

# ICT ENTERPRISES 2021

## E-COMMERCE IN BRAZIL

IMF-UNCTAD-ECLAC webinar on the measurement of digital production and trade



Organização  
das Nações Unidas  
para a Educação,  
a Ciência e a Cultura

cetic.br

Centro Regional de Estudos  
para o Desenvolvimento da  
Sociedade da Informação  
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Ponto BR

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Comitê Gestor da  
Internet no Brasil

# ABOUT CETIC.BR

**The Regional Center for Studies on the Development of the Information Society (Cetic.br)** has as its mission the production of statistical data and analyses on the impacts of digital technologies on society.



1. ICT statistical data production center & knowledge center



- ICT public statistics
- Disaggregated data
- Statistics for SDGs
- Qualitative studies



2. Capacity-building on survey methodology for the production and use of ICT statistics



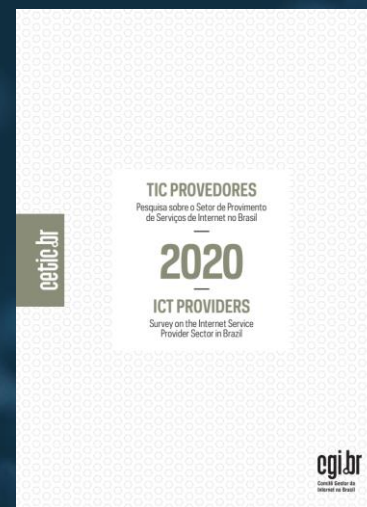
3. Laboratory of ideas and methodological innovation



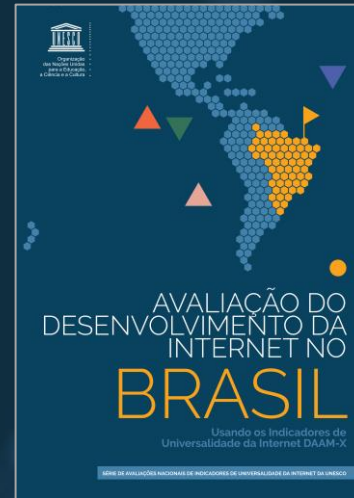
4. Analysis of socioeconomic impacts of ICT & contributions to policies

# REGULAR PRODUCTION OF STATISTICAL DATA & SECTORAL STUDIES

## CGI.BR ICT SURVEYS



# METHODOLOGICAL REFERENCES, POLICY BRIEFS & COUNTRY REPORTS





# **ICT ENTERPRISES 2021**

## **METHODOLOGY**

# ICT ENTERPRISES 2021

## METHODOLOGY

### TARGET POPULATION

All active Brazilian enterprises with 10 or more employed persons

### COVERAGE

National

### DATA COLLECTION

Computer-assisted telephone interview (CATI)

### DATA COLLECTION PERIOD

August 2021 to April 2022

### SAMPLE

**4,064** enterprises

### OBJECTIVE

Measure the access and use of information and communication technologies (ICT) in Brazilian enterprises

### MÓDULOS

General information on ICT systems

Internet use

Security

E-commerce

Skills

*Software*

New technologies

Privacy and personal data protection





**E-COMMERCE**

# CONTEXT

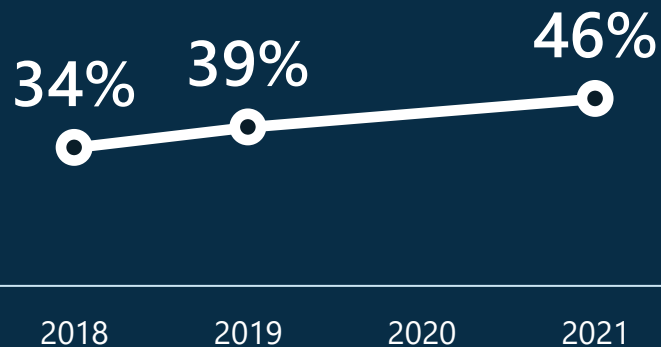
## SURVEYS WITH INTERNET USERS



### E-COMMERCE

#### Increase in ecommerce practices

Total number of Internet users (%)



