

## Real e-shopping numbers in the Baltics ?

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### Outline

- Background
- Conceptual framework of measuring the digital economy
- Numbers
- Conclusions



## Background



### Eesti Pank (Bank of Estonia) – producer of official statistics

- Monetary and Financial Sector Statistics
  - ✓ incl. Payments and Settlements Statistics
- External Sector Statistics
  - ✓ Incl. Balance of Payments
- Other



12.03.2020



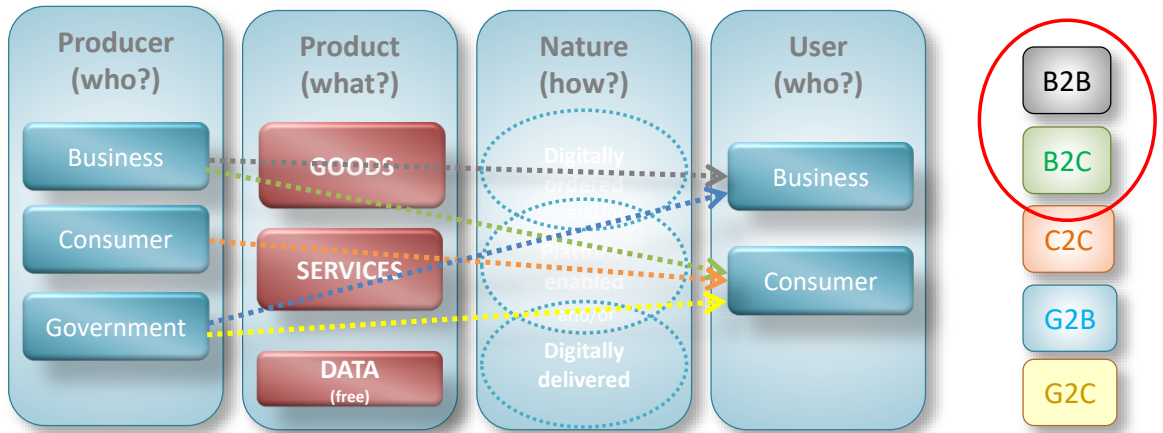
## Conceptual framework of measuring the digital economy (1)



Definitions (OECD) are still „under construction“

- **Digital trade** is all (cross-border) trade of goods and services that are either **digitally ordered** and/or **digitally delivered** and/or **digitally facilitated**
- **E-commerce** covers **digitally ordered transactions**, [i.e. conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders]

## Conceptual framework of measuring the digital economy (2)

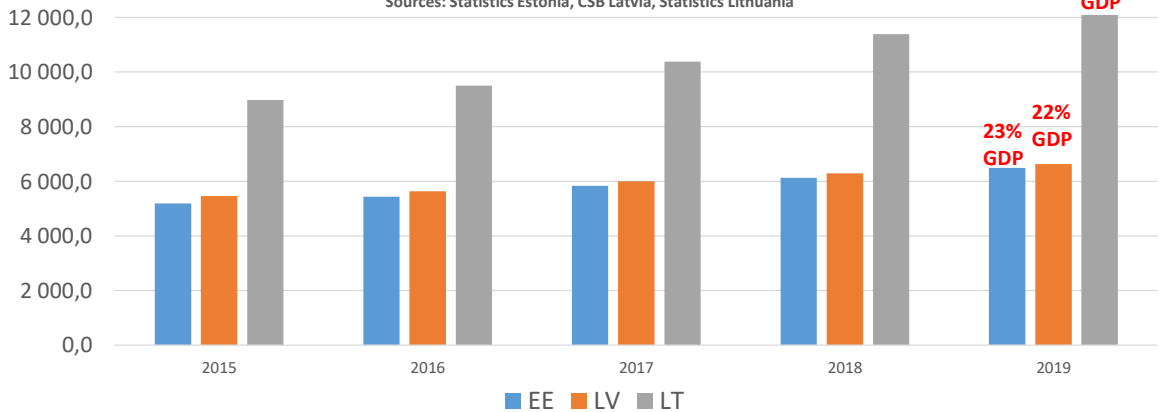


## Retail trade is growing in Baltics



Retail trade, except of motor vehicles and motorcycles (€, Mil)

