

Measuring e-commerce in Mexico

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What is the digital economy?



The era of digitalization and the Internet changed the way in which households, businesses and governments interact

This has led to a new stage of globalization

CHALLENGES:

Measure its contribution to the GDP with the emergence of **electronic commerce**



- E-commerce: Process of purchase, sale or exchange of goods, services and information through communication networks.

An estimate was made to measure the participation of e-commerce of goods and services in GDP.



The value added of e-commerce in Mexico



The measurement of e-commerce in the GDP

We used basic statistics from the Economic Census, establishment surveys and household surveys.

E-commerce sales: sales of goods and services where the buyer places an order and both the price and the terms of the sale are negotiated through the Internet, extranet, electronic data exchange network, email or other comparable online system.



The payment may or may not be made online

Supply-Use Tables 2013

Trade margin for:

- Intermediate consumption
- Final private consumption
- Gross fixed capital formation
- Exports

Supply of goods

- Total utilization of services at basic prices (for the supply of services)
- Added Value / Product Relations (AV / P)

| NO. | CÓDIGO ECAN | SECTOR | UTILIZACIÓN TOTAL A PRECIOS COMPRADOR | DI - DEMANDA INTERMEDIA | | | | | DF - DEMANDA FINAL | | | | | | | | ING. | |
|-----|-------------|---|---------------------------------------|--------------------------|---|-----------|-----------|-----------|---------------------|----------------------|--------------------------|--|---------------------------------|------------------------------|--------------------------------|---|------|---|
| | | | | TOTAL DEMANDA INTERMEDIA | Agricultura, caza y explotación de animales, aprovechamiento forestal, pesca y caza | | | | TOTAL DEMANDA FINAL | CP - CONSUMO PRIVADO | CG - CONSUMO DE GOBIERNO | P-FB - FORMACIÓN BRUTA DE CAPITAL FIJO | P-A2 - VARIACIÓN DE EXISTENCIAS | P-E - EXPORTACIONES F. O. L. | VAB - DISCREPANCIA ESTADÍSTICA | | | |
| | | | | | 1 | 2 | 3 | 4 | | | | | | | | 5 | | 6 |
| 1 | 11 | Agricultura, caza y explotación de animales, aprovechamiento forestal, pesca y caza | 1 265 642 | 718 556 | 16 301 | 86 | 622 810 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| 2 | 21-23 | Minería, electricidad y construcción | 4 135 447 | 1 304 922 | 19 691 | 236 392 | 898 585 | 57 470 | 102 259 | 2 838 525 | 79 508 | 9 263 | 2 133 752 | 7 808 | 682 887 | 0 | 0 | 2 |
| 3 | 31-33 | Industrias Manufactureras | 18 563 351 | 7 425 497 | 153 618 | 393 528 | 4 584 486 | 664 384 | 683 673 | 11 138 454 | 8 564 962 | 2 730 | 123 476 | 187 636 | 4 123 886 | 0 | 0 | 3 |
| 4 | 43-49 | Comercio y transporte | 847 383 | 282 322 | 954 | 12 639 | 41 050 | 103 726 | 44 238 | 745 061 | 727 893 | 0 | 0 | 0 | 7 232 | 0 | 0 | 4 |
| 5 | 51-53 | Servicios | 8 931 497 | 2 348 731 | 0 070 | 242 330 | 526 637 | 699 877 | 1 072 238 | 6 582 765 | 4 944 564 | 1 972 988 | 32 626 | 0 | 41 888 | 0 | 0 | 5 |
| 6 | | TOTAL DE USOS A PRECIOS DE COMPRADOR | 32 443 821 | 12 886 828 | 289 885 | 1 418 888 | 7 061 184 | 1 326 053 | 1 981 982 | 21 443 892 | 18 888 678 | 1 986 038 | 2 158 384 | 291 387 | 4 919 879 | 0 | 0 | 6 |
| 7 | | COMPRAS DE NO RESIDENTES EN EL EXTRANJERO | 116 743 | | | | | | | 116 743 | 116 743 | 0 | 0 | 0 | 0 | 0 | 0 | 7 |
| 8 | | COMPRAS DE NO RESIDENTES EN EL PAÍS | | | | | | | | | -179 962 | -1 623 | 0 | 0 | 179 962 | 0 | 0 | 8 |
| 9 | | COMPRAS NETAS DE RESIDENTES Y NO RESIDENTES | 116 743 | | | | | | | 116 743 | -81 419 | -1 623 | 0 | 0 | 179 982 | 0 | 0 | 9 |