Source: ICT Households

#### Types of products most bought online in the pandemic (2021)

Internet users 16 Years or older who purchased goods and services online(%)

Ordered meals on site or applications  
**44%** (▲ 29 pp)

Paid for streaming services  
**43%** (▲ 9 pp)

Source: COVID-19 ICT Panel 1th edition (2020) and 4th edition (2021)

#### Online purchase channel (2020)

Internet users 16 Years or older who purchased goods and services online(%)

Instant messages  
**46%** (▲ 20 pp)

Social media  
**28%** (▲ 20 pp)

#### Payment method (2021)

Credit card: **76%**

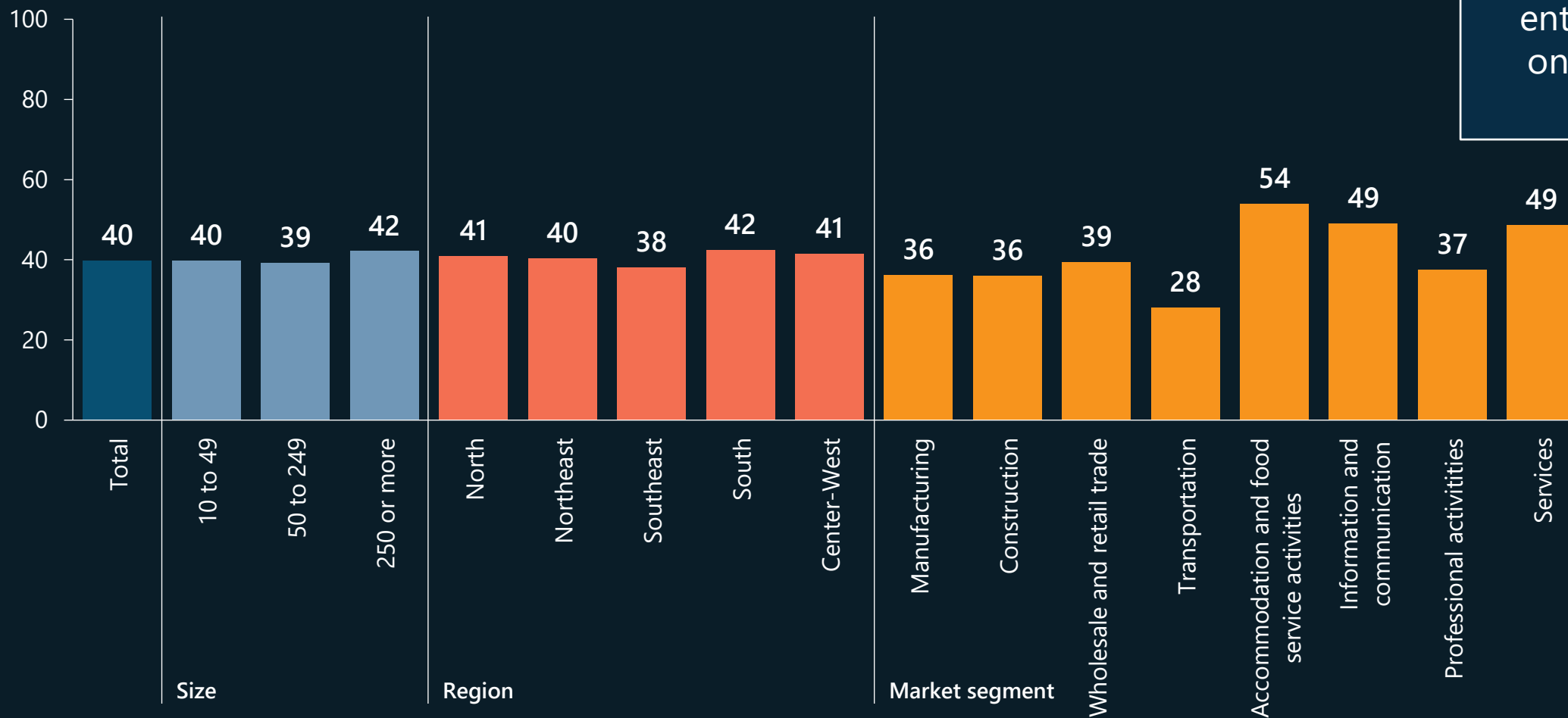
Pix: **72%**





# ENTERPRISES THAT PAID FOR ONLINE ADVERTISING

Total number of enterprises with Internet access (%)

