



HELLENIC REPUBLIC
HELLENIC STATISTICAL AUTHORITY

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SURVEY ON THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES AND E-COMMERCE IN ENTERPRISES, 2023

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 2023, with reference period of data 1st January 2023 - 15th September 2023. 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 Regulation (EU) 1344/2022. The survey is addressed to the enterprises employing 10 persons or more.

According to the results of the survey:

- In 2023, out of a total of 42,451 enterprises¹ employing 10 persons or more, 41,848 enterprises, representing 98.6% had access to the internet for business purposes, whereas in 2022 respectively, out of a total of 39,460 enterprises, 38,337 enterprises, representing 97.2% had access to the internet for business purposes, recording an increase 9.2% as regards the number of enterprises having access to the internet. Access includes fixed line connection and mobile connection (Table 1).
- In 2023, out of a total of 42,451 enterprises employing 10 persons or more, 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. In 2022 respectively, out of a total of 39,460 enterprises with a total turnover of 295.9 billion euro, 7,472 enterprises received orders that were placed via a website or an application or EDI-type messages, representing 18.9% of the total number of enterprises and the corresponding turnover amounted to 20.5 billion euro, representing 6.9% of the total turnover (Table 2).

This Announcement also presents data on the downloading speed, the use of social media and artificial intelligence (AI) systems for business purposes (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, 95.1

Table 1: Number of enterprises with access to the internet and employment data, 2023

	2023	2022	Change % 2023/2022
Total number of enterprises *	42,451	39,460	7.6
Number of enterprises with access to the internet *	41,848	38,337	9.2
Total number of persons employed	1,800,111	1,722,603	4.5
Persons employed having access to the internet for business purposes	854,412	801,582	6.6

Table 2: E-commerce, 2023 (Values in million €)

	2023	2022	Change % 2023/2022
Total number of enterprises *	42,451	39,460	7.6
Number of enterprises that received orders for goods or services placed via a website or an application *	8,321	6,840	21.7
Number of enterprises that received orders for goods or services placed via EDI-type messages *	444	632	-29.7
Total turnover	354,252	295,863	19.7
Total turnover resulting from orders that were placed via a website or an application or EDI-type messages	25,033	20,466	22.3

(*) Enterprises classified under Nace Rev. 2 divisions 10-63, 68-82 and 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 of orders.

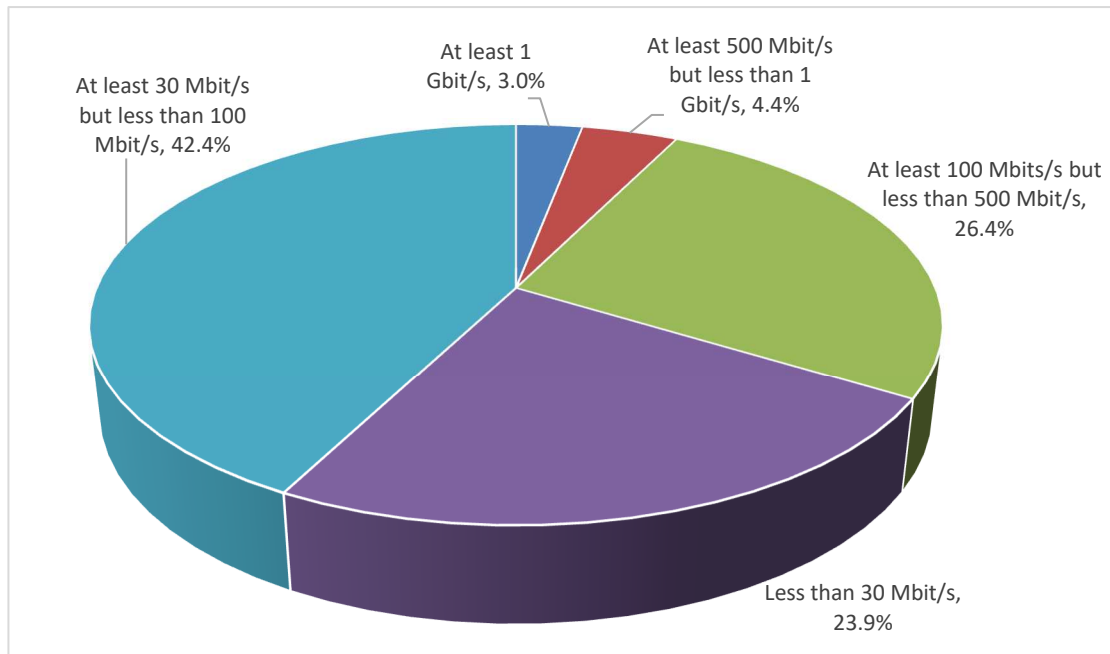
The payment and the delivery of the goods or services do not have to be conducted online.

