

Establishments in the Basque Country with e-commerce made 41.4% of their sales and 36.2% of their total purchases in 2017

Trade with other companies (B2B) predominated, absorbing 78.4% of electronic sales

The number of companies carrying out e-commerce in the Basque Country is calculated to be around 41,400 in 2017, 25.1% of the total, and it is estimated that purchases made via this method are 36.2% of their total purchases and 41.4% of their total sales, which is a record in the whole of the historical series for both purchases and sales, according to EUSTAT data.

In general terms, sales figures for e-commerce in the Basque Country continue to grow in respect of the previous year; in the case of e-commerce sales by companies in the Basque Country there was an increase of 12.6% and of 10.2% in those relating to purchases made using the same system.

In 2017 the volume of business generated over the Internet or via other electronic systems such as email and electronic data interchange (EDI and other networks) rose to 17,274.1 million euros in terms of electronic sales and 12,758.8 million euros in terms of purchases.

Table 1: E-commerce purchases and sales by province and employment stratum

	Purchases (*)			Sales (*)		
	2016	2017	Δ %	2016	2017	Δ %
Basque Country	11.581,3	12.758,8	10,2	15.341,0	17.274,1	12,6
Province						
Araba/Álava	2.046,8	2.311,6	12,9	5.046,9	5.423,7	7,5
Bizkaia	5.853,8	6.432,7	9,9	5.463,8	6.368,3	16,6
Gipuzkoa	3.680,7	4.014,5	9,1	4.830,3	5.482,1	13,5
Employment stratum						
0 - 9	3.863,6	3.949,7	2,2	2.798,7	3.044,4	8,8
≥ 10	7.717,7	8.809,1	14,1	12.542,3	14.229,7	13,5

(*) In millions of euros

Source: Eustat. Survey on the information society. Companies

By province, Bizkaia stood out in electronic sales, with growth of 16.6%, followed by Gipuzkoa, 13.5% and Álava, 7.5%; the latter registered the highest increase in electronic purchases, 12.9% more than the previous year, whilst in Bizkaia they were up 9.9% and in Gipuzkoa 9.1%.

With regards to the weight that each of the provinces has, there was an even distribution over all three in terms of electronic sales, Bizkaia had the highest percentage, with 36.9% of the Basque Country total, whereas Gipuzkoa had 31.7% this year and Álava 31.4%. In purchases, however, Bizkaia accounted for 50.4% of the total in 2017, whereas Gipuzkoa represented 31.5%, and Álava kept the remaining 18.1% of the electronic purchases in the Basque Country overall.

Taking into account the size of the establishments, it is the establishments with 10 or more employees in which larger sums of money are traded in e-commerce, with 82.4% of sales and 69.0% of total purchases.

For its part, the percentage of companies that participate in e-commerce stood at 25.1% in 2017, 0.9 percentage points less than the previous year. This drop occurred as the percentage of companies that purchase electronically, currently accounting for 23.0% of companies, had fallen by one percentage point, whereas the percentage of companies that make electronic sales had increased by 0.3 percentage points and accounted for 6.8% of the total. Likewise, it can be observed that although the number of companies purchasing electronically greatly exceeds those that sell using the same method, the figures for electronic sales (17.3 thousand million euros) are higher than those for electronic purchases (12.8 thousand million euros).

Table 2: Evolution of e-commerce establishments. %

	Total establishments									
	2001	2005	2010	2011	2012	2013	2014	2015	2016	2017
e-commerce	3,0	10,5	15,1	17,3	19,7	21,6	24,8	26,4	26,0	25,1
purchases	2,7	9,6	14,2	16,1	18,0	19,7	23,1	23,9	24,0	23,0
sales	0,4	1,9	3,9	4,1	4,6	5,2	6,0	6,5	6,5	6,8
% of purchases (*)	9,6	15,5	28,1	30,8	33,7	29,4	30,6	31,3	33,3	36,2
% of sales (*)	9,9	24,6	38,6	39,3	36,6	35,9	38,9	36,8	35,1	41,4
10 or more employees										
e-commerce	6,4	19,5	23,1	24,9	27,7	27,5	28,8	30,0	29,7	29,0
purchases	5,1	17,3	20,3	21,4	23,6	23,4	25,0	25,3	25,8	25,1
sales	1,8	5,1	8,5	9,8	10,4	10,0	10,8	11,4	11,9	12,6
% of purchases (*)	4,6	10,3	24,6	30,8	33,7	27,0	28,3	31,0	30,7	32,4
% of sales (*)	12,7	19,4	38,4	40,9	42,8	36,2	37,8	42,6	42,1	43,2

(*) In establishments that use e-commerce, average % of electronic purchases-sales in relation to total purchases-sales

