

In 2011 e-commerce increased in Basque companies both in terms of the number of companies and in economic levels

E-commerce grew both in sales (20.0%) and purchases (25.8%), standing at 10,530.4 and 6,649.3 million euros, respectively

E-commerce in the Basque Country continued to grow both in the percentage of businesses that used it (+2.2 percentage points) and in economic figures, according to data prepared by Eustat. In 2011 the volume of business generated online or via other electronic systems such as e-mail, electronic data exchange (EDI), etc. stood at 10,530.4 million euros in terms of e-sales and 6,649.3 million in terms of purchases.

Compared to the year before, these figures represent increases of 20.0% in the case of e-commerce sales in businesses in the Basque Country, and 25.8% in those relating to purchases carried out via the same system.

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

| | Purchases (*) | | | Sales (*) | | |
|--------------------|---------------|---------|---------|-----------|----------|---------|
| | 2010 | 2011 | Δ 11/10 | 2010 | 2011 | Δ 11/10 |
| Basque Country | 5.284,8 | 6.649,3 | 25,8 | 8.773,6 | 10.530,4 | 20,0 |
| Province | | | | | | |
| Araba/Álava | 782,1 | 938,6 | 20,0 | 3.161,4 | 3.699,0 | 17,0 |
| Bizkaia | 2.889,8 | 3.642,2 | 26,0 | 3.141,8 | 3.671,7 | 16,9 |
| Gipuzkoa | 1.612,9 | 2.068,5 | 28,2 | 2.470,4 | 3.159,7 | 27,9 |
| Employment stratum | | | | | | |
| 0 - 9 | 1.764,5 | 2.012,7 | 14,1 | 1.528,5 | 1.943,7 | 27,2 |
| ≥ 10 | 3.520,3 | 4.636,6 | 31,7 | 7.245,1 | 8.586,7 | 18,5 |

(*) In millions of euros

Source: EUSTAT. Information Society Survey - ESI-Companies

In absolute terms and by province, Bizkaia stood out in terms of purchases, whilst on the sales side Álava and Bizkaia led the way. However, Gipuzkoa is where percentages increased most over the last year both in purchases and, above all, in sales. If establishment size is taken into account, those with 10 or more employees obtained the highest figures in terms of the use of e-commerce.

Regarding the percentage of companies in the Basque Country that participated in e-commerce, they increased by 2.2 percentage points in 2011, and currently stand at 17.3%. This proportion is mainly due to companies that made purchases, 16.1%, and to a lesser extent those that carried out sales, 4.1%.

It can be seen how, despite electronic sales greatly exceeding purchases, the number of companies buying via electronic means was much greater than the number of those carrying out sales using the same method.

Table 2: Evolution of e-commerce establishments. %

| | Total establishments | | | | | | | | | | | |
|-----------------------------|----------------------|------|------|------|------|------|------|------|------|------|------|--|
| | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | |
| e-commerce | 3,0 | 4,4 | 5,1 | 7,7 | 10,5 | 12,8 | 15,3 | 15,0 | 14,9 | 15,1 | 17,3 | |
| purchases | 2,7 | 3,6 | 4,3 | 6,9 | 9,6 | 11,4 | 14,1 | 13,9 | 13,8 | 14,2 | 16,1 | |
| sales | 0,4 | 1,3 | 1,4 | 1,7 | 1,9 | 2,9 | 3,6 | 3,4 | 3,4 | 3,9 | 4,1 | |
| % of purchases (*) | 9,6 | 11,4 | 17,4 | 15,2 | 15,5 | 18,2 | 20,7 | 22,6 | 24,9 | 28,1 | 30,8 | |
| % of sales (*) | 9,9 | 16,1 | 20,6 | 22,0 | 24,6 | 24,4 | 23,1 | 26,9 | 32,5 | 38,6 | 39,3 | |
| 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 | 24,9 | |
| purchases | 5,1 | 8,3 | 8,7 | 11,2 | 17,3 | 17,7 | 21,4 | 19,1 | 20,2 | 20,3 | 21,4 | |
| sales | 1,8 | 2,8 | 3,7 | 4,2 | 5,1 | 6,4 | 7,8 | 8,0 | 8,0 | 8,5 | 9,8 | |
| % of purchases (*) | 4,6 | 10,6 | 9,6 | 12,1 | 10,3 | 12,6 | 15,8 | 15,3 | 20,3 | 24,6 | 30,5 | |
| % of sales (*) | 12,7 | 13,4 | 15,5 | 15,0 | 19,4 | 21,7 | 31,5 | 28,6 | 34,2 | 38,4 | 40,9 | |