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 2023.

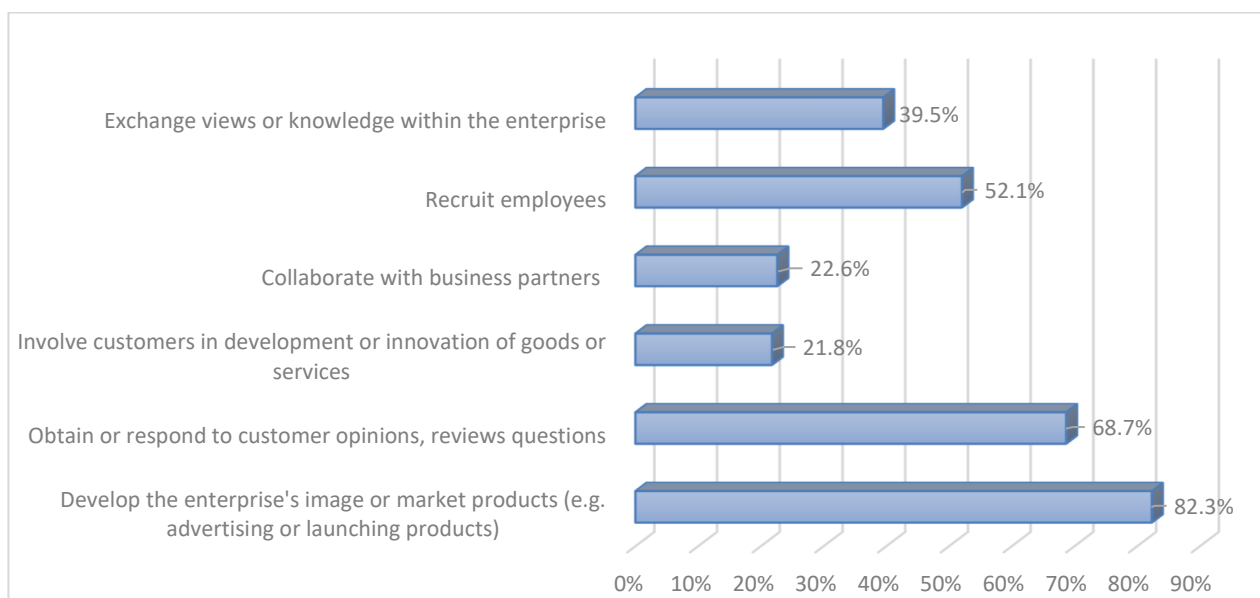
Graph 1: Maximum contracted download speed, 2023



Use of social media

Based on the available survey data, out of the 41,848 enterprises that have access to the internet, 25,020 (59.8%) use some of the social media (e.g. Facebook, LinkedIn, Twitter, Yammer, Instagram, YouTube, etc.) for at least one of the following uses (Graph 2).

