
ROUNDTABLE

UNIT 2.

ENTREPRENEURSHIP DEVELOPMENT, PROBLEMS AND CHALLENGES OF MICROECONOMICS

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

RUI CARLOS ESTRELA
Contextualization

- Population 10.4 millions
- GDP 238.8 bilhões USD
- 90% SMEs (<10 workers)
- 84.5% of homes have internet access

Pandemic

1ª wave (March 2019) Best country in Europe
2ª wave (November 2019) Worst country in the world
3ª 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

I BOUGHT THE USUAL: 41%
I BOUGHT A LITTLE MORE (25%): 37%
I BOUGHT MORE (50%): 17%
I BOUGHT A LOT MORE (MORE 75%): 5%

Source: digital economy association
% of e-commerce in total of commerce (growth)

Source: SIBS Analytics
growth of e-commerce by sectors

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<th>Кві.20</th>
<th>Тра.20</th>
<th>Чер.20</th>
<th>Лип.20</th>
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<tbody>
<tr>
<td>food products</td>
<td>109%</td>
<td>97%</td>
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<td>sports products</td>
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<td>190%</td>
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<td>Eletronics</td>
<td>160%</td>
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<td>90%</td>
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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