU Member States in 2014, electronic purchases were made by more than half of enterprises in **Austria** (68%), the **Czech Republic** (56%), **Germany** (54%), **Finland** and the **United Kingdom** (both 51%), while for e-sales, the share was lower in every Member State. It however concerned at least a quarter of enterprises in **Ireland** (32%), **Sweden** (28%), **Denmark** and **Germany** (both 27%), **Belgium** (26%), the **Czech Republic** and the **Netherlands** (both 25%).

Regarding turnover generated from e-sales, **Ireland** was, among those for which data are available, the Member State registering the highest share (37% of total turnover of enterprises), ahead of the **Czech Republic** (30%), **Slovakia**, **Finland** and the **United Kingdom** (all 21%). At the opposite end of the scale, a limited share of turnover originated from e-sales in enterprises located in **Greece** (1%), **Bulgaria** (5%), **Cyprus** (6%) and **Romania** (8%), most of these Member States also having the lowest shares for both e-purchases and e-sales: **Greece** 11% and 7%, **Bulgaria** 13% and 9%, and **Romania** 14% and 8%.

Enterprises engaged in e-commerce, 2014

	Share of enterprises purchasing electronically (%)	Share of enterprises selling electronically (%)	Share of turnover from e-sales (%)
EU	40	19	17
Belgium	43	26	:
Bulgaria	13	9	5
Czech Republic	56	25	30
Denmark	:	27	20
Germany	54	27	17
Estonia	23	15	13
Ireland	47	32	37
Greece	11	7	1
Spain	26	18	14
France	43	21	17
Croatia	22	20	14
Italy	38	10	9
Cyprus	22	11	6
Latvia	35	10	:
Lithuania	27	19	10
Luxembourg	32	10	:
Hungary	31	14	20
Malta	26	19	:
Netherlands	47	25	13
Austria	68	18	16
Poland	21	12	13
Portugal	23	20	:
Romania	14	8	8
Slovenia	28	22	16
Slovakia	22	15	21
Finland	51	19	21
Sweden	44	28	19
United Kingdom	51	23	21
Norway	56	29	20
Turkey	:	12	:

: data not available

The source datasets can be found [here](#) for e-purchases, [here](#) for e-sales and [here](#) for turnover, where dimension "Time" refers to the survey year.

Ireland on top for cross-border e-commerce

In all EU Member States, the proportion of enterprises selling online on the domestic market, to other businesses or consumers, was higher than that of those selling online abroad, and the proportion of cross-border e-sales within the EU was higher than that of e-sales to non-EU countries. On average, 18% of EU enterprises made e-sales within their own country, while 8% sold to another EU Member State and 5% to customers outside the EU.

Cross-border e-commerce within the EU accounted for more than 10% of enterprises in seven Member States: **Ireland** (where 17% of enterprises made electronic sales to another EU Member State in 2014), **Belgium** (14%), the **Czech Republic** (13%), **Malta** (12%), the **Netherlands**, **Austria** and **Slovenia** (all 11%). The proportion of enterprises selling online to third countries was below 10% in every EU Member State, except **Ireland** (12%).

Electronic sales by geographic area, 2014
(share of enterprises - %)

	E-sales on domestic market	E-sales abroad	
		E-sales to another EU Member State	E-sales to a non-EU country
EU	18	8	5
Belgium	23	14	5
Bulgaria	8	3	2
Czech Republic	24	13	4
Denmark	25	10	6
Germany	21	10	5
Estonia	14	6	3
Ireland	30	17	12
Greece	7	3	2
Spain	18	6	3
France	21	8	5
Croatia	17	9	7
Italy	10	5	4
Cyprus	10	9	7
Latvia	10	4	2
Lithuania	18	10	7
Luxembourg	8	7	2
Hungary	13	5	2
Malta	15	12	9
Netherlands	24	11	4
Austria	17	11	6
Poland	12	4	2
Portugal	19	8	5
Romania	6	2	1
Slovenia	20	11	4
Slovakia	14	7	3
Finland	19	6	3
Sweden	27	10	6
United Kingdom	23	9	7
Norway	25	5	3
Turkey	12	4	3

The same enterprise may report sales in several or all categories.

