

The financial worth of e-commerce in the Basque Country increased in 2010, although the percentage of companies remained stable

E-commerce increased both in terms of sales (18.5%) and purchases (14.2%) and accounted for 8773.6 and 5284.8 million euros, respectively

The e-commerce of the Basque Country continued to grow in terms of turnover, despite the fact that the number of companies operating online remained stable (+0.2 points), according to Eustat data. The turnover generated in 2010 online or by means of other electronic systems, such as email, electronic data exchange (EDE), etc, came to 8773.6 million euros in terms of e-sales and to 5284.8 million with regard to purchases made.

With respect to the previous year, these figures were up by 18.5% in the case of e-commerce sales by Basque companies and 14.2% in terms of the purchases using this same system.

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

	Purchases (*)			Sales (*)		
	2009	2010	Δ 10/09	2009	2010	Δ 10/09
Basque Country	4.626,4	5.284,8	14,2	7.401,8	8.773,6	18,5
Province						
Araba/Álava	713,1	782,1	9,7	2.742,1	3.161,4	15,3
Bizkaia	2.564,6	2.889,8	12,7	2.635,7	3.141,8	19,2
Gipuzkoa	1.348,7	1.612,9	19,6	2.024,0	2.470,4	22,1
Employment stratum						
0 - 9	1.725,2	1.764,5	2,3	1.096,7	1.528,5	39,4
≥ 10	2.901,2	3.520,3	21,3	6.305,1	7.245,1	14,9

(*) In millions of euros

Source: EUSTAT. Information Society Survey - ESI-Companies

In absolute terms, Bizkaia was the province with the highest purchases, while Araba/Álava, along with Bizkaia, continued to stand out in terms of sales volume. If the size of the establishments is taken into account, the highest e-commerce figures were obtained by those with 10 or more employees.

As far as the percentage of companies of the Basque Country involved in e-commerce is concerned, the number increased very slightly in 2010, by 0.2 percentage points, and currently stands at 15.1%. This percentage is mainly down to companies that purchase on line (14.2%) and to a lesser extent, to companies that sell using e-commerce (3.9%).

Therefore, even though online sales were much higher than purchases in economic terms, the number of companies that buy online was much higher than those that sell using that channel.

Table 2: Evolution of e-commerce establishments. %

	Total establishments									
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
e-commerce	3,0	4,4	5,1	7,7	10,5	12,8	15,3	15,0	14,9	15,1
purchases	2,7	3,6	4,3	6,9	9,6	11,4	14,1	13,9	13,8	14,2
sales	0,4	1,3	1,4	1,7	1,9	2,9	3,6	3,4	3,4	3,9
% of purchases (*)	9,6	11,4	17,4	15,2	15,5	18,2	20,7	22,6	24,9	28,1
% of sales (*)	9,9	16,1	20,6	22,0	24,6	24,4	23,1	26,9	32,5	38,6
10 or more employees										
e-commerce	6,4	10,0	10,9	13,6	19,5	20,4	24,0	22,2	23,7	23,1
purchases	5,1	8,3	8,7	11,2	17,3	17,7	21,4	19,1	20,2	20,3
sales	1,8	2,8	3,7	4,2	5,1	6,4	7,8	8,0	8,0	8,5
% of purchases (*)	4,6	10,6	9,6	12,1	10,3	12,6	15,8	15,3	20,3	24,6
% of sales (*)	12,7	13,4	15,5	15,0	19,4	21,7	31,5	28,6	34,2	38,4