Sources: Statistics Estonia, CSB Latvia, Statistics Lithuania

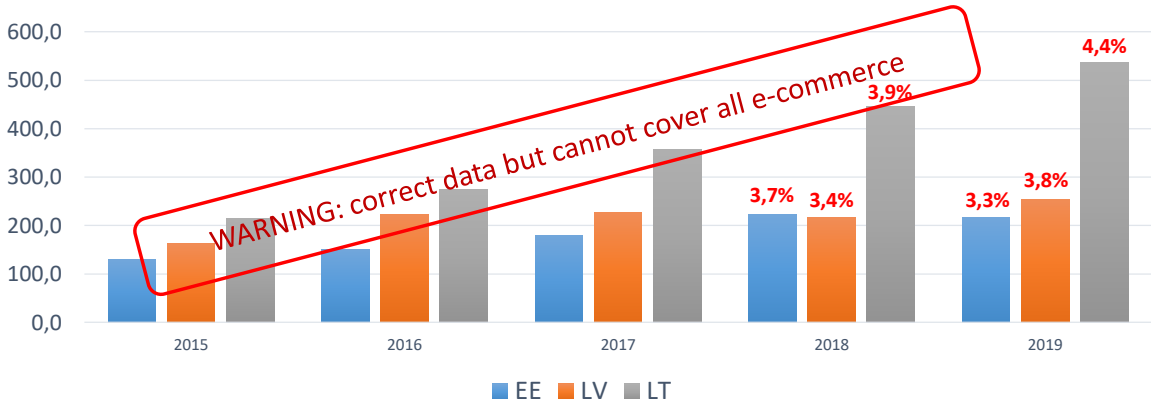


## E-commerce as the main field of activity forms quite negligible part of retail trade...



### Retail sale via mail order houses or via Internet (€, Mil)

Source: Statistics Estonia, CSB Latvia, Statistics Lithuania



## Alternative data source for wider coverage



- **Payment Statistics** (disseminated since 1998)
  - Reporting by banks on monthly bases


### Card payment statistics data fields:

- Date [Month]
- Type of payment
  - [Cash deposit/withdrawal | Point of sales (POS) payments | E-commerce payments]
- Residency of card issuer [ISO country code]
- Country of payment [ISO country code]
- Number of transactions
- Total turnover

<b>Non-bank client payments total</b>
<b>Card payments</b>
<b>Credit order</b>
Internet-bank credit order
Standing order
E-invoice standing order
E-invoice payment order
Bank link payment order
ATM credit order
Telebank credit order
Telephone-bank credit order
Mobile phone credit order
SWIFT
Paper-based credit order
Other credit order
<b>Debit order</b>
Mobile phone payment at the point of sale
Payment initiated in cash
Cheque