| NO. | DESCRIPCIÓN | 1 | 2 | 3 | 4 | 5 | ING. |
|-----|--|------------|------------|-----------|-----------|-----------|-----------|
| 10 | B1g - VALOR AGREGADO BRUTO A PRECIOS BÁSICOS | 15 642 828 | 510 968 | 2 688 237 | 2 576 976 | 3 753 709 | 6 192 782 |
| 11 | D.1 - Total de Remuneración de asalariados | 4 542 953 | 87 476 | 516 657 | 678 915 | 722 864 | 2 537 750 |
| 12 | D.11 - Sueldos y salarios que incluyen contribuciones sociales efectivas a la seguridad social | 4 226 894 | 87 338 | 422 325 | 583 823 | 679 270 | 2 447 896 |
| 13 | Sueldos | 1 688 663 | 86 657 | 303 761 | 369 446 | 529 862 | 593 143 |
| 14 | Sueldos | 1 768 852 | 475 | 67 241 | 138 687 | 89 541 | 1 464 648 |
| 15 | D.121 - Contribuciones Sociales Efectivas a la Seguridad Social | 577 833 | 286 | 51 323 | 75 689 | 68 687 | 384 187 |
| 16 | D.122 - Otras Prestaciones Sociales | 322 268 | 138 | 94 332 | 89 882 | 42 836 | 89 861 |
| 17 | D.29 D.39 - Impuestos Netos de Subsidios Sobre la Producción | 87 419 | 15 | 8 231 | 32 498 | 33 322 | 33 380 |
| 18 | D.25 - Impuestos que gravan la actividad | 82 838 | 15 | 8 231 | 32 498 | 10 749 | 33 452 |
| 19 | D.38 - Menos: subsidios | 8 838 | | | | 5 427 | 92 |
| 20 | B.2b - Excedente Bruto de Operación | 11 012 348 | 423 414 | 2 882 443 | 1 885 579 | 3 030 332 | 3 655 032 |
| 21 | P.1 - PRODUCCIÓN TOTAL POR ACTIVIDAD A PRECIOS BÁSICOS | 27 642 644 | 810 711 | 4 020 963 | 9 230 362 | 5 079 752 | 8 893 864 |
| 22 | TOTAL DE OTRAS COLUMNAS | | | | | | |
| | | 21 568 636 | 38 819 251 | 1 384 414 | 3 459 204 | 291 387 | 5 695 688 |

| NO. | DESCRIPCIÓN | Total | CUADRANTE DEMANDA INTERMEDIA | | | | | Total |
|-----|---|------------|------------------------------|-----------|-----------|------------|------------|------------|
| | | | 1 | 2 | 3 | 4 | 5 | |
| 23 | Total de puestos de trabajo | 57 465 563 | 7 350 210 | 6 145 312 | 8 267 468 | 8 888 888 | 8 888 888 | 57 465 563 |
| 24 | Puestos de trabajo dependientes de la razón social | 53 715 514 | 7 328 520 | 5 983 373 | 7 895 578 | 12 105 471 | 21 810 372 | 53 715 514 |
| 25 | Puestos de trabajo remunerados | 36 619 312 | 2 793 088 | 4 958 181 | 5 274 588 | 6 463 749 | 8 888 888 | 36 619 312 |
| 26 | Obreros y técnicos | 28 087 176 | 2 784 821 | 4 586 189 | 4 670 755 | 6 095 178 | 9 351 823 | 28 087 176 |
| 27 | Empleados | 8 088 136 | 6 837 | 451 912 | 703 843 | 568 571 | 6 874 773 | 8 088 136 |
| 28 | Proprietarios, familiares y otros trabajadores no remunerados | 17 889 282 | 4 548 282 | 1 625 272 | 1 814 788 | 5 521 724 | 4 183 168 | 17 889 282 |
| 29 | Personal no dependiente de la razón social | 3 750 849 | 11 898 | 361 939 | 1 878 098 | 1 319 313 | 1 178 817 | 3 750 849 |
| 30 | Personal suministrado por otra razón social | 3 189 828 | 9 576 | 142 887 | 1 021 288 | 1 148 544 | 876 813 | 3 189 828 |
| 31 | Personal por honorarios o comisiones sueldo | 553 821 | 2 314 | 19 952 | 56 992 | 178 769 | 382 884 | 553 821 |

The commercialization of goods and services identified in the SUT determines the coverage for the calculation of value added generated by electronic commerce.



