

E-Commerce Philippines 2022 Roadmap (Baseline and Targets)

The following figures show baseline data and targets set in the E-Commerce Philippines 2022 Roadmap. The country’s e-commerce sector is expected to chip in P1.2 trillion to the economy by 2022 (or 5.5% of GDP) from the baseline figure of P599 billion (3.4% of GDP) in 2020.

OUTCOME	METRIC	2020 BASELINE	2021 TARGETS	2022 TARGETS
Outcome 1: Contribution of eCommerce to the economy increased	Value % Share to GDP /1	P599 billion (\$12 billion) 3.4%	P850 billion (\$17 billion) 4.3%	P1.2 trillion (\$24 billion) 5.5%
Outcome 2: Availability of digitally skilled workers employed	Hiring Success Rate /2	To be determined /3	