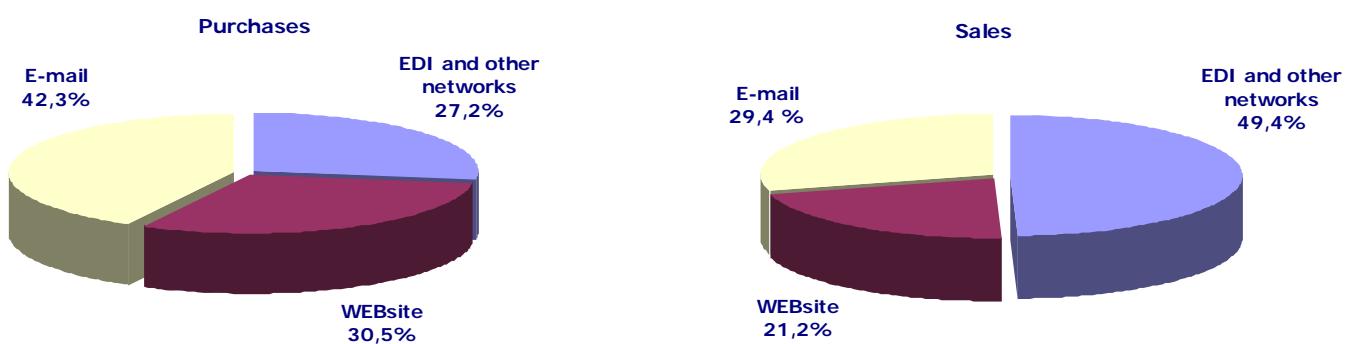
(*) In establishments that use e-commerce, average % of electronic purchases-sales in relation to total purchases-sales

Source: EUSTAT. Information Society Survey - ESI-Companies

The number of establishments using e-commerce in the Basque Country is calculated at 31,000. In these, it is estimated that purchases made via this procedure stood at 30.8% of total purchases and sales at 39.3% of total sales.

These figures vary if company size is taken into account. Amongst those with 10 or more employees, 24.9% used e-commerce, following a 1.8 percentage point increase compared to the previous year. Also in this section, the number of companies making electronic purchases was much higher, standing at 21.4%, whilst those carrying out sales via the same means were lower in number, 9.8%, both following rises of 1.1 and 1.3 percentage points, respectively.

Graph 1: E-commerce according to the channel used in 2011 (%)

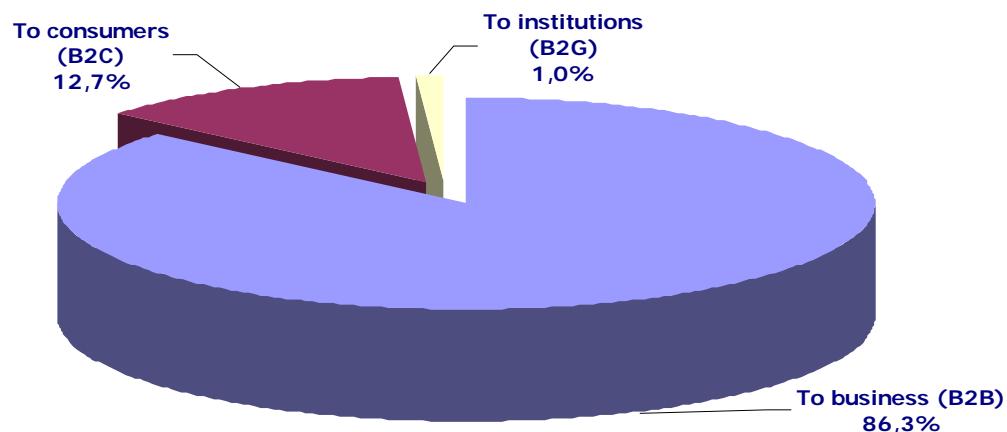


Source: EUSTAT. Information Society Survey - ESI-Companies

With regards to the means by which electronic purchases were made, 42.3% were carried out via e-mail, 30.5% via websites and the remaining 27.2% via EDI and other networks. For their part, 49.4% of electronic sales were carried via EDI and other networks, 29.4% via e-mail and 21.2% via websites.

In relation to the type of client that the sales were destined towards in e-commerce in the year 2011, the great majority, 86.3% of the total number of electronic sales, were destined for other companies (so-called B2B commerce), 12.7% were destined towards private consumers (B2C) and the remaining 1.0% was distributed amongst other destinations, such as Public Administrations (B2G).

Graph 2: Destination of the sales by type of customer in 2011 (%)



Source: EUSTAT. Information Society Survey - ESI-Companies

For further information:

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