The source dataset can be found [here](#), where dimension "Time" refers to the survey year.

Development and support of web solutions mainly outsourced

In order to conduct e-commerce, enterprises need ICT specialists to develop and maintain web solutions. Nearly two-thirds of EU enterprises reported having developed web solutions (64%) and supported web solutions (67%) in 2014. Most enterprises used external resources: almost half (49%) outsourced the development of web solutions, while 15% used their own staff. A similar pattern can be observed for staff supporting web solutions, where 49% of enterprises outsourced and 18% performed this function with their own employees.

Finland (86% of enterprises) and **Denmark** (82%) recorded the highest proportions of enterprises for both development and support of web solutions in 2014. In all EU Member States, there were more enterprises outsourcing the respective functions than enterprises performing them in-house.

Development and support of web solutions (share of enterprises - %)

	Development of web solutions			Support of web solutions		
	Total	of which mainly by		Total	of which mainly by	
		own employees	external suppliers		own employees	external suppliers
EU*	64	15	49	67	18	49
Belgium	74	16	59	74	18	56
Bulgaria	45	9	36	47	12	35
Czech Republic	77	13	65	77	16	61
Denmark	82	21	61	82	25	57
Germany	67	15	52	80	25	55
Estonia	64	20	45	64	20	43
Ireland	71	16	55	72	16	56
Greece	49	12	37	51	14	37
Spain	64	15	49	62	15	47
France	57	12	44	55	14	41
Croatia	70	18	53	69	20	49
Italy	65	11	54	64	12	52
Cyprus	73	16	57	73	20	53
Latvia	51	16	35	51	17	34
Lithuania	55	16	39	77	27	51
Luxembourg	69	22	47	68	25	43
Hungary	54	15	39	52	15	37
Malta	74	13	60	76	17	59
Netherlands	73	17	57	73	20	53
Austria	75	16	60	81	21	60
Poland	62	12	50	64	15	50
Portugal	:	:	:	:	:	:
Romania	36	9	27	40	10	31
Slovenia	:	:	:	:	:	:
Slovakia	65	12	53	70	16	54
Finland	86	25	61	86	25	60
Sweden	72	20	52	80	27	54
United Kingdom	72	23	49	72	22	50
Norway	72	21	51	71	24	47

Shares might not add up due to rounding.

* EU data excluding Slovenia

: data not available

Methods and definitions

The **survey** covered enterprises with at least 10 persons employed in 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, repair of computers and communication equipment.

E-commerce is the sale or purchase of goods or services through electronic transactions conducted via the internet or other computer-mediated (online communication) networks. The term covers the ordering of goods and services over computer networks (excluding orders in the form of manually typed e-mails), but the payment and the ultimate delivery of the goods or service may be conducted either on- or offline. Unless explicitly specified, e-sales include sales to other enterprises, government services as well as to consumers.

Development and support of web solutions are two relevant ICT operations that among others include websites and e-commerce business solutions.

For more information

Eurostat [website section](#) on information society statistics.

Eurostat [database](#) on information society statistics.

Eurostat Statistics Explained article on [e-commerce statistics](#).

Eurostat Statistics Explained article on [ICT specialists](#).

European Commission priority on [Digital Single Market](#).

Issued by: **Eurostat Press Office**

Vincent BOURGEAIS
Baiba GRANDOVSKA
Tel: +352-4301-33 444
eurostat-pressoffice@ec.europa.eu


 **ec.europa.eu/eurostat**

 **[@EU_Eurostat](https://twitter.com/EU_Eurostat)**

Production of data:

Konstantinos GIANNAKOURIS
Tel: +352-4301-34 877
konstantinos.giannakouris@ec.europa.eu

Maria SMIHILY
Tel: +352-4301-34 666
maria.smihily@ec.europa.eu

 **Media requests:** Eurostat media support / Tel: +352-4301-33 408 / eurostat-mediasupport@ec.europa.eu