

Alto Deba, Donostialdea and Bajo Bidasoa were the leading districts in 2023 in e-commerce among businesses with 10 or more employees

Gernika-Bermeo, with 89.1%, was the region with the highest percentage of websites in Basque in 2024

The district of Alto Deba stood out with 47.0% of businesses making sales and purchases via e-commerce, among businesses with 10 or more employees in 2023, according to Eustat data. These were followed by the districts of Donostialdea and Bajo Deba in Gipuzkoa, both with 44.2%, Duranguesado in Bizkaia with 43.3% and Etribaciones del Gorbea with 42.8% in Álava.

As regards the three capitals, the percentage of companies with 10 or more employees which used e-commerce stood at 44.1% in San Sebastián, 42.0% in Bilbao, and 36.3% in Vitoria-Gasteiz in 2023.

It should be pointed out that for Vitoria-Gasteiz, the data for this year marked the high point of the available historical series. From a broader time perspective, compared with 2010 there has been a significant change in the use of e-commerce in the three capitals: 19.5 percentage points more in San Sebastián, an increase of 18.5 points in Bilbao, and 13.3 points more in Vitoria-Gasteiz.

It should be noted that the e-commerce data is in relation to the 2023 financial year, at the close of the year, whereas the other indicators correspond to 2024.

Basque companies with 10 or more employees showed high levels of ICT (Information & Communication Technology) equipment in 2024. The same can be said for **internet connection**, with percentages close to 100% in all the regions and in all three Basque capitals, giving an average for the Basque Country as a whole of 99.4% (1.6 points more than in 2015). Moreover, differences between districts were very small, as the majority of them are already above 99%, and all of them are above 96%.

In companies with internet access, its use for carrying out **procedures with public administrations by electronic means** was particularly noteworthy. Thus, in 2024, 98.6% of this type of company had done so, 5.5 points above the 2015 figure. By districts, the largest proportion was found in Bizkaia: Arratia-Nervión, Encartaciones, Gernika-Bermeo and Markina-Ondarroa, all of which had 99.9%. Bajo Deba in Gipuzkoa also stood out with 99.3%, as well as Añana in Álava with 98.9%.

Additionally, 92.5% of companies of this size have a **website**, a cumulative increase of 6 percentage points in respect of 2015. Añana in Álava, Encartaciones in Bizkaia and Bajo Deba in Gipuzkoa were of particular relevance at the district level, with 98.7%, 97.5% and 94.8%, respectively. Among the capitals, Vitoria-Gasteiz was noteworthy with 94.2%, followed by San Sebastián (94.0%) and Bilbao (93.2%).

Equipment of ICT in establishments with 10 or more employees in the Basque Country by capital and counties (%). 2024

	Internet		Website		They have ICT specialists	e-commerce (3)
	With connection	Carry out procedures with the Admin (1)	Have	In Basque (2)		
BASQUE COUNTRY	99,4	98,6	92,5	52,0	54,0	40,4
Vitoria-Gasteiz	99,5	98,2	94,2	42,4	59,0	36,3
Bilbao	98,4	98,8	93,2	48,6	52,3	42,0
Donostia / San Sebastian	99,7	98,6	94,0	58,2	56,6	44,1
ARABA/ALAVA	99,6	98,1	93,7	43,4	58,5	36,3
Añana	99,9	98,9	98,7	28,4	65,5	34,8
Arabako Errioxa / Rioja Alavesa	99,0	97,2	93,2	34,7	57,7	36,6
Arabako Kantaurialdea / Cantábrica Alavesa	99,8	97,4	88,9	54,5	44,4	30,0
Arabako Lautada / Llanada Alavesa	99,6	98,2	94,0	42,9	59,6	36,6
Arabako Mendialdea / Montaña Alavesa	99,9	97,1	94,8	82,4	63,8	29,1
Gorbeialdea / Etribaciones del Gorbea	99,9	98,5	95,2	46,6	59,8	42,8
BIZKAIA	99,0	98,9	92,8	48,6	51,1	40,7
Arratia-Nerbioi / Arratia-Nervión	99,9	99,9	91,2	64,2	40,0	38,3
Bilbo Handia / Gran Bilbao	99,0	98,8	92,8	44,3	51,4	40,7
Durangaldea / Duranguesado	99,7	98,2	93,1	57,4	46,9	43,3
Enkartzioak / Encartaciones	99,1	99,9	97,5	66,1	63,6	32,0
Gernika-Bermeo	99,2	99,9	91,4	89,1	59,7	37,4
Markina-Ondarroa	97,9	99,9	84,8	82,9	62,0	40,6
Plentzia-Mungia	96,5	99,3	94,8	58,8	47,4	40,8
GIPUZKOA	99,9	98,3	91,7	60,9	56,0	42,0
Bidasoa Behea / Bajo Bidasoa	99,9	98,5	86,8	51,6	58,5	42,4
Debabarrena / Bajo Deba	99,9	99,3	94,8	56,5	62,3	44,2
Debagoiena / Alto Deba	99,9	97,8	94,1	76,2	68,9	47,0
Donostialdea	99,9	99,1	92,8	57,2	54,8	44,2
Goierrri	99,9	95,6	89,5	72,5	52,4	35,0
Tolosaldea	98,3	97,7	92,6	65,2	56,8	30,9
Urola Kosta	99,3	96,2	86,5	67,3	46,2	37,5

(1)Of the establishments with Internet, the percentage of those that interact electronically with the administrations

(2)Of the establishments with a website, percentage with availability in Basque

(3)Electronic commerce data collected until 31 December 2023

Date November 19, 2024

Source: Eustat. Survey on the information society. Companies

Just over half of company websites in the Basque Country were available in the Basque language (52.0%). Websites in Basque were more common among companies in Gipuzkoa (with an average of 60.9%), a province in which all seven districts surpassed 50%, reaching a high of 76.2% in the district of Alto Deba. These were followed by companies in Bizkaia (with an average of 48.6%), where six of its seven regions exceeded 50%, with a high of 89.1% in Gernika-Bermeo, making it the region with the highest percentage of Basque-language websites in the Basque Country. In the case of Álava (average of 43.4%), two regions stood out with over 50%: Montaña Alavesa (82.4%) and Cantábrica Alavesa (54.5%).

76.5% of Basque establishments used social media for business purposes, and 57.3% use paid cloud computing services

As for other uses Basque businesses make of the internet, at a district level there is also a breakdown of Basque businesses' use of social media for business purposes and their use of paid cloud computing services.

On average, 76.5% of Basque establishments with 10 or more employees used social networks, company blogs or websites to share multimedia content. Among the capitals, San Sebastián led the way with 86.1%, followed by Bilbao with 78.9%, and then Vitoria-Gasteiz with 75.8%.

With regards to paid cloud computing services, 57.3% of establishments with 10 or more employees used them, and among the capitals, Bilbao led the way with 64.4%, followed by San Sebastián (62.5%) and Vitoria-Gasteiz (56.5%).

Lastly, it can be noted that in the Basque Country, 54.0% of businesses with 10 or more employees had ICT (information and communication technology) specialists on their staff, with Alto Deba in Gipuzkoa of particular note among the districts, with 68.9%. Añana in Álava also stood out, with 65.5%, as well as Encartaciones in Bizkaia, with 63.6%. This time, among the capitals, it was Vitoria-Gasteiz that led the way, with 59.0%, followed by San Sebastián with 56.6%, then Bilbao with 52.3%.

NOTE:

In order to guarantee methodological consistency, the data relating to counties, contained in the section on Statistical tables, Data by capitals and counties, have been updated for the set of available years.

For further information:

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