



HELLENIC REPUBLIC
HELLENIC STATISTICAL AUTHORITY

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SURVEY ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES AND E-COMMERCE IN ENTERPRISES, 2024

The Hellenic Statistical Authority (ELSTAT) announces the results of the Annual Survey on the Use of Information and Communication Technologies and e-commerce in enterprises, for the year 2024, with reference period of data 1st January 2024 - 15th September 2024. The results pertain to the use of computers, internet access and ubiquitous connectivity, automatic exchange of information within the enterprise, as well as to orders, sales and purchases made through internet (e-commerce). It is noted that, e-commerce turnover includes sales of accommodation and travel e-shops.

The survey is annual, and it is based on a sample. It is conducted in accordance with Regulation (EU) 2019/2152 of the European Parliament and of the Council, concerning European Business Statistics and pursuant to Commission Implementing Regulation (EU) 2023/1507. The survey is addressed to the enterprises employing 10 persons or more.

According to the results of the survey:

- In 2024, out of a total of 41,447 enterprises¹ employing 10 persons or more, 41,027 enterprises, representing 99.0% had access to the internet for business purposes, whereas in 2023 respectively, out of a total of 42,451 enterprises, 41,848 enterprises, representing 98.6% had access to the internet for business purposes, recording a decrease 2.0% as regards the number of enterprises having access to the internet. Access includes fixed line connection and mobile connection (Table 1).
- In 2024, out of a total of 41,447 enterprises employing 10 persons or more, with a total turnover of 376.1 billion euro, 9,834 enterprises received orders that were placed via a website or an application or EDI-type messages, representing 23.7% of the total number of enterprises and the corresponding turnover amounted to 31.5 billion euro, representing 8.4% of the total turnover. In 2023 respectively, out of a total of 42,451 enterprises with a total turnover of 354.3 billion euro, 8,765 enterprises received orders that were placed via a website or an application or EDI-type messages, representing 20.6% of the total number of enterprises and the corresponding turnover amounted to 25.0 billion euro, representing 7.1% of the total turnover (Table 2).

This Announcement also presents data on the downloading speed, the employment of ICT specialists and the use of artificial intelligence (AI) systems for business purposes from enterprises (Graphs 1-3).

Information on methodological issues:

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¹ Enterprises classified under Nace Rev. 2 divisions of economic activity 10-63, 68-82, group 95.1

Table 1: Number of enterprises with access to the internet and employment data, 2024

	2024	2023	Change % 2024/2023
Total number of enterprises *	41,447	42,451	-2.4
Number of enterprises with access to internet *	41,027	41,848	-2.0
Total number of persons employed	1,958,248	1,800,111	8.8
Persons employed having access to internet for business purposes	981,734	854,412	14.9

Table 2: E-commerce, 2024 (Values in million €)

	2024	2023	Change % 2024/2023
Total number of enterprises *	41,447	42,451	-2.4
Number of enterprises that received orders for goods or services placed via a website or an application *	9,456	8,321	13.6
Number of enterprises that received orders for goods or services placed via EDI-type messages *	378	444	-14.9
Total turnover	376,089	354,252	6.2
Total turnover resulting from orders that were placed via a website or an application or EDI-type messages	31,498	25,033	25.8

(*) Enterprises classified under Nace Rev. 2 divisions 10-63, 68-82 and group 95.1 of economic activity, employing 10 persons or more.

“E-commerce” is the sale or purchase of goods or services conducted over computer networks by methods specifically designed for the purpose of receiving or placing orders.