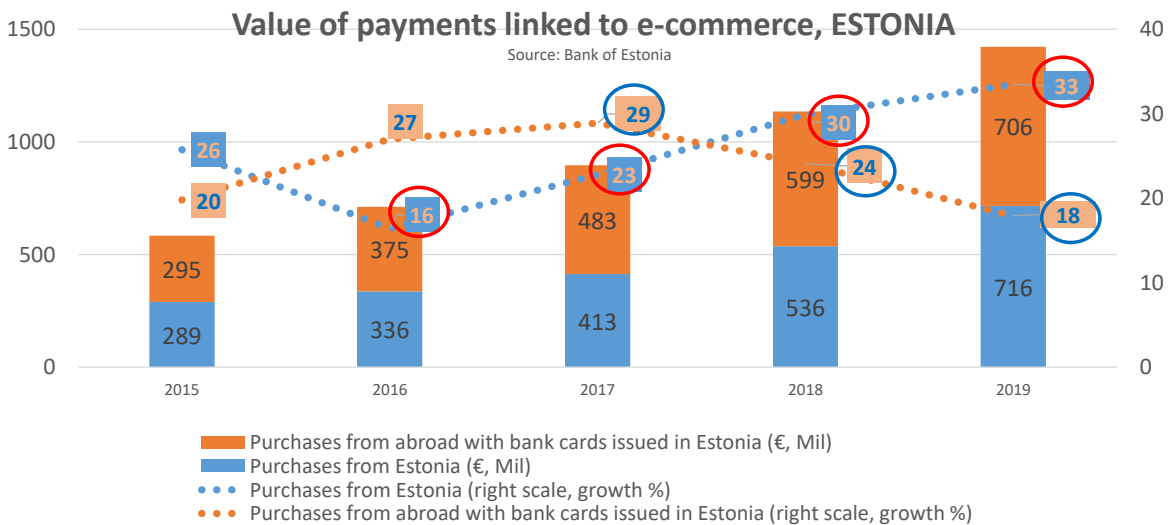
## Payments statistics linked to e-commerce now available in Estonia ([www.eestipank.ee](http://www.eestipank.ee))



Eesti Pank  Statistical indicators  
 Estonian Bank > Statistical indicators > Financial sector statistics > Payment and settlement systems statistics > 4.1 Payment statistics