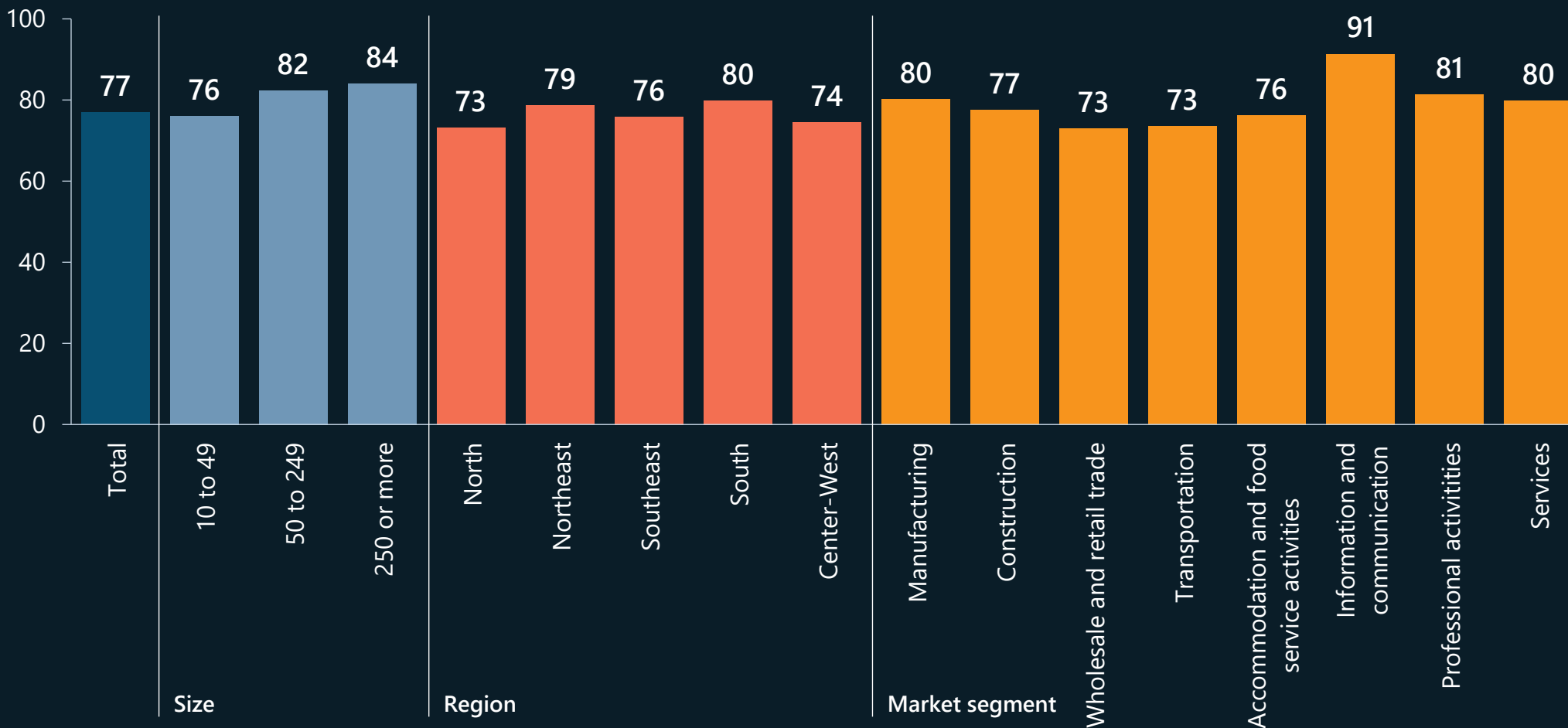


In 2019, 36% of enterprises paid for online advertising



# ENTERPRISES THAT PURCHASED ON THE INTERNET IN THE LAST 12 MONTHS

Total number of enterprises with Internet access (%)

