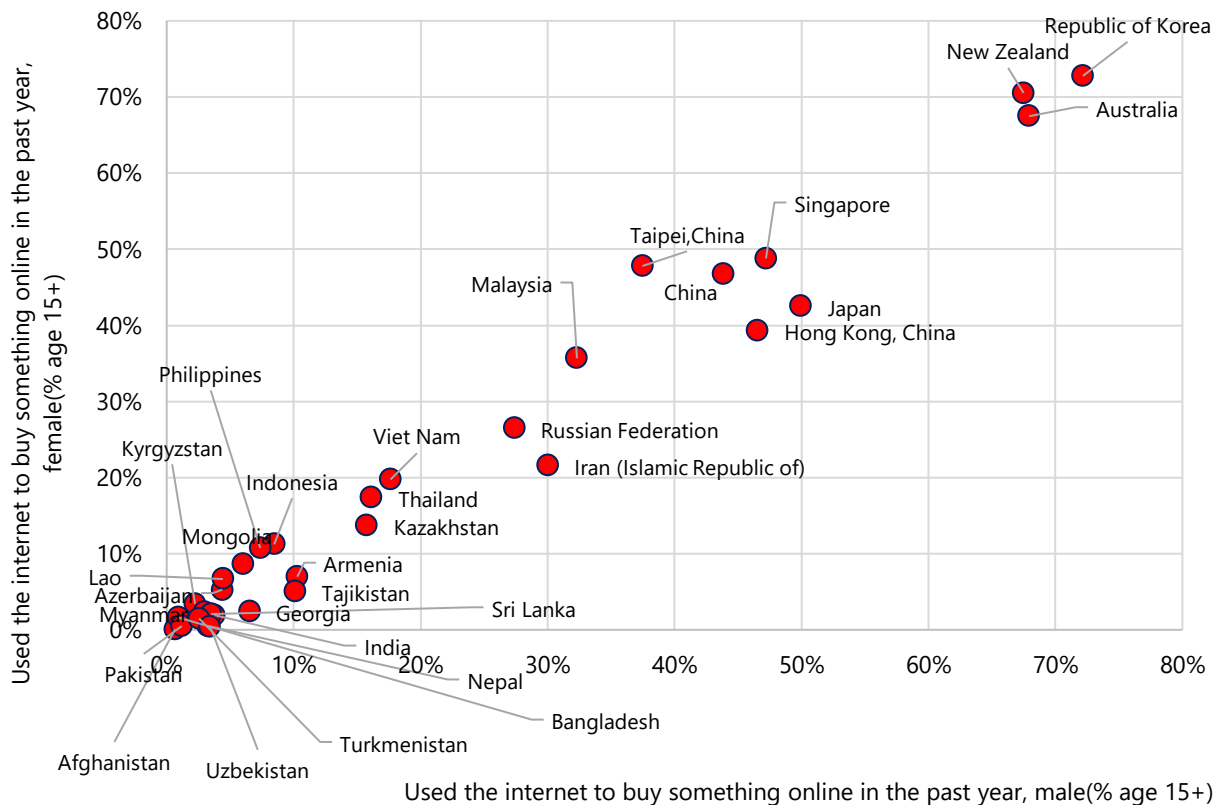


# Asian Transport Outlook (ATO)

## What is the Status of E-commerce in Asia?

In the ATO economies, urban freight traffic attributed to online shopping and e-commerce has increased significantly as internet access and adoption increased. In 2017, an estimated 1.3 billion people, or 25% of the world's population aged 15 years and older, shopped online. However, in ATO economies, about 22% of the people above 15 years of age in ATO economies have used the internet to purchase something online (Fig. 1). Out of the total population buying online, only 15% is female, indicating a gender bias regarding e-commerce.

