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ABOUT THIS ISSUE

The appeal of electronic commerce (e-commerce), which refers to the selling of goods or services by means of exchange through the Internet, is said to be convenience. With a click of a mouse (or a tap on a smartphone), one can obtain the desired good or service without having to go to the store or worry about shipping costs exceeding the item itself.

While the growing trend of e-commerce is not new in the country, forecasts for the sector show its growing importance amid a new normal characterized by limited physical contact and heightened health precautions. For instance, an updated version of the e-commerce roadmap by the Department of Trade and Industry showed the sector is forecast to be equivalent to 5.5% of the country's gross domestic product (GDP) by 2022, up from the estimated 3.4% of GDP in 2020. Moreover, the increase in sales and number of onboarded online sellers in digital marketplaces such as Lazada and Shopee further highlights e-commerce's growing popularity. Amid a 7.9% decline in overall household spending last year, e-commerce provides the silver lining.

This report contains summary statistics related to e-commerce, as well as feature articles on the topic. The banner story covers the challenges and outlook surrounding the industry, while the other features zero in on digital payments and retail — both vital parts of the e-commerce ecosystem. This report also features an interview with Robert B. Gantuango and Jon Santico, co-founder and managing director, respectively, of private non-stock and non-profit organization Digital Commerce Association of the Philippines.

Enjoy. 

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