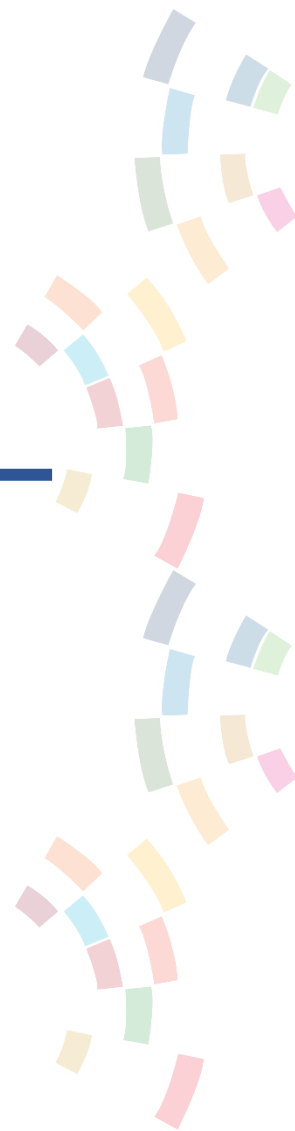


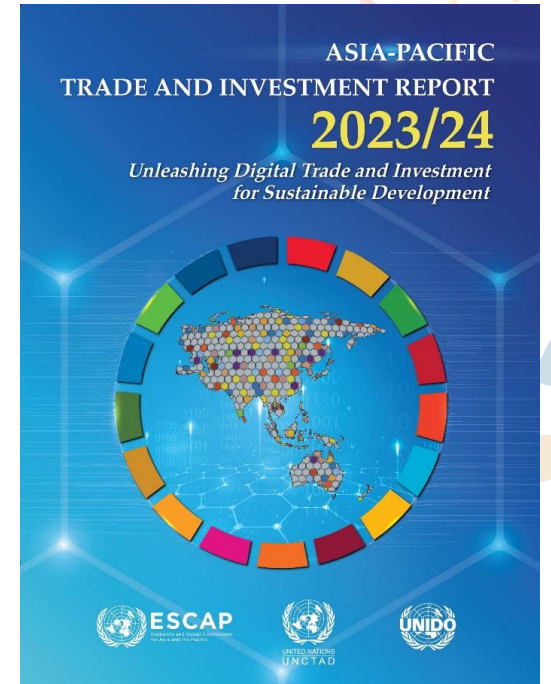
Some practical approaches in the absence of digital trade data

**Ms. Witada Anukoowattaka (PhD),
Economic Affairs Officer
Trade, Investment and Innovation Division, ESCAP**



Data clients and their expectations: Policymakers, businesses, and researchers

- Understanding market dynamics -- timeliness
- Understanding regulatory impact -- disaggregation and categorization
- Benchmarking and comparison -- international comparability