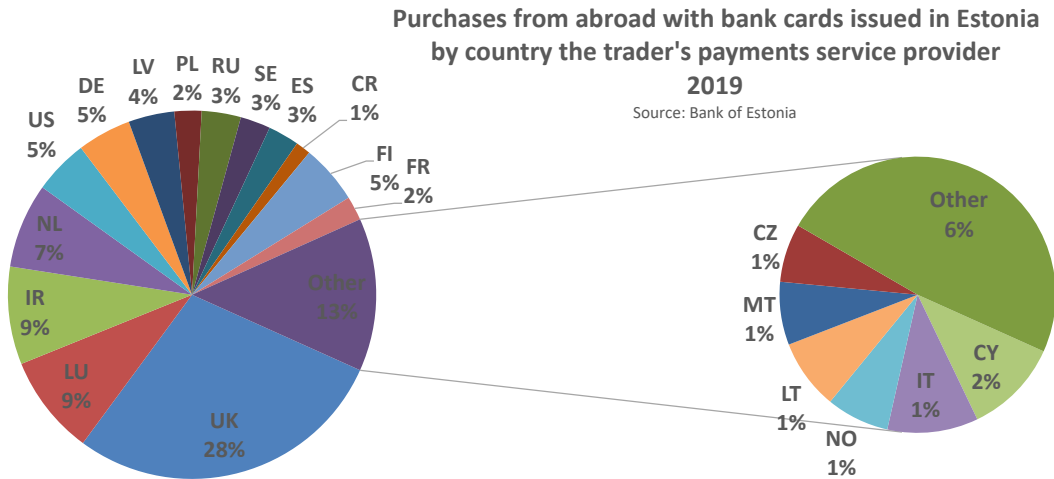
	31/08/2019		30/09/2019		31/10/2019		30/11/2019		31/12/2019		31/01/2020	
	Volume of payments (EUR million)	Number of payments (thousand)	Volume of payments (EUR million)	Number of payments (thousand)	Volume of payments (EUR million)	Number of payments (thousand)	Volume of payments (EUR million)	Number of payments (thousand)	Volume of payments (EUR million)	Number of payments (thousand)	Volume of payments (EUR million)	Number of payments (thousand)
┌ Payments linked to e-commerce, total	119.2	2,641.5	121.3	2,652.6	127.4	2,792.7	132.3	3,003.6	129.9	2,848.6	136.1	2,949.3
└ Annual growth rate compared to the same period of previous year	26%	9%	23%	9%	18%	3%	20%	5%	24%	9%	17%	7%
┌ o/w purchases from Estonia	59.4	1,362.9	62.4	1,429.1	67.6	1,524.5	68.7	1,603.3	69.3	1,567.9	71.2	1,586.6
└ With bank card issued in Estonia	5.5	214.2	8.0	250.0	8.2	252.0	9.0	316.8	9.5	302.2	10.0	303.4
└ With bank card issued abroad	9.2	125.6	8.8	111.7	9.8	123.3	10.1	117.9	9.5	112.2	9.5	104.8
└ Purchases through bank link	44.7	1,023.1	45.7	1,067.4	49.6	1,149.2	49.6	1,168.6	50.3	1,153.4	51.7	1,178.3
┌ o/w purchases from abroad with bank cards issued in Estonia	59.8	1,278.5	59.9	1,223.5	59.8	1,268.2	63.8	1,400.3	59.7	1,280.7	64.9	1,362.8
└ United Kingdom	17.2	574.2	17.3	560.2	17.7	551.9	19.5	633.9	17.2	450.3	17.2	393.7
└ Luxembourg	5.2	110.4	4.0	73.0	4.0	74.2	4.6	80.1	4.9	103.5	5.9	232.2
└ Ireland	4.7	54.7	4.8	53.9	4.8	82.5	5.4	98.0	5.1	100.6	5.1	95.8
└ Netherlands	4.8	164.1	4.5	167.3	4.8	181.1	4.7	192.3	4.6	200.1	5.4	206.8
└ United States of America	2.8	47.0	2.5	40.9	2.6	40.2	3.0	45.0	3.0	45.2	3.0	43.6
└ Germany	3.2	36.2	2.5	30.9	2.5	32.2	2.8	32.8	2.7	48.4	2.9	42.7
└ Latvia	2.4	31.7	2.6	32.1	2.6	32.7	2.4	30.1	1.9	27.3	3.0	33.0
└ Poland	1.4	12.6	1.6	13.2	1.4	10.1	1.1	8.1	1.2	9.5	1.4	9.7
└ Russia	2.0	59.9	2.1	58.7	2.2	64.8	2.4	64.3	2.3	73.2	2.1	68.7
└ Sweden	1.5	20.0	1.7	20.4	1.6	19.5	1.8	25.0	1.6	25.3	1.8	25.4
└ Spain	1.6	7.9	1.8	8.3	1.7	8.5	1.6	7.9	1.5	6.9	1.7	8.1
└ Greece	0.3	1.4	0.3	1.3	0.2	1.0	0.3	2.6	0.2	0.9	0.2	1.0
└ Finland	3.4	48.6	3.4	50.7	3.9	56.5	4.0	63.0	3.7	64.9	4.3	75.1
└ France	1.1	13.4	1.1	12.8	1.3	12.8	1.3	13.1	1.3	13.2	1.4	14.4
└ Cyprus	0.9	19.3	0.9	19.5	1.0	21.0	1.1	22.0	1.2	28.0	1.3	25.6
└ Italy	0.9	4.2	0.9	4.5	0.8	3.7	0.9	3.8	0.9	3.8	0.9	3.6
└ Non-resident	0.6	4.1	0.6	4.0	0.6	3.9	0.6	3.6	0.6	3.9	0.6	3.4