The estimation of the participation of e-commerce in GDP is based on the supply view on the marketing of wholesale goods, retail goods and services defined in the SUT

Value added generated by wholesale trade e-commerce

Census share of e-commerce

*

- Wholesale trade



Census share of e-commerce

*

- Trade margins for:
 - Intermediate consumption
 - Gross fixed capital formation
 - Exports.



Wholesale trade e-commerce



Value Added/
Product Relations



Value Added generated by wholesale trade e-commerce



Value Added generated by retail trade e-commerce

Census share of e-commerce *
•Retail trade



Census share of e-commerce *
•Trade margins for private consumption



Retail trade e-commerce



Added Value / Product Relations



Added Value generated by retail trade e-commerce

Value Added generated by e-commerce in services

Census share of e-commerce *
•Total use of services



Services e-commerce



Added Value / Product Relations



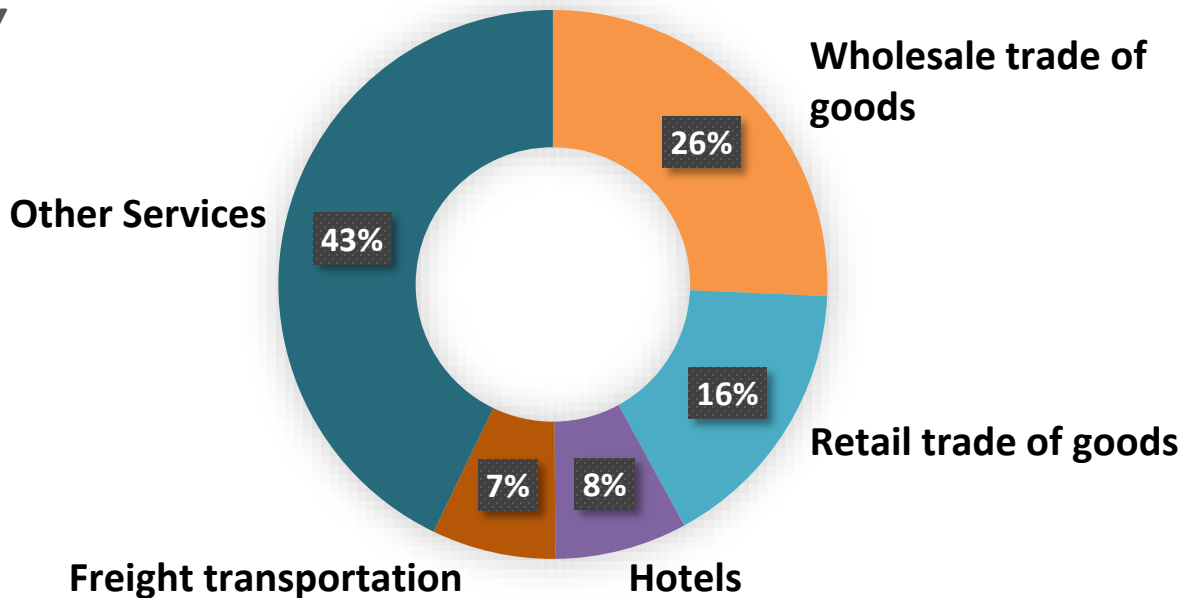
Added Value generated by e-commerce in services

Measurements made from the 2014 Economic Censuses, as well as with the information provided by the SUT

| | 2013 | E-commerce Added Value | Share of e-commerce |
|-------------|--------|------------------------|---------------------|
| Added Value | 15,642 | 479 | 3.1% |
| GDP | 16,277 | | 3.0% |

Added Value Generated by E-commerce

BY ACTIVITY





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