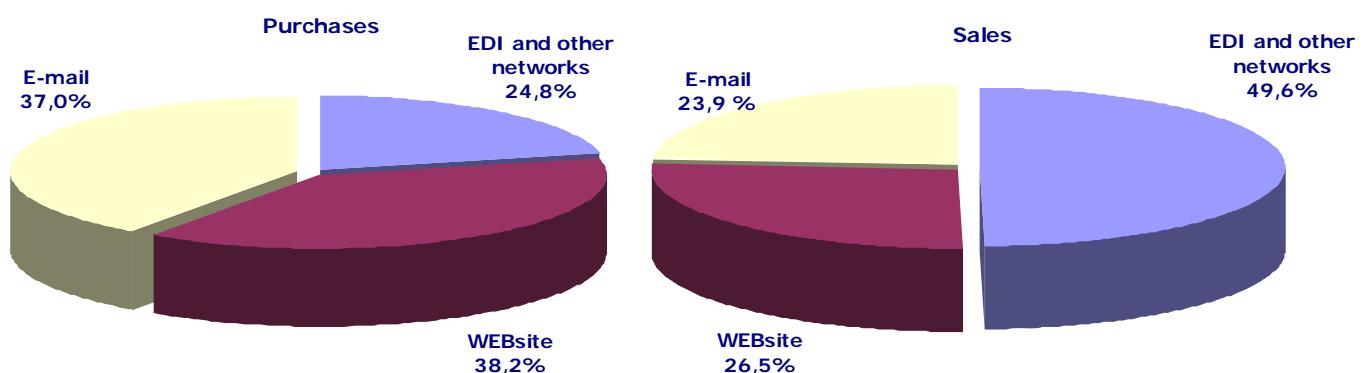
(*) In establishments that use e-commerce, average % of electronic purchases-sales in relation to total purchases-sales

Source: EUSTAT. Information Society Survey - ESI-Companies

The number of establishments involved in e-commerce in the Basque Country came to 28,000. It is also estimated that the e-commerce purchases made by these establishments accounted for 28.1% of their total purchases and the sales for 38.6% of their total sales.

These figures vary if the size of the company is taken into account. Thus, 23.1% of companies with 10 or more employees do business online, down 0.6 percentage points on the previous year, although both the percentage of those purchasing and those selling has, separately, increased. The number of companies in this segment that purchased online is much higher, as they accounted for 20.3%, and the ones selling through these same channels were far less important (8.5%).

Graph 1: E-commerce according to the channel used in 2010 (%)

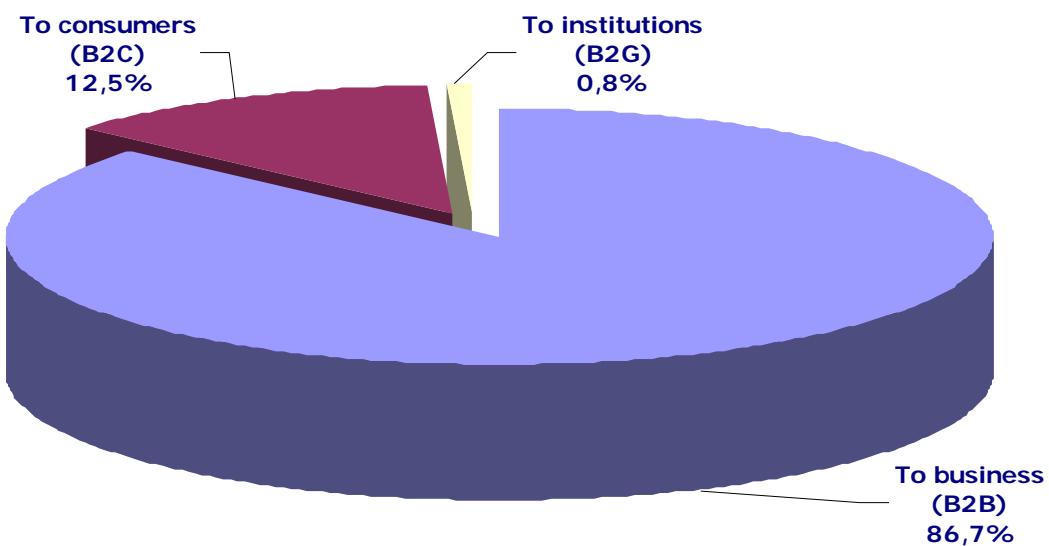


Source: EUSTAT. Information Society Survey - ESI-Companies

With respect to the channel used for e-purchases, 38.2% used websites, 37.0% email and the remaining 24.8% EDE and other networks. With respect to electronic sales, 49.6% was by EDE and other networks, 23.9% by email and 26.5% through the website.

With regard to the type of customer buying online in 2010, the great majority of transactions, 86.7% of the total e-sales, were to other companies (known as B2B), 12.5% to private consumers (B2C) and the remaining 0.8% to other end users, such as public administrations (B2G).

Graph 2: Destination of the sales by type of customer in 2010 (%)



Source: EUSTAT. Information Society Survey - ESI-Companies

For further information:

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