Challenges from the data user's perspective

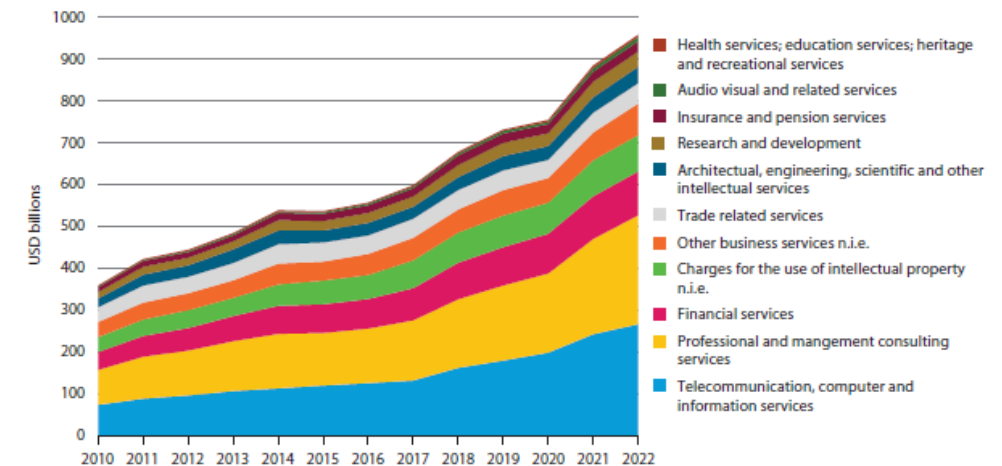
- ❑ Readily available trade statistics disaggregate trade according to sector and product categories, not by ordering and delivery modes.
 - Goods: Trade value is mixed between traditional and digital trade.
 - Services: Services in trade mode 1 are increasingly digitally delivered. However, WTO-TISMOS latest update was 2017.
- ❑ In principle, estimates can be derived from a variety of sources, such as business or household surveys, VAT reports, card payment data, or customs declarations. The lack of a common reporting framework has made it highly challenging to achieve comparability across sources and economies.
- ❑ Using proxy or indicative approaches to represent digital trade trends is practical at this early stage of digital trade statistical measurement
- ❑ The IMF-UNCTAD-OECD-WTO (2023) have compiled the many different potential sources for proxying digital trade sub-components: i.e., digitally delivered and digitally ordered trade.

Proxies

- ❑ The use of ICT goods and services or internet penetration
- ❑ Digitally deliverable services (DDS): services that can be delivered remotely via an ICT network
 - ✓ Availability and international comparability
 - ✓ Arguably, provide an upper-bound indication of digital trade
 - 80% of DDSs are digitally delivered (UNCTAD, 2015; BEA, 2012)
 - Most digitally delivered services are also likely to be digitally ordered (IMF-UNCTAD-OECD-WTO, 2023) – i.e. international e-commerce in services
 - A co-movement with digitally ordered flows of goods and services – backward linkages

Figure 2.5

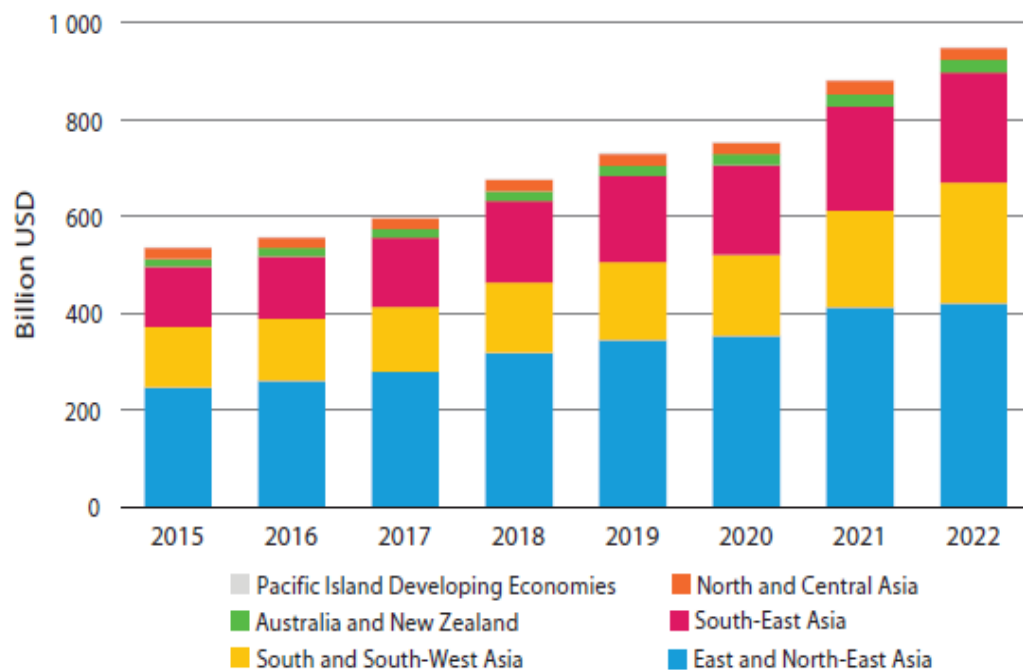
Exports of digitally deliverable services by service category in the Asia-Pacific region, 2010-2022