**Figure 1: Percentage Males and Females above 15 Years of Age Buying Online**

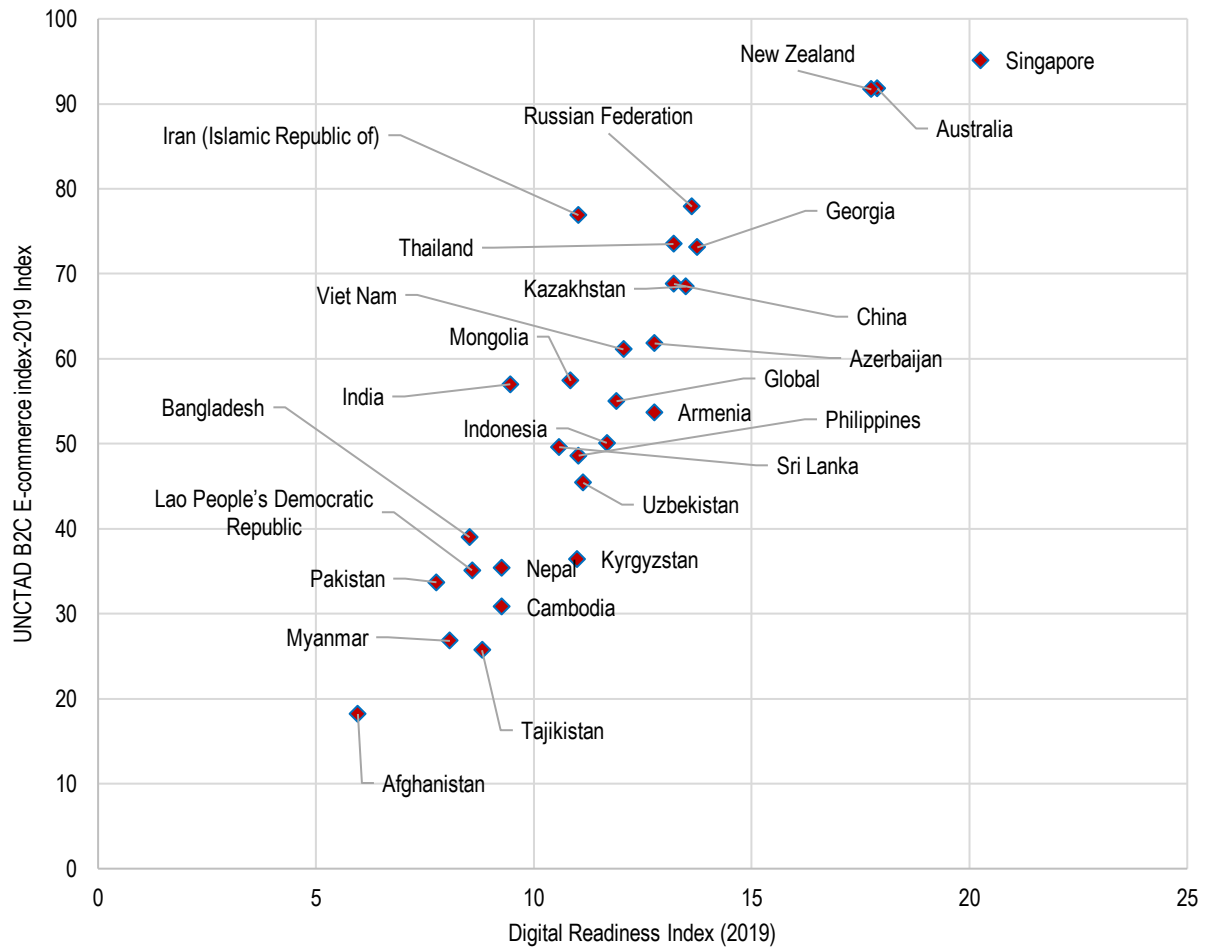


Source: World Bank, <https://globalindex.worldbank.org/>,

ATO indicator used: TAS-SIM-008

With innovations in digital technologies, economies are reducing the significance of distance. The UNCTAD B2C E-commerce Index is an effective indicator to measure an economy's preparedness to support online shopping. The data shows that online shopping is much lower in low income economies with poor digital infrastructure (Fig. 2).

Figure 2: UNCTAD B2CE-Commerce Index and Digital IOnDEX Readiness



Source : UNCTAD, CISCO, ATO indicators used - TAS-SIM-010, INF-ICT-008