

The Annual International Scientific Conference on Economic Development and Legacy of Simon Kuznets



ROUNDTABLE

UNIT 2.

**ENTREPRENEURSHIP DEVELOPMENT, PROBLEMS AND CHALLENGES OF
MICROECONOMICS**

THE ACCELERATION OF ELECTRONIC COMMERCE DUE TO COVID-19 IN PORTUGAL

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Contextualization

- ▶ **Population 10,4 millions**
- ▶ **GDP 238,8 bilhões USD**
- ▶ **90/% SMEs (<10 workers)**
- ▶ **84,5% of homes have internet access**

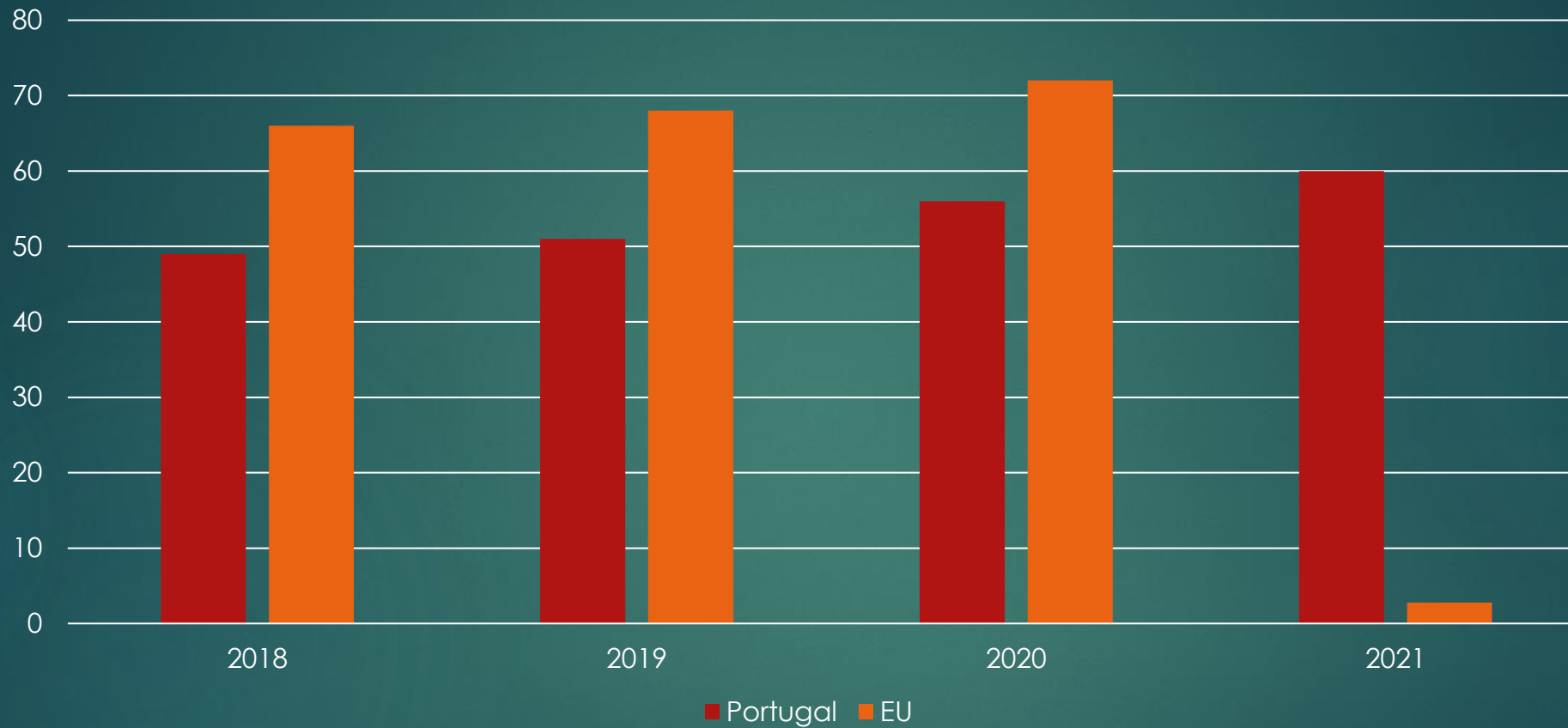
Pandemic

1^a wave (March 2019) Best country in Europe

2^a wave (November 2019) Worst country in the world

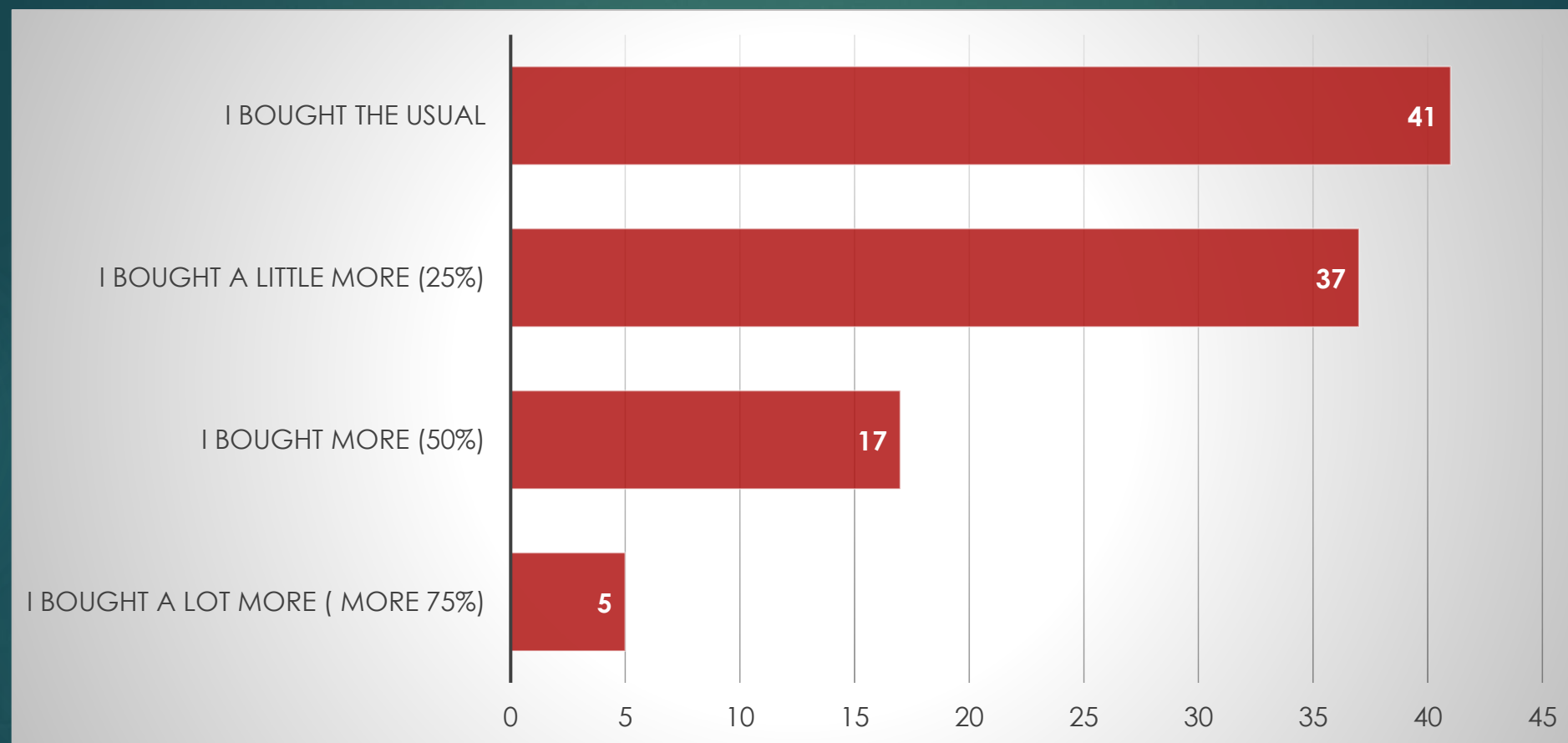
3^a wave (March 2020?) Still the confinement of the 2nd wave