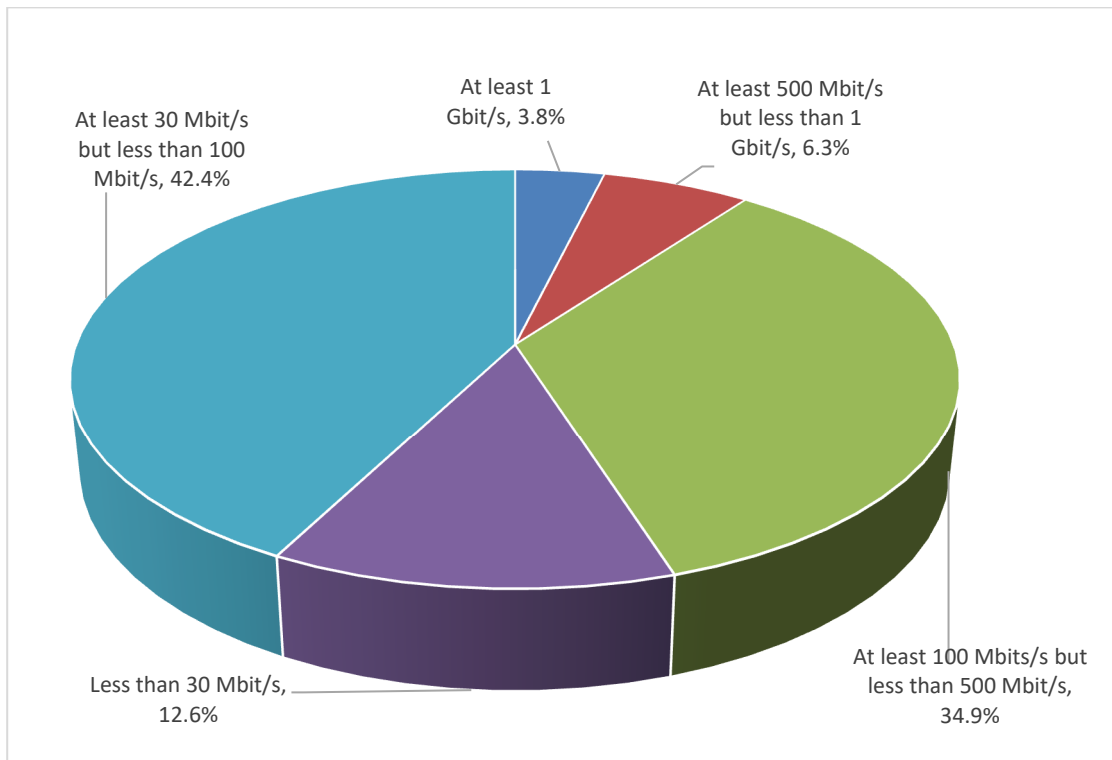
The payment and the delivery of the goods or services do not have to be conducted online.

E-commerce transactions exclude orders made by manually typed e-mail messages, phone, fax or other means of manually typed orders.

Maximum contracted download speed

The following graph presents the percentage distribution of the maximum download speed, in different Mbit/s ranges, as contracted by enterprises for the year 2024.

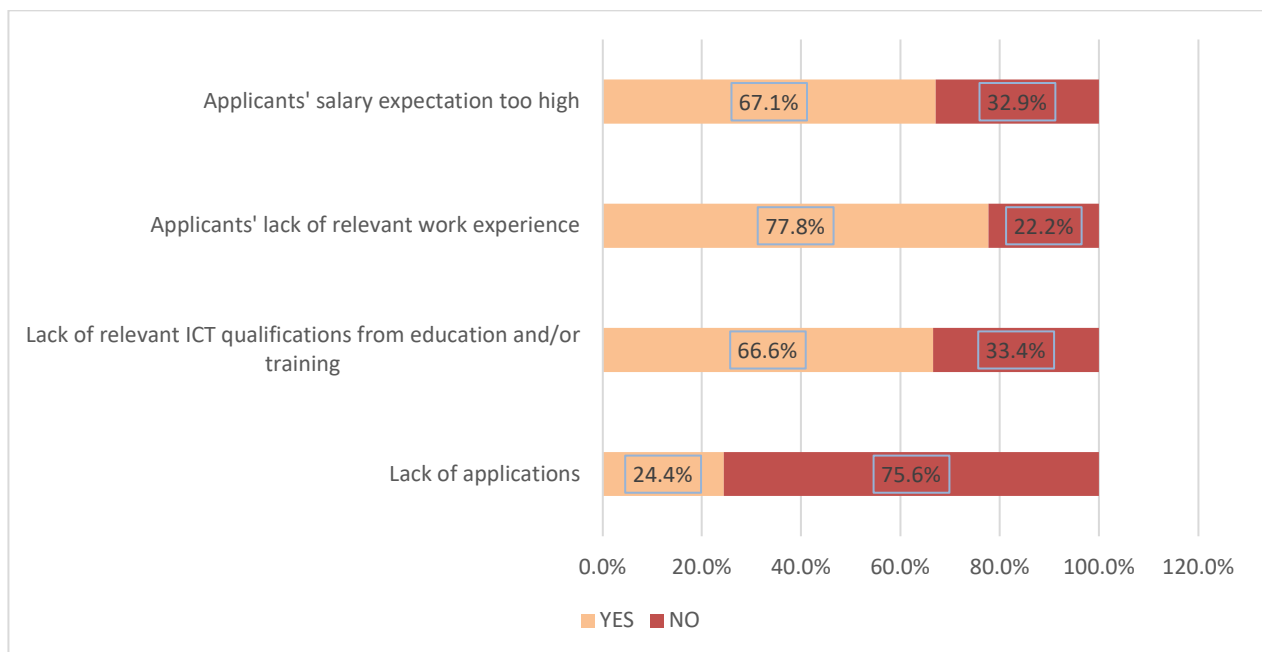
Graph 1: Maximum contracted download speed, 2024



Employment of ICT specialists

Based on the available survey data, out of the 41,027 enterprises that have access to the internet, 10,125 (24.7%) employed or hired ICT specialists. Graph 2 presents the main difficulties encountered by enterprises in recruiting ICT specialists.