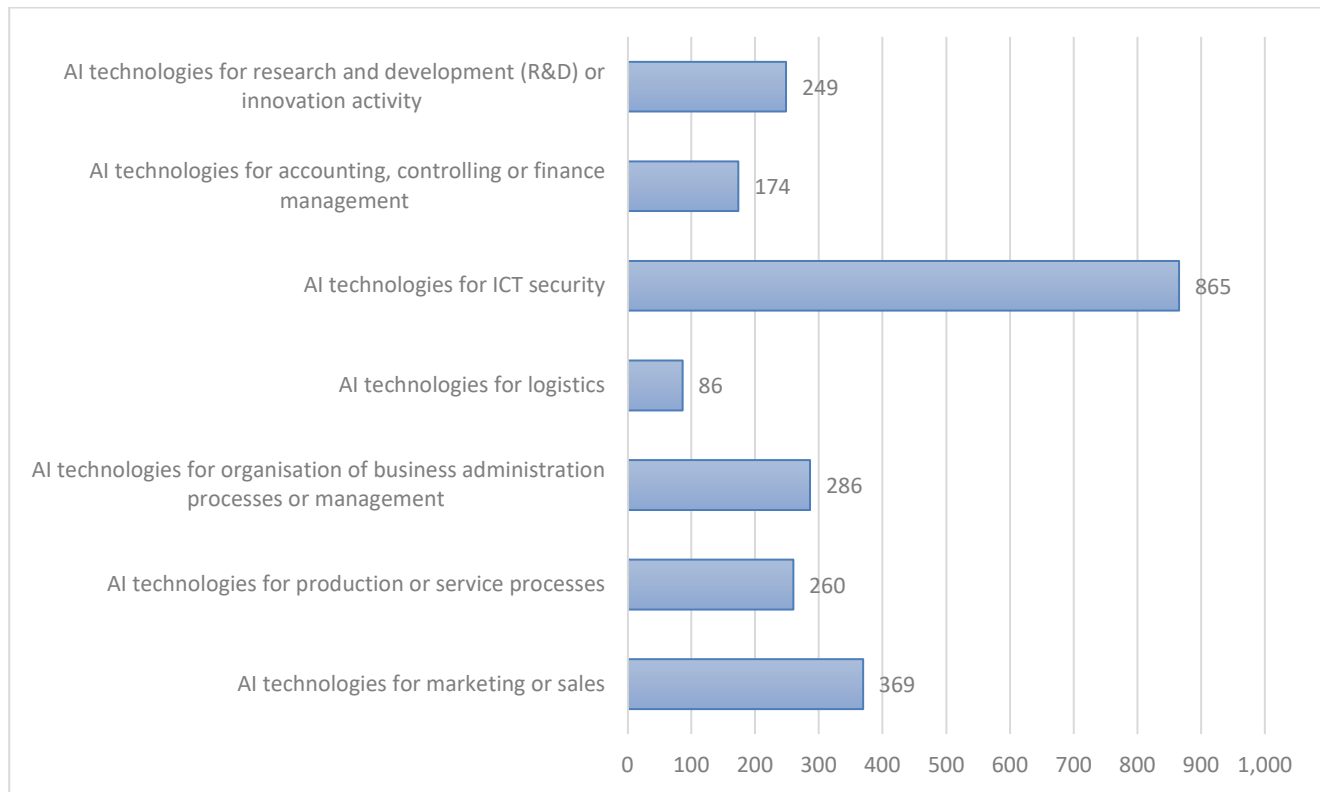
Graph 2: Use of social media, 2023 (% of enterprises per use)



Artificial Intelligence (AI) Systems

Based on the available survey data, 1,441 enterprises that have access to the internet, use artificial intelligence technologies for at least one of the following uses. (Graph 3).

Graph 3: Artificial Intelligence, 2023 (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 Regulation (EU) 1344/2022.

Reference period

01/01/2023 to 15/09/2023.

Coverage

The Survey covered all the enterprises in Greece, employing 10 persons or more, under divisions 10-63, 68-82 and 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).