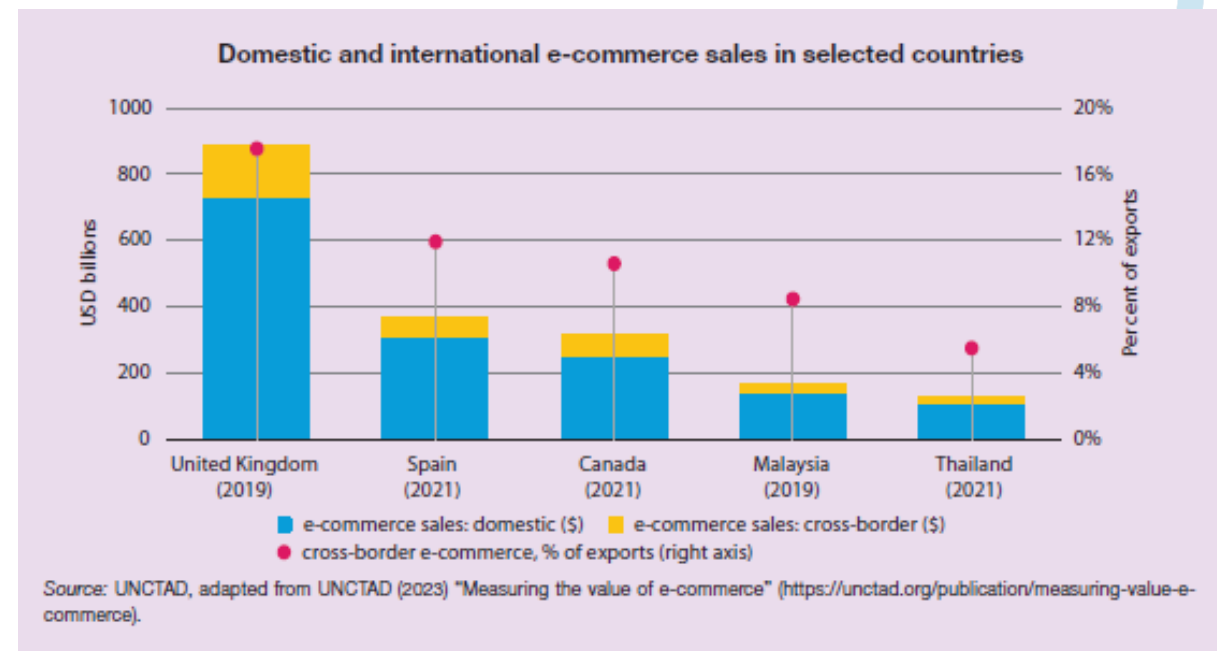
Source: UNCTAD, based on UNCTAD Digital Economy Database (<https://unctadstat.unctad.org/wds/>).
Note: Total value includes non-publishable data.

Digitally deliverable services

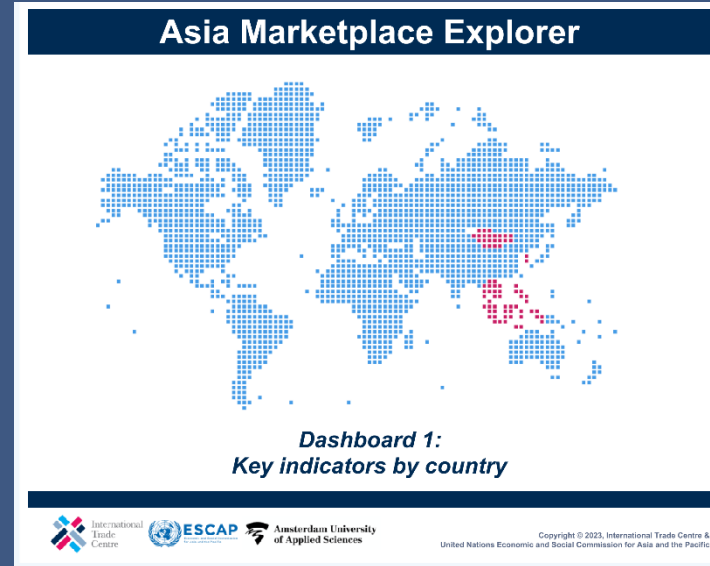
Figure 2. Digitally deliverable service exports by Asia-Pacific subregions