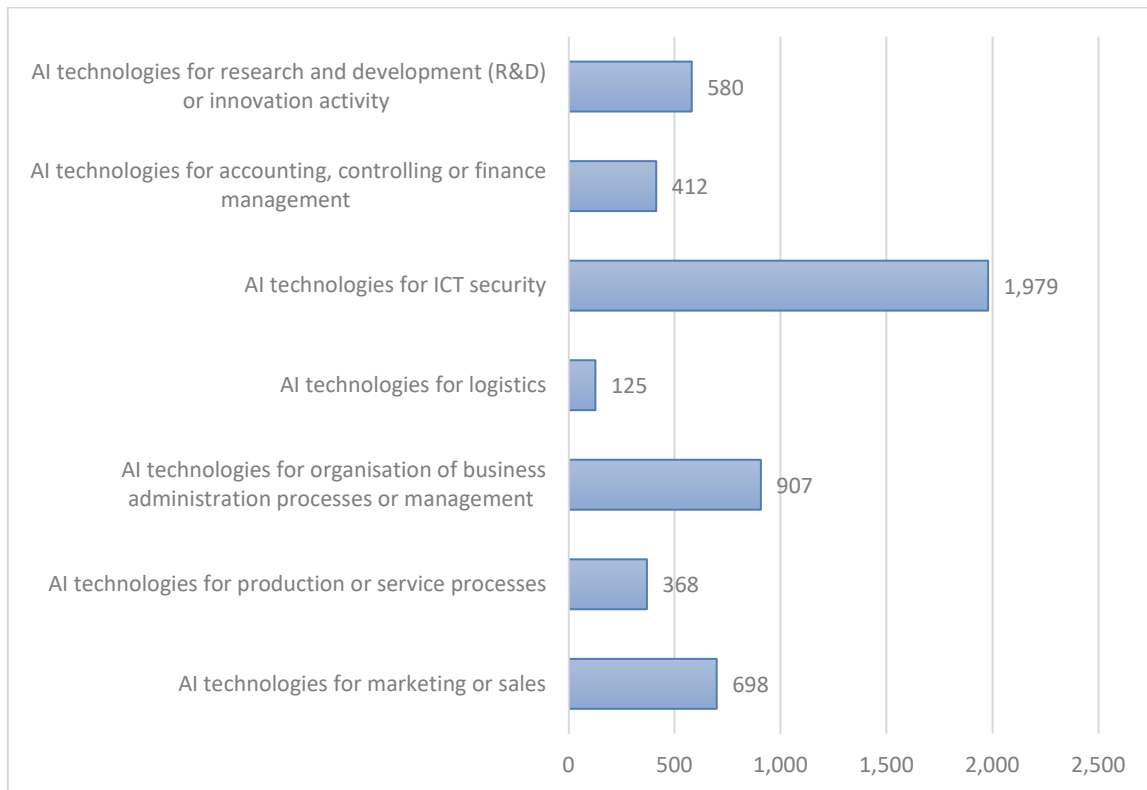
Graph 2: Recruitment of ICT specialists, 2024 (% of enterprises)



Artificial Intelligence (AI) Systems

Based on the available survey data, 3,204 enterprises out of the 41,027 enterprises that have access to the internet (percentage 7.8%) use artificial intelligence technologies for at least one of the following uses. (Graph 3).

Graph 3: Artificial Intelligence, 2024 (number of enterprises)



EXPLANATORY NOTES

Survey on the Use of Information and Communication Technologies and e-commerce in enterprises

The Survey on the Use of Information and Communication Technologies and e-commerce in enterprises is part of the European Statistical Program. The main objective of this Survey is to present, at European and national level, the degree of ICT usage in enterprises. A significant part of the survey data is used for decision making for the Information Society. The Survey was conducted by e-mail to the enterprises and subsequently by personal visits of trained external statistical interviewers to the enterprises that had not responded. In addition, a relevant web application is available on the website of ELSTAT for the electronic submission of data.

Legal framework

The Survey is conducted in accordance with the Regulation (EU) 2019/2152 of the European Parliament and of the Council, concerning European Business Statistics and pursuant to Commission Implementing Regulation (EU) 2023/1507.

Reference period

01/01/2024 to 15/09/2024.

Coverage

The Survey covered all the enterprises in Greece, employing 10 persons or more, under divisions 10-63, 68-82 and group 95.1 of NACE Rev. 2 classification of economic activities.

Methodology

The one-stage stratified sampling was implemented for the survey. The primary sampling unit was the enterprise employing 10 persons or more.

The main stratification criteria are the following:

- Region classification (NUTS, level 2),
- NACE Rev. 2 groups,
- Size class of the enterprise employment

References

More information on the survey "Use of Information and Communication Technologies and e-Commerce in enterprises" is available on the webpage of the Hellenic Statistical Authority, www.statistics.gr, Section: Industry, Commerce, Services, Transport > Use of Information and Communication Technologies (ICT).