



## 21% of enterprises with 10 or more persons employed with web sales in 2017

Web sales, Slovenia, 2017

***In Slovenia 21% enterprises with 10 or more persons employed generated turnover with web sales in 2017. 90% of enterprises in accommodation activities and 35% in trade, repair of motor vehicles and motorcycles sold products or services via websites.***

The share of individuals aged 16–74 years who purchased online in the period of 12 months more than doubled in the last ten years. In 2018, more [than half of 16–74-year-olds \(51%\) purchased online](#) in this period. Enterprises are following the changes in the shopping habits. They sell products or services, receive orders or reservations via their own website or a website of the parent enterprises, mobile applications, via extranet and e-commerce marketplaces – websites used by several enterprises for trading products or services, e.g. platform for online reservations.

### **Almost a quarter of medium-sized enterprises with web sales**

In 2017, 21% of enterprises with 10 or more persons employed generated their income by receiving orders for products or services, reservations via websites (20%: 2016). The number of enterprises with at least 10 persons employed with web sales increased by 164% in the last ten years.

As regards the enterprise size (number of persons employed), 20% of small (the same as in 2016), 23% of medium-sized (18%: 2016) and 31% of large enterprises (30%: 2016) had web sales.

68% of enterprises with web sales received orders or reservations from private consumers and 64% from other enterprises or public authorities. 92% of enterprises with web sales received orders or reservations from Slovenia, 49% from other EU Member States and 21% from the rest of the world.

### **E-marketplaces important for enterprises in accommodation activities**

14% of enterprises with 10 or more persons employed generated turnover in 2017 via their own website or a website of the parent enterprise, mobile applications, via extranet (13%: 2016).

9% of enterprises (as in 2016) had web sales via e-commerce marketplaces – via websites that are used by several enterprises for trading goods or services, e.g. Booking, Amazon, eBay, etc. In 2017, too, 2% of enterprises had web sales via their own website and e-commerce marketplaces.

The share of web sales via e-commerce marketplaces was the highest among enterprises in accommodation activities (I 55 of NACE Rev. 2). 88% of enterprises with at least 10 persons employed in these activities generated turnover via e-commerce marketplaces – online reservation platforms. 47% of enterprises in the transportation and storage activities (H 49–53 of NACE Rev. 2) generated part of their turnover via e-commerce marketplaces (e.g. transport platform Timocom).

### **More than a quarter of turnover generated with web sales generated with web sales to private consumers**

Enterprises generated 2.4% of their turnover (excluding VAT) with web sales in Slovenia in 2017 or around EUR 1,805 million.

The larger part of the turnover generated with web sales was generated with web sales to other enterprises or public authorities (72%) and 28% with web sales to private consumers.

The majority of the turnover generated with web sales was generated with web sales via own website or a website of the parent enterprise, mobile applications, via extranet (78%) and 22% with web sales via e-commerce marketplaces.

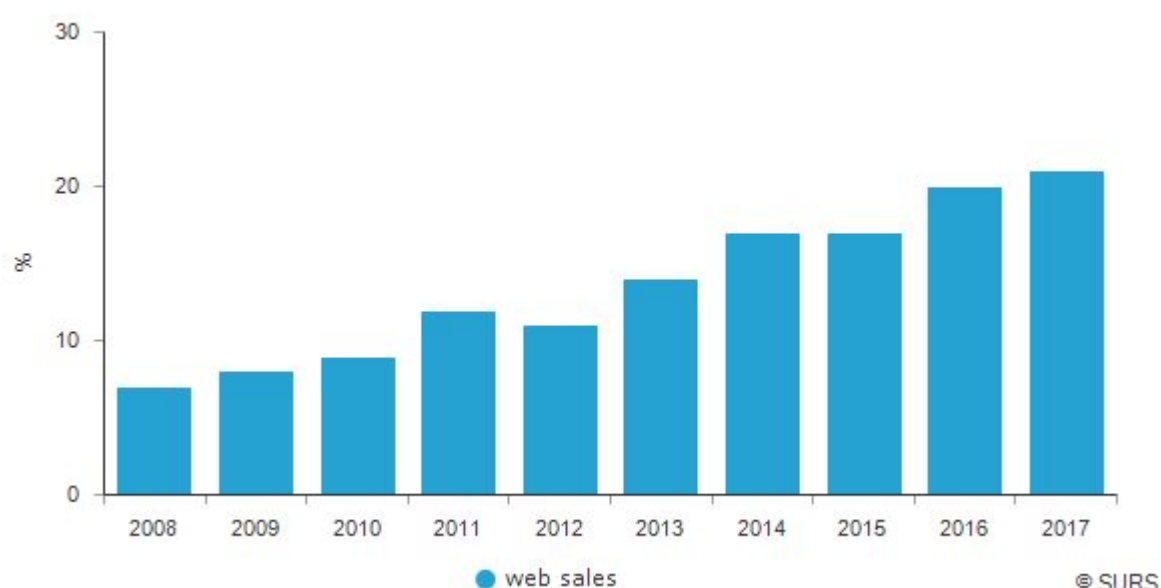
Enterprises with web sales generated 48% of their turnover from web sales with web sales in other EU Member States, 44% with web sales in Slovenia and 8% with web sales to the rest of the world.

## The importance of web sales in accommodation and in trade, repair of motor vehicles and motorcycles activities

90% of enterprises with at least 10 persons employed in accommodation activities received orders, reservations in 2017 via websites (I 55 of NACE Rev. 2) and generated with web sales 14.7% of their turnover (excluding VAT). The larger part of this turnover was generated with web sales via e-commerce marketplaces (75%) and 25% via own websites.

35% of enterprises with at least 10 persons employed in trade, repair of motor vehicles and motorcycles (G 45–47 of NACE Rev. 2) had web sales in 2017. These enterprises generated with web sales 1.3% of their turnover (excluding VAT) or EUR 365 million. 60% of the turnover was generated with web sales to other enterprises or public authorities and 40% with web sales to private consumers.

### Enterprises with at least 10 persons employed with web sales, Slovenia, 2008–2017



Source: SURS

### Enterprises generating a part of their turnover with web sales, Slovenia, 2017

	10 or more persons employed	10–49 persons employed	50–249 persons employed	250 or more persons employed
	%			
Web sales	21	20	23	31
Web sales via own website	14	12	18	29
Web sales via e-commerce marketplaces	9	9	9	8

Source: SURS

### Methodological note

The published data are estimates derived from the survey on the sample which represents enterprises with at least 10 persons employed.

Author/s: Gregor Zupan

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**Statistical Office of the Republic of Slovenia**  
Litostrojska cesta 54, 1000 Ljubljana, Slovenia

Information Centre:  
phone: +386 1 241 64 04  
fax: +386 1 241 53 44  
[info.stat@gov.si](mailto:info.stat@gov.si)  
[www.stat.si/en](http://www.stat.si/en)

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