Source: APTIR 2023/24 available at <https://www.unescap.org/kp/APTIR2023>



Marketplace Explorer tools



www.cmihva.link/africa



www.cmihva.link/asia



www.cmihva.link/latam

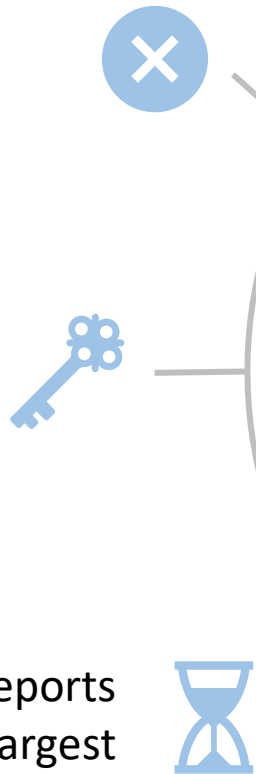


Problem

Non-systematic

Commercially sensitive and
privacy related concerns

Lack of frequency as sales reports
are only published by largest
marketplaces, annually



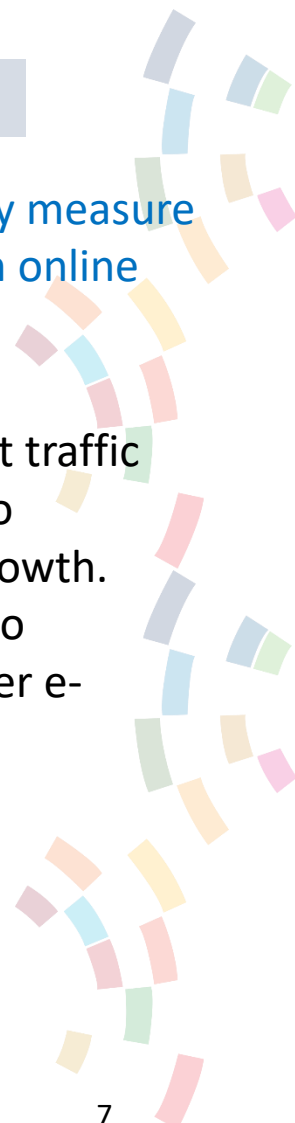
**Measuring activity
on e-commerce
platforms**

Solution

Website traffic used as a proxy measure
of activity and growth of an online
marketplace.

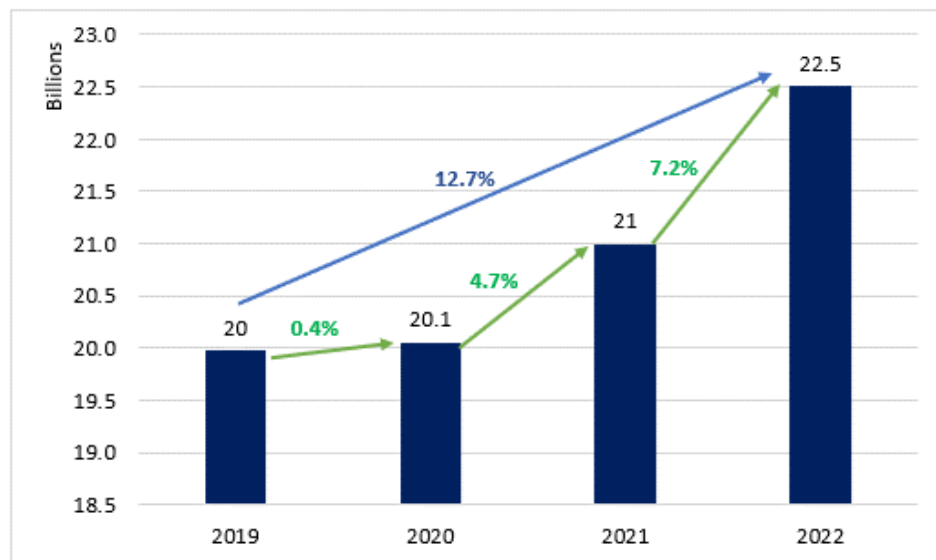
Caveat:

