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Information and knowledge society

Information and communication technologies usage and e-commerce in enterprises

2023

IN 2023, AROUND 37.5% OF ENTERPRISES BUY CLOUD COMPUTING SERVICES

In 2023¹, 96.9% of enterprises² and 48.9% of persons employed have access to the Internet for professional purposes, -0.1 p.p. and +0.8 p.p. respectively than in 2022.

In the same year, 62.4% of enterprises reported having their own website or that of the economic group to which they belong (-0.6 p.p. compared to 2021), and the majority of these enterprises provide descriptions of goods and services and/or price lists (79.1%).

In 2023, 61.1% of enterprises use social media and almost all of these enterprises use social networks (99.1%).

E-commerce sales represented 19.0% of total turnover in 2022 (+1.8 p.p. compared to the previous year), reaching almost 68 billion euros (+36.3% compared to 2021).

In the year 2023, in 28.2% of enterprises, data analytics is carried out by the persons employed, and in 14.3%, data analysis is carried out by an external enterprise or organisation. With regard to data trading, in 2022, 1.1% of enterprises sold (including access to) some of its own data and 2.3% purchased (including access to) some data.

In 2023, around 37.5% of enterprises buy cloud computing services (+4.1 p.p. compared to 2021), with the purchase of e-mail and storage of files services standing out (91.1% and 73.7% respectively).

In the same year, 7.9% of enterprises use Artificial Intelligence (AI) technologies, 0.7 p.p. more than in 2021, the most commonly used being those that identify objects or persons based on images and that automate different workflows or assist in decision making.

¹ The survey was conducted from March to June 2023. The majority of the questions refer to the situation of the enterprise at the time of response with the exception of those related to e-commerce, data trading and invoicing, which refer to 2022.

² The results presented in this press release always refer to enterprises with 10 or more persons employed.