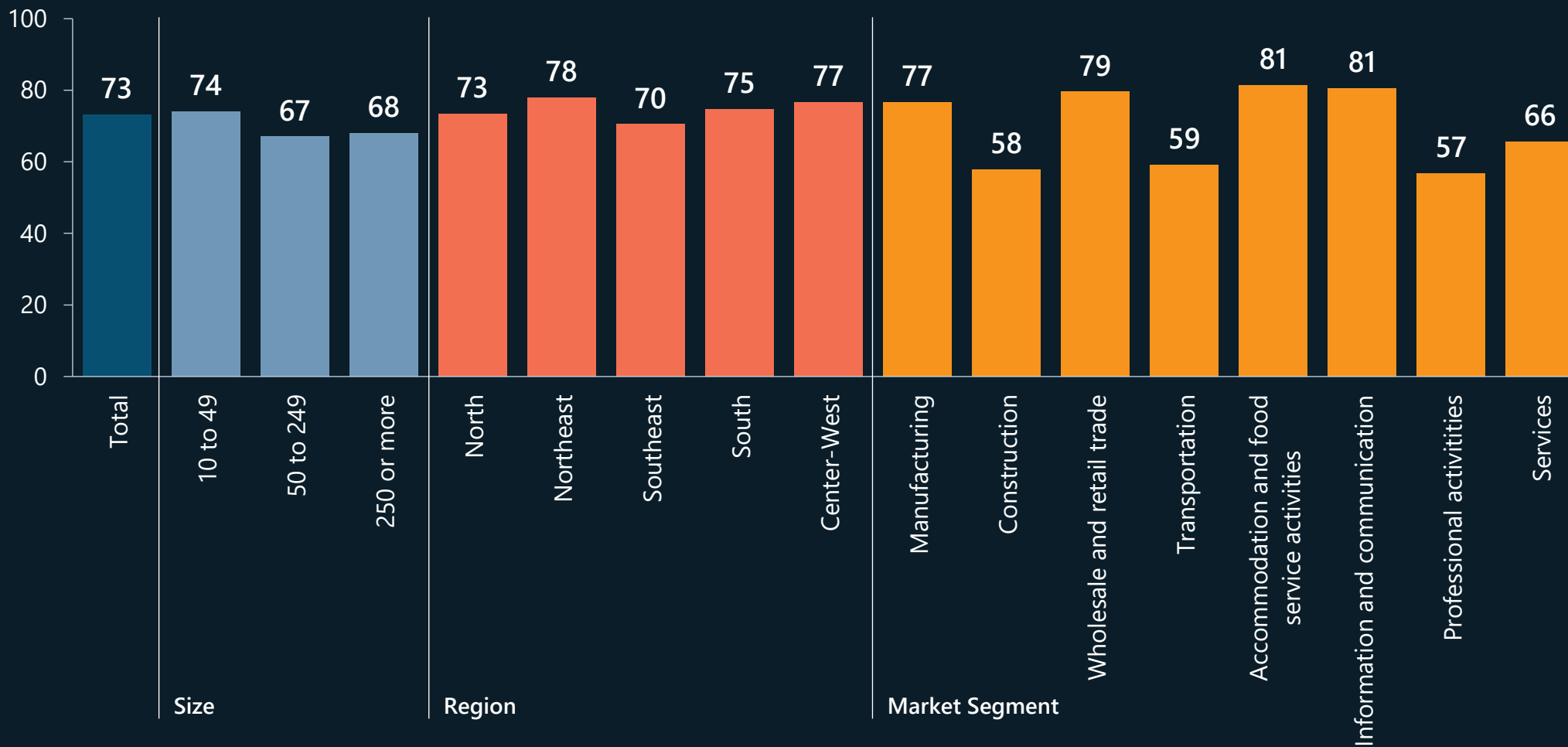


In **2019** 70% of enterprises bought online



# ENTERPRISES THAT SOLD ON THE INTERNET IN THE LAST 12 MONTHS

Total number of enterprises with Internet access (%)