- Implicitly assume that traffic is positively related to platform sales and growth.
- Limited information to represent cross-border e-commerce.



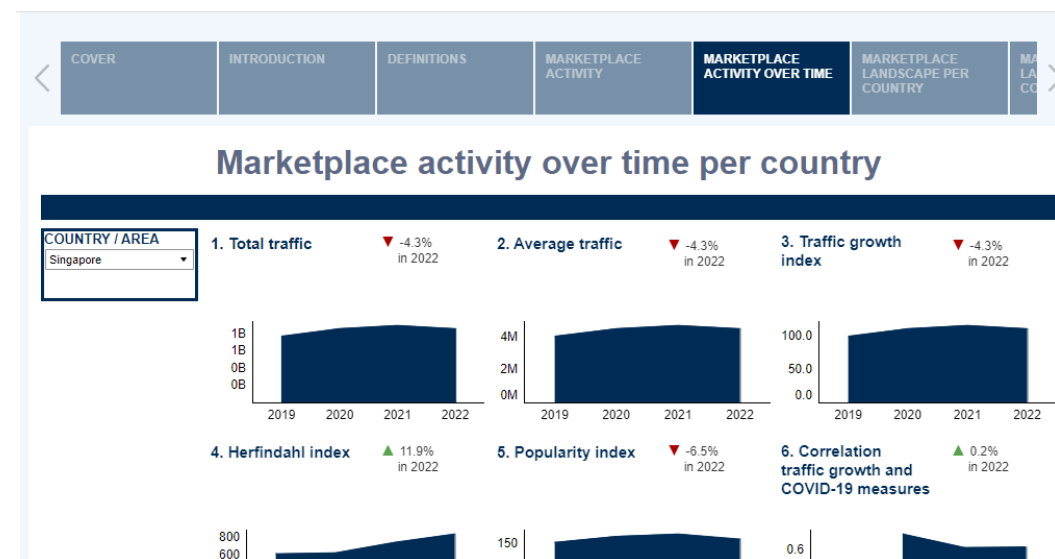
- ❑ Asian Marketplace Explorer (AME) developed by ESCAP and CMI
- ❑ A freely available online dashboard visualizes the characteristics of 1559 online business to consumer (B2C) goods marketplaces in east Asia.

Figure 5. Total traffic evolution for all B2C marketplaces, in the selected East Asian Markets, 2019-2022