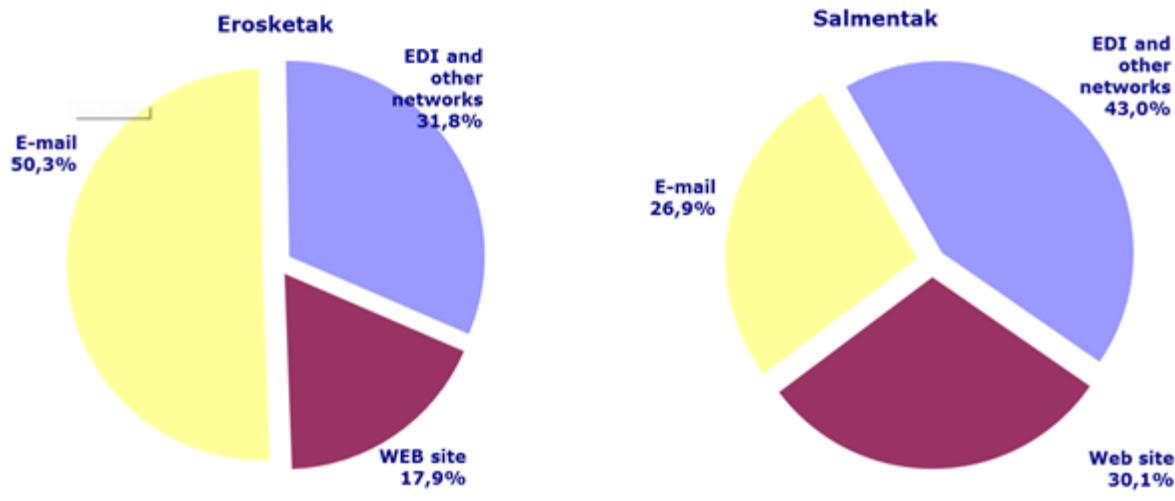
Source: Eustat. Survey on the information society. Companies

These figures vary if company size is taken into account. Thus, amongst those with 10 or more employees, 29.0% engaged in e-commerce, 0.7 percentage points less compared to the previous year. Also in this segment, the number of companies making electronic purchases was much higher, standing at 25.1%, whereas those making sales through the same channels were lower in number, 12.6%, following a 0.7 percentage point decrease in those that purchase and a 0.7 point increase in those that sell.

With regards to the means by which electronic purchases were made, 50.3% of total purchases were made by email, 31.8% by EDI and other networks and the remaining 17.9%

using websites. In turn, 43.0% of total sales were carried out via EDI and other networks, 30.1% through websites, apps or internet sales portals and 26.9% by email.

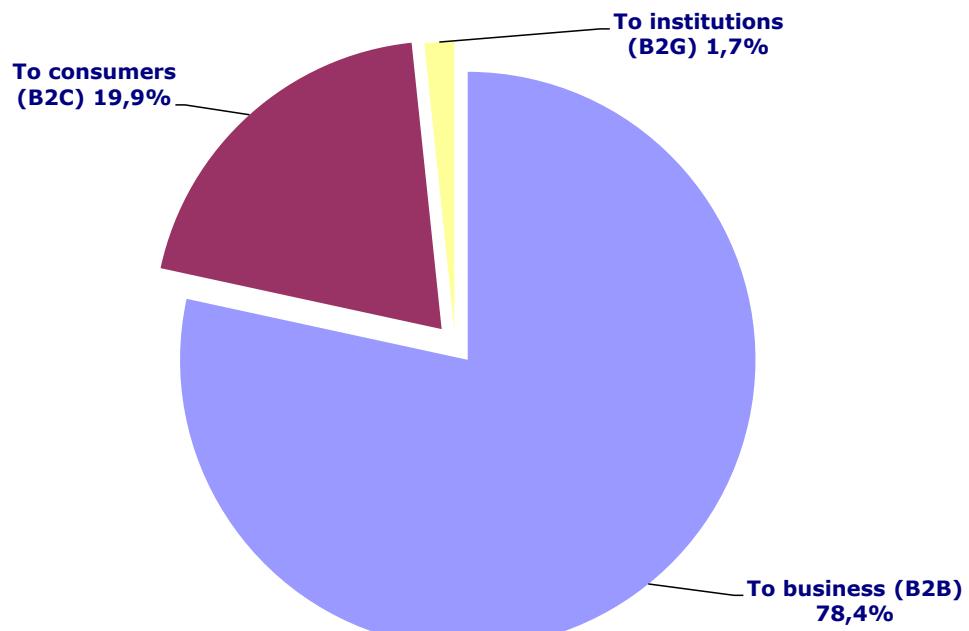
Graph 1: E-commerce according to the channel used in 2017 (%)



Source: Eustat. Survey on the information society. Companies

With regards to the type of customer to which e-commerce sales were destined in 2017, a large majority, 78.4% of total e-sales, were destined for other companies (so-called B2B trade), 19.9% were for private consumers (B2C) and the remaining 1.7% was spread over other kinds of customers, such as Public Administrations (B2G).

Graph 2: Destination of the sales by type of customer in 2017 (%)



Source: Eustat. Survey on the information society. Companies

For further information:

Eustat - Euskal Estatistika Erakundea / Basque Statistics Institute
 C/ Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz
 Press Service: servicioprensa@eustat.eus Tel: 945 01 75 62