In **2019**, 57% of enterprises sold on the Internet

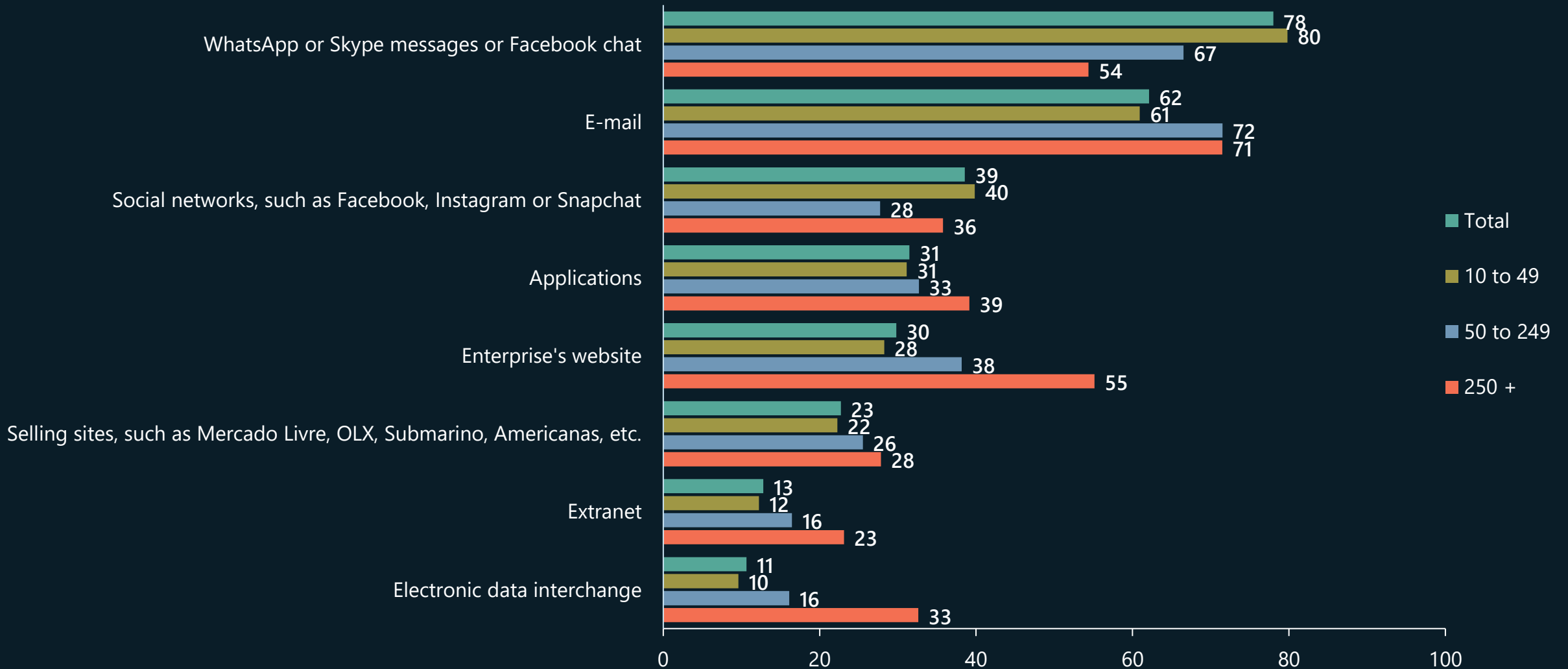
**2019:**  
Small enterprises: 57%

Accommodation and food services: 59%



# ENTERPRISES THAT SOLD ON THE INTERNET IN THE PAST 12 MONTHS BY TYPE OF ONLINE MEDIA USED FOR TRANSACTIONS

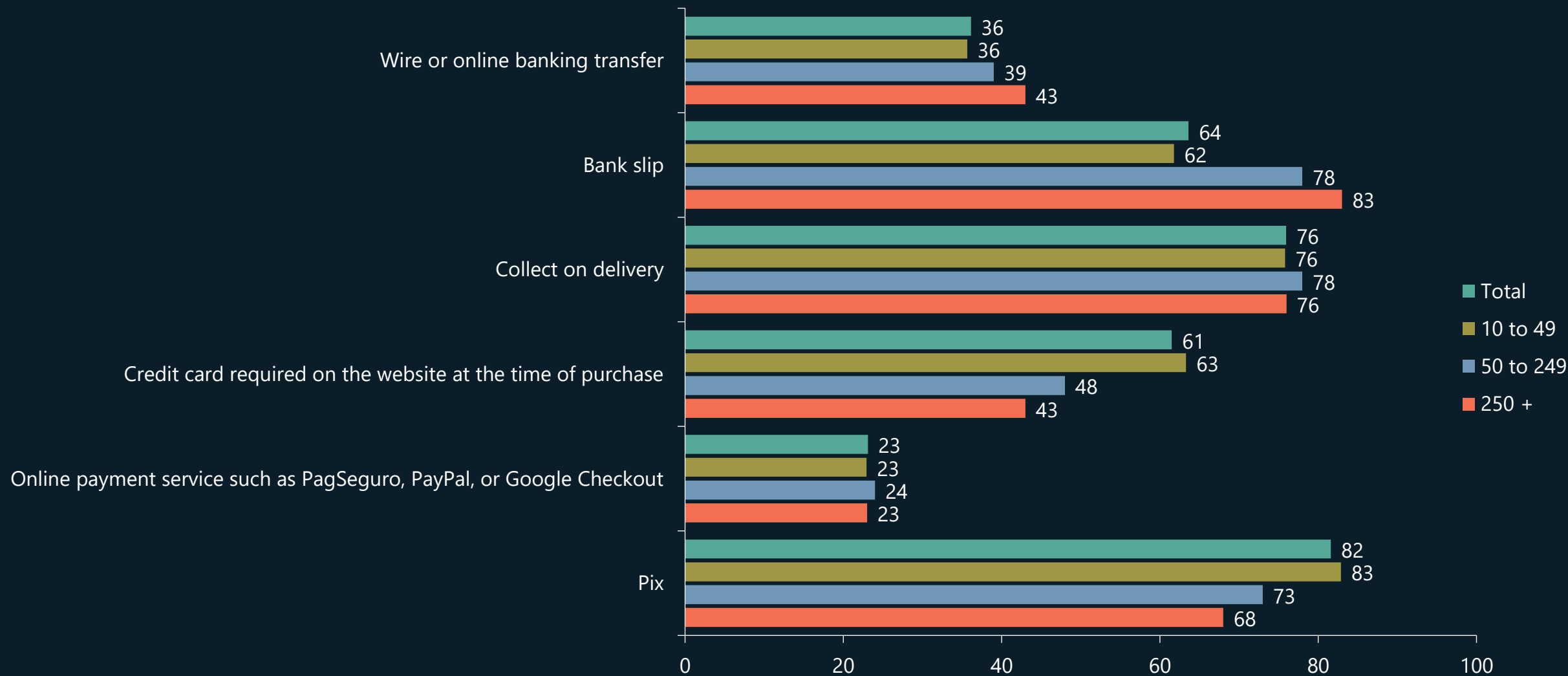
Total number of enterprises that sold on the Internet (%)





# ENTERPRISES THAT SOLD ON THE INTERNET IN THE LAST 12 MONTHS BY TYPE OF PAYMENT

Total number of enterprises that sold on the Internet (%)



# THANK YOU!

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