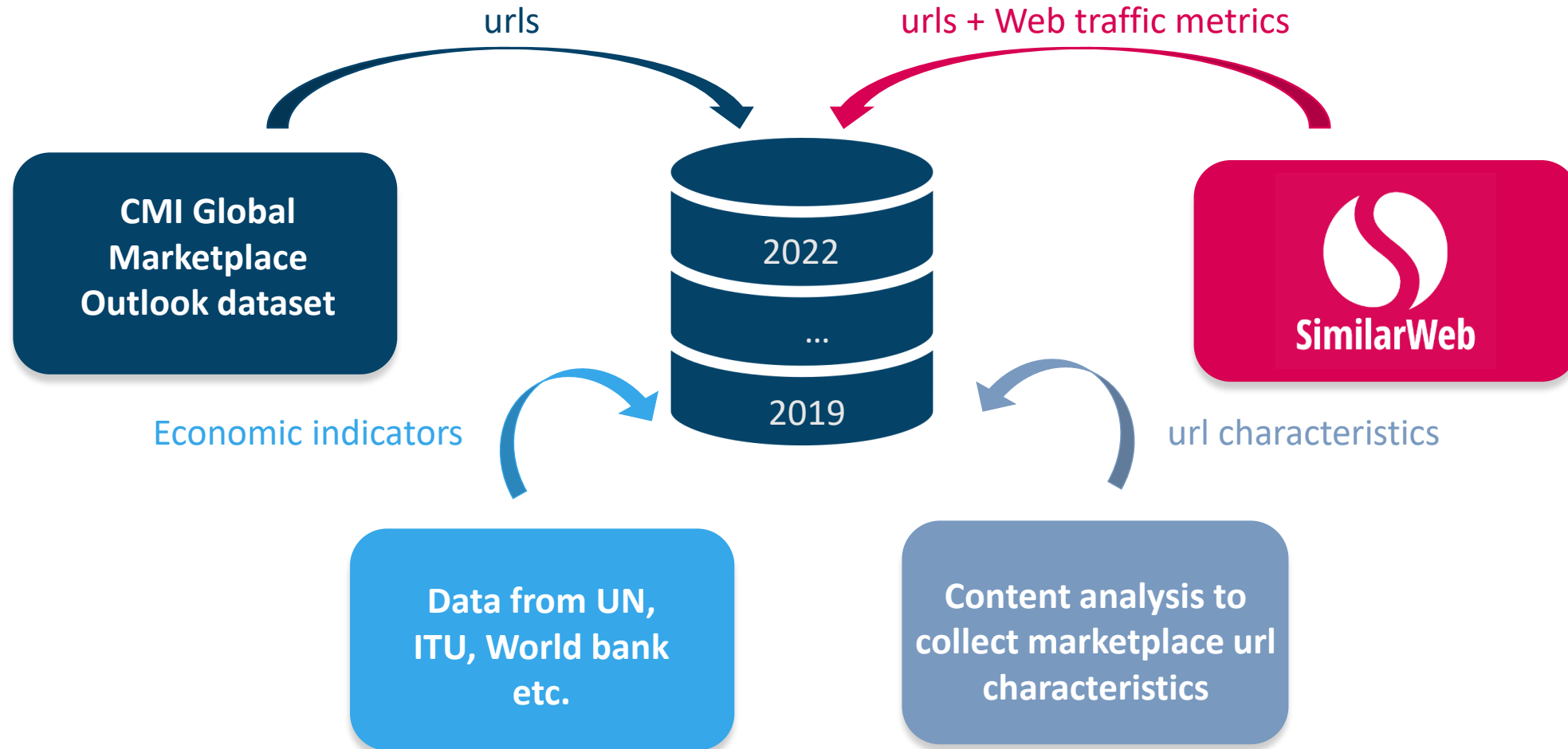
Source: The landscape of B2C e-commerce marketplaces in East Asia (upcoming)