## Total e-commerce turnover of Estonia reached to € 1,4 bil in 2019

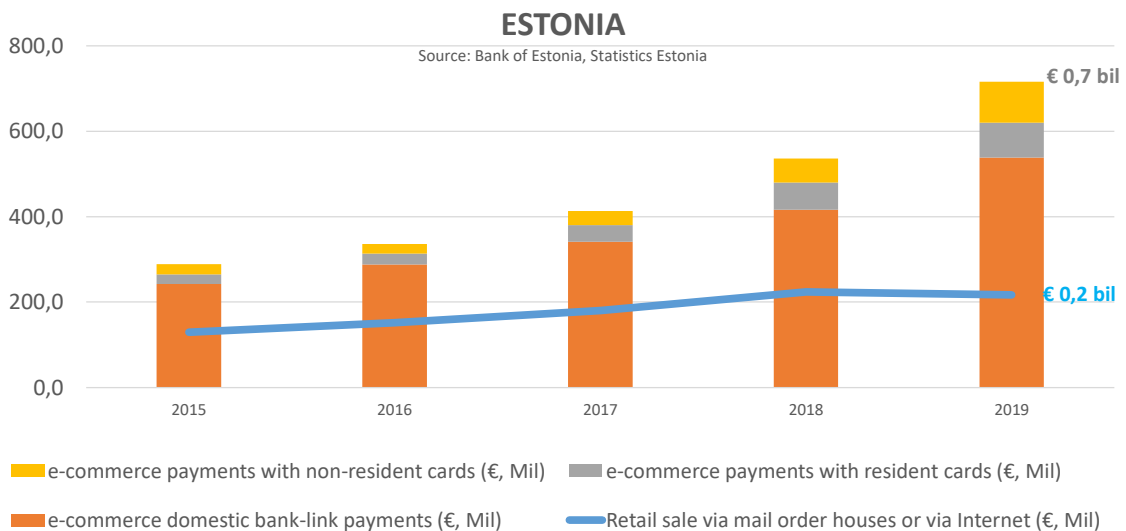




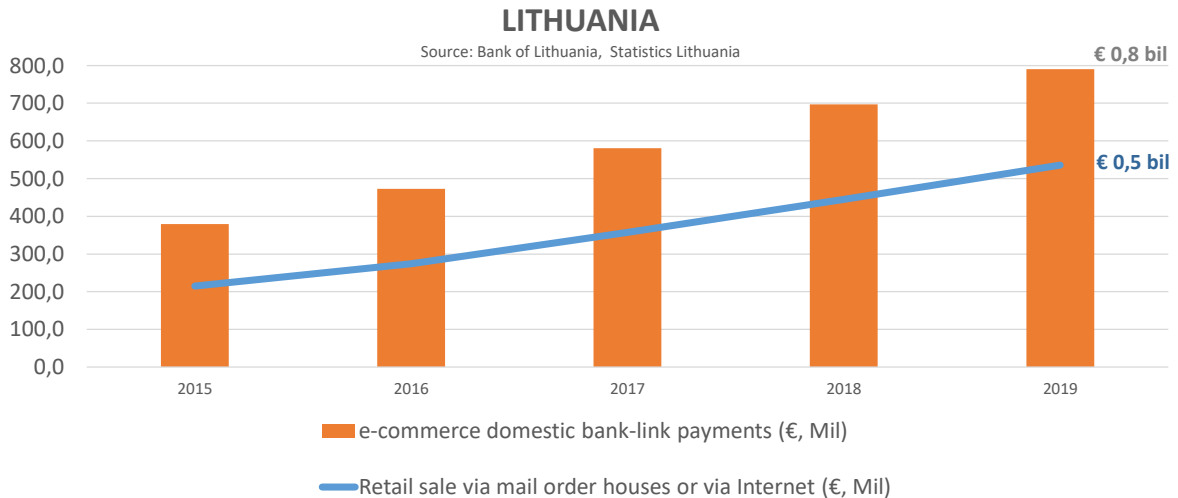
## TOP20 e-commerce partner countries



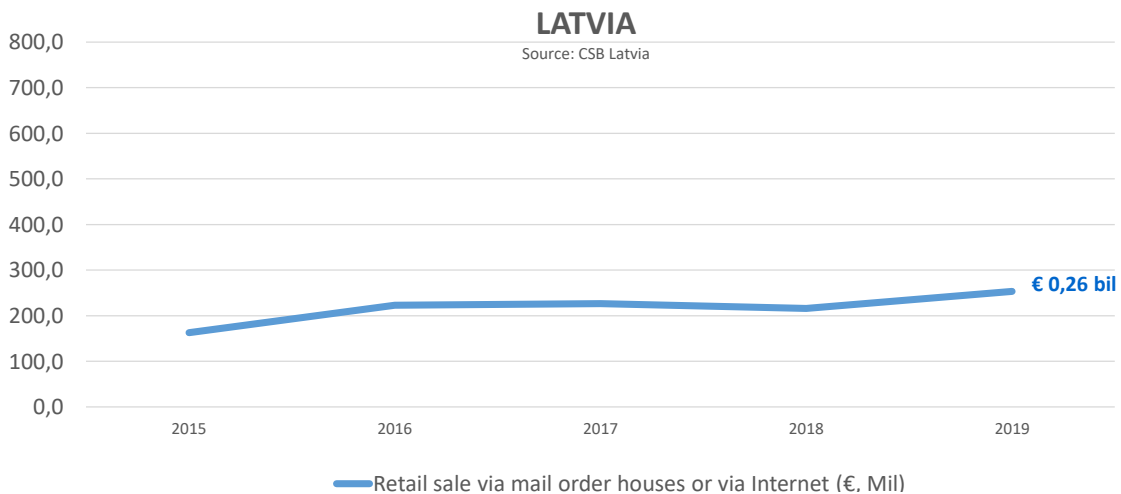
## E-commerce purchases in Estonia have grown fast, to 11% from retail sale\*



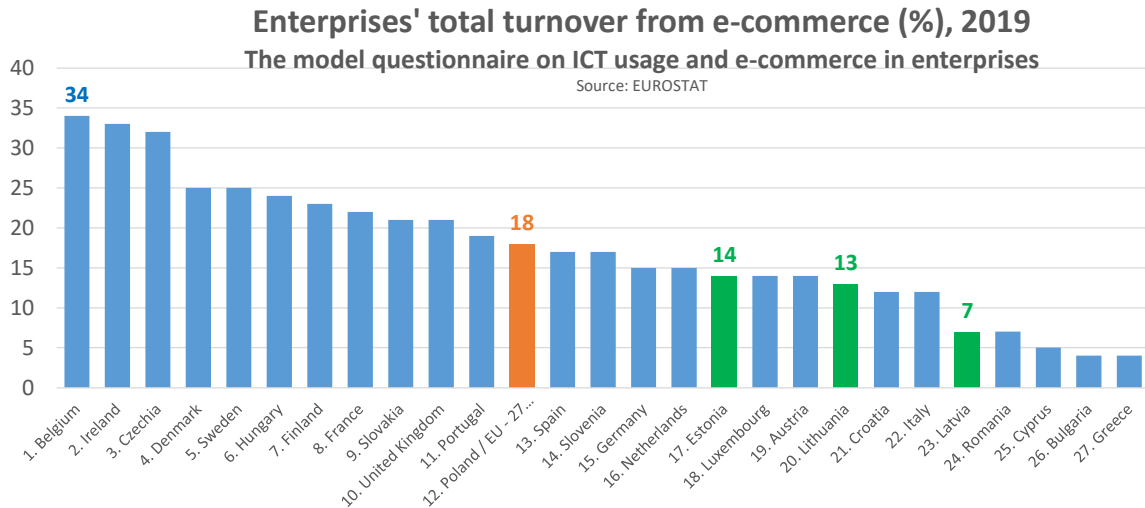
## E-commerce purchases in Lithuania have grown fast, to 7% from retail sale\*



## Would we assume the same for Latvia but no comprehensive data to proof?



## Enterprises' own assessments within EU...



## Conclusions



- GDP NACE group “Retail sale via mail order houses or via Internet” covers e-commerce phenomenon only partly
- No comprehensive data exist as of today but payments statistics data can be a good proxy
- ...





**Thank you!**

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