% of citizens who shopped online



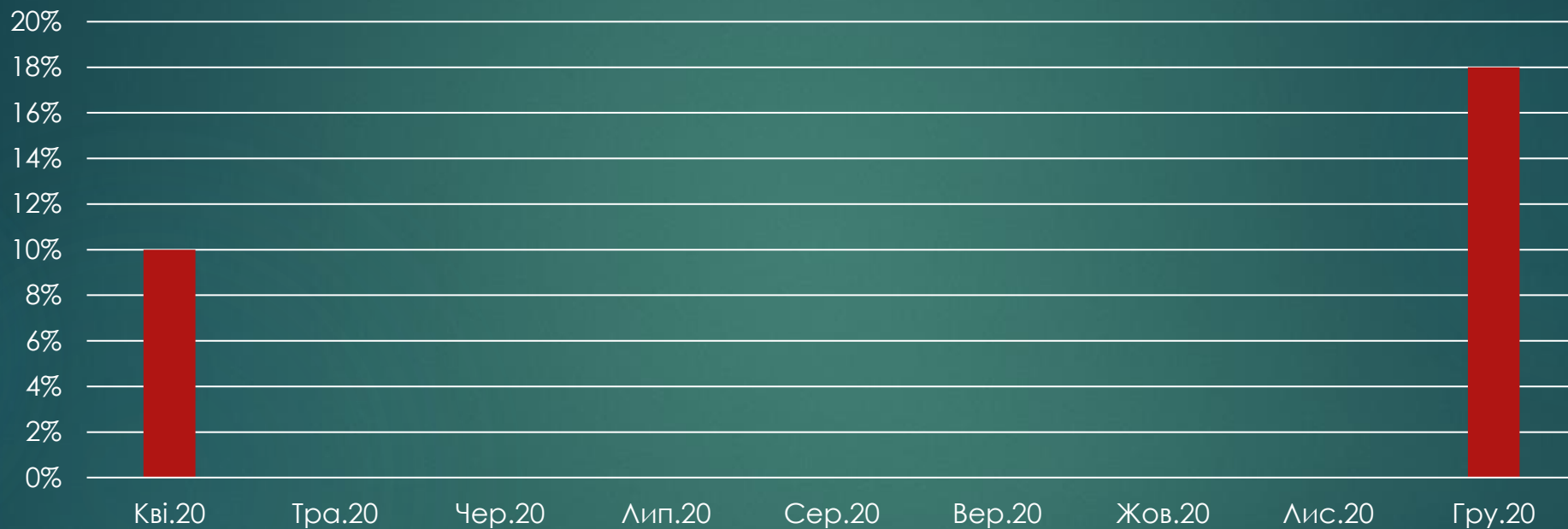
Source: ECO/Eurostat
2021: DNS.pt

Impact of COVID-19 on the online consumer



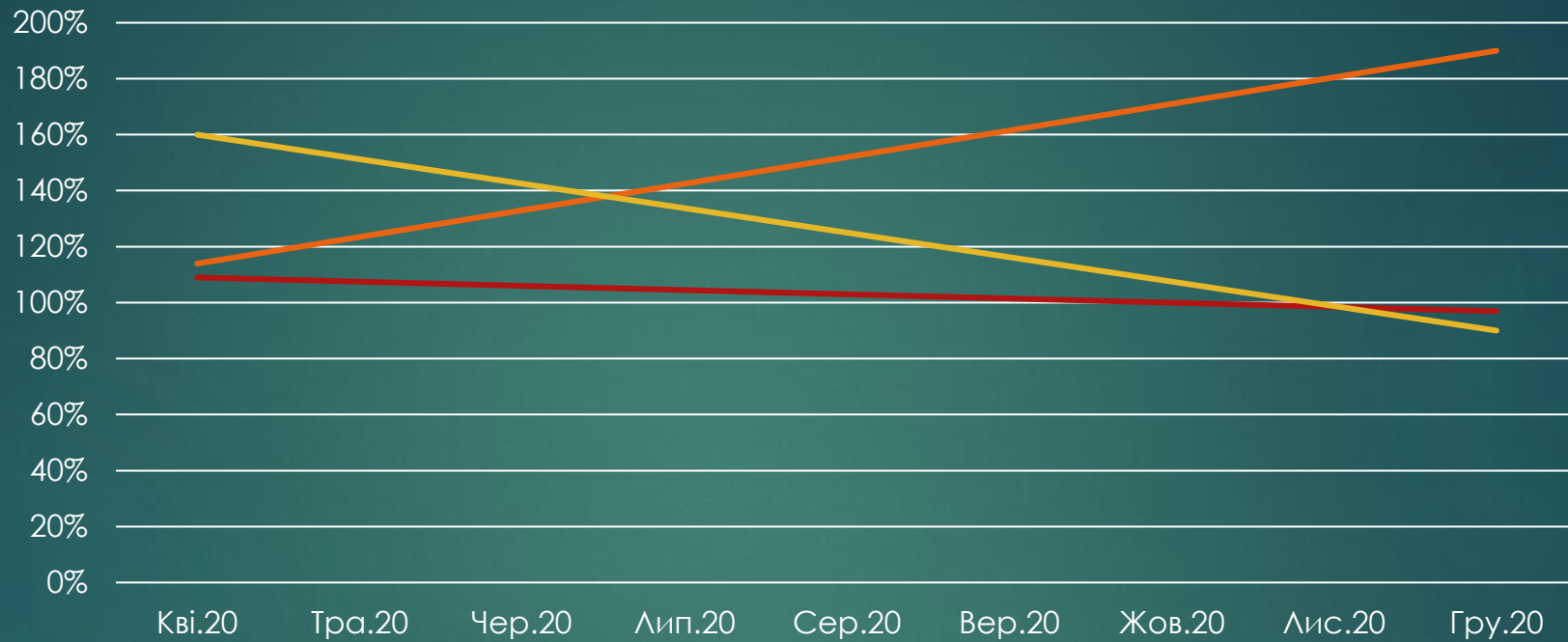
Source: digital economy association

% of e-commerce in total of commerce (growth)