Asia Marketplace Explorer dashboard



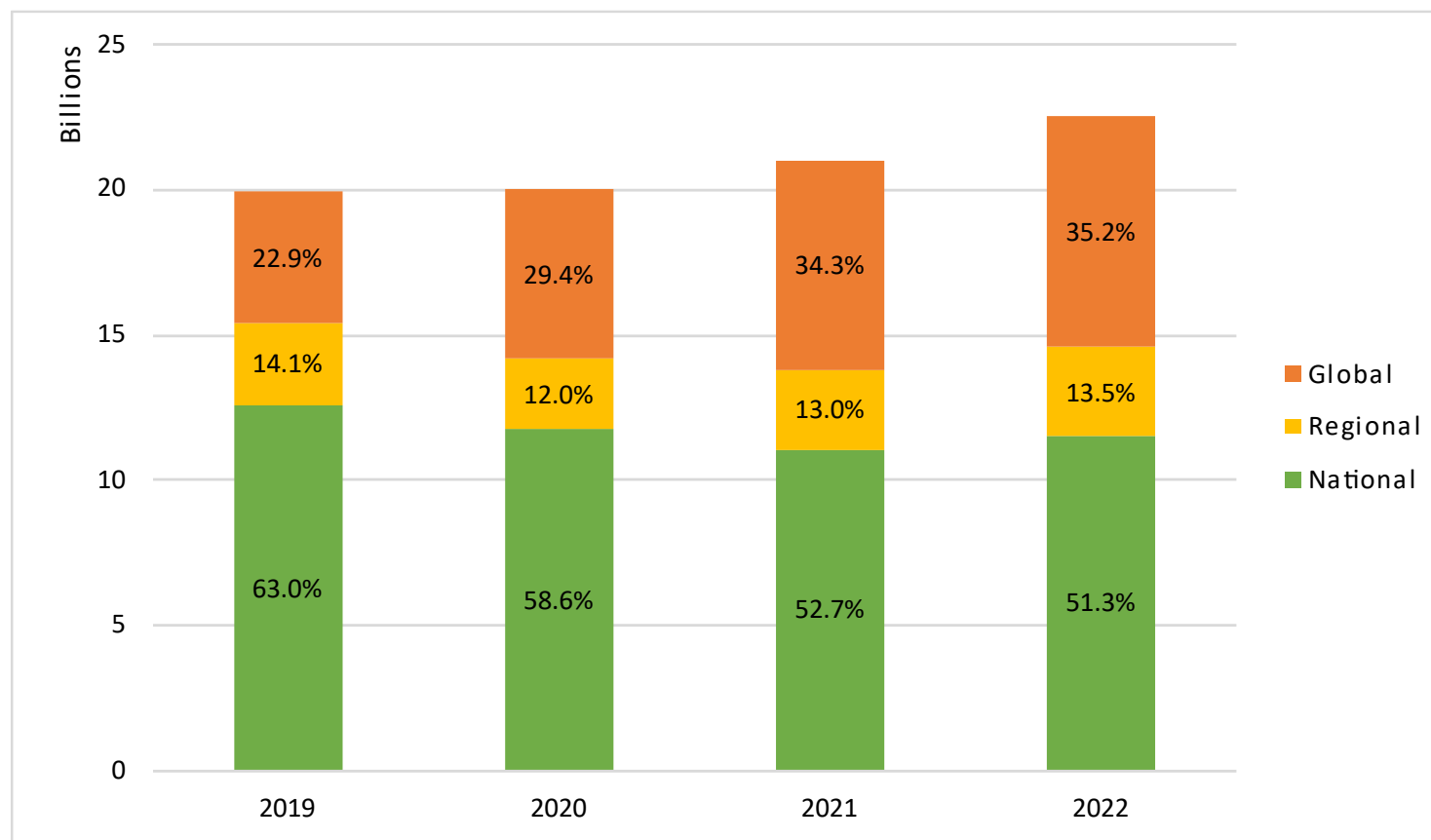
Source: Available at <https://shorturl.at/cpsHL>

Building a database of marketplaces



Example

Fig 5. Distribution of traffic to B2C marketplaces, by geographical presence, 2019-2022



- ❑ Traffic captured by marketplaces:
- ❑ with global presence has increased by 12.3pp.
- ❑ with national presence has decreased by 11.7 pp.
- ❑ with a regional presence has decreased by 0.6 pp.
- ❑ *Marketplaces with a global presence serve a larger and diverse market: may provide access to a large variety of products, competitive prices, better delivery options and customer service.*

