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Information and knowledge society

Information and communication technologies usage and e-commerce in enterprises

2020

Nearly 2/3 of enterprises have website

In 2020¹, about 97% of the enterprises with 10 or more persons employed and 42.8% of the persons employed use computers with access to the Internet for business purposes. In the same year, 61.1% of the enterprises report having a website of their own or the economic group they belong (+2.6 p.p. compared to 2019). The majority provide a description of their goods or services and price information and links or references to the enterprise's social media profiles (78.7% and 56.4% of the enterprises with websites, respectively).

Sales of goods and services through e-commerce, by enterprises with 10 and more persons employed, represented about 20% of total turnover in 2019 (+1 p.p. compared to the previous year and +6 p.p. vis-à-vis 2015).

In 2020, 29.0% of the enterprises buy cloud computing services used over the Internet, with emphasis on the email service and storage of files (83.2% and 70.1% of these enterprises, respectively).

In 2019, more than half of the enterprises did not analyze big data due to insufficient human resources, knowledge or skills in this area. Even so, 10.2% of the enterprises with 10 or more persons employed performed big data analysis, with emphasis on the machine learning analysis method (33.7% of these enterprises).

In 2020, 22.9% of the enterprises have ICT specialists' employees. The training actions to develop ICT skills promoted by enterprises in 2019 were mainly directed to non-ICT specialists. In 2019, 6.5% of the enterprises with 10 or more persons employed recruited or tried to recruit ICT specialists, and of these 44.5% had difficulty filling these vacancies.

In 2020, 13.0% of the enterprises with 10 or more persons employed use interconnected devices or systems that can be monitored or remotely controlled via the Internet (IoT) and 9.1% use industrial and/or service robots. In 2019, 4.5% of the enterprises with 10 or more persons employed used 3D printing, with 3D printers from the enterprise and/or through printing services provided by other enterprises.

¹ The information reference period is 2020 (from March to June), except for variables related to e-commerce, invoicing, use of 3D printing technologies and some variables related to big data analysis, ICT specialists and skills, which are referred to 2019.