Source: SIBS Analytics

growth of e-commerce by sectors



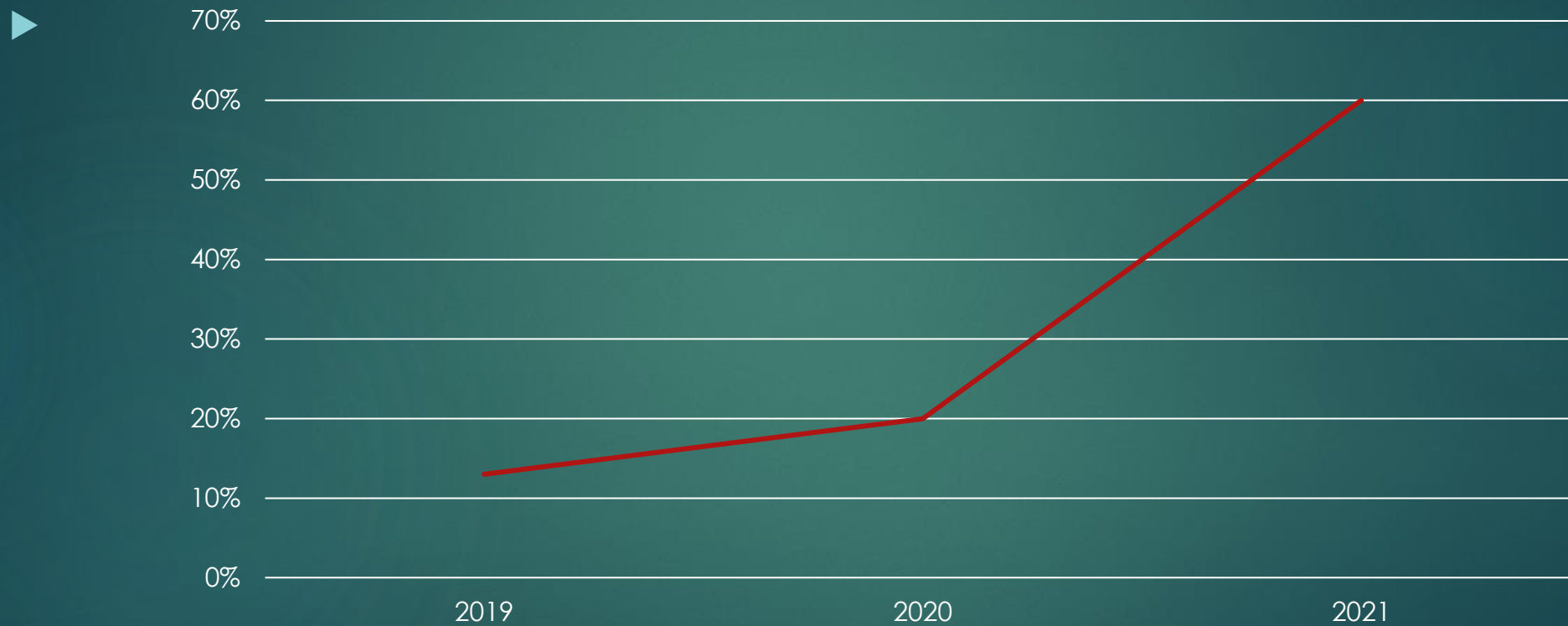
| | Кві.20 | Гру.20 |
|-------------------|--------|--------|
| — food products | 109% | 97% |
| — sports products | 114% | 190% |
| — Eletronics | 160% | 90% |

— food products — sports products — Eletronics

Source: SIBS Analytics

Companies have increased their digital presence

% of Portuguese companies with digital presence



Source: DNS.pt

Problem:

- ▶ **2020 - Over 14,000 economic inspections on Portuguese websites**
- ▶ **1st quarter 2021 - 51% of inspections by the Economic Authority (ASAE) were on websites**

source : Trade Secretary of State