Country Benchmark

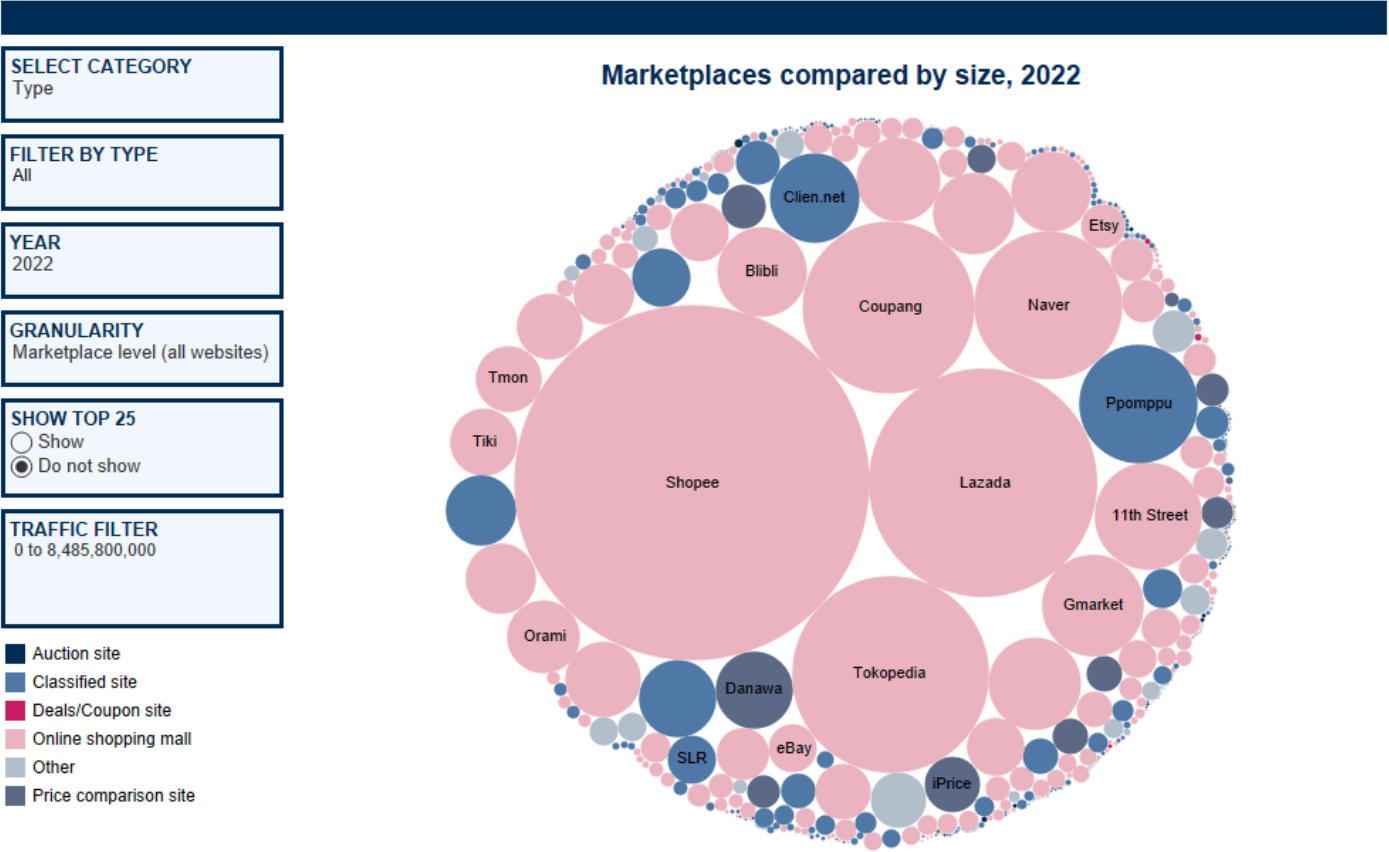
Country statistics

Uncover trends

Find relevant marketplaces

Marketplace Benchmark

Marketplaces compared by size in Asia*



* Only marketplaces with more than 20,000 visitors in 2019, 2020 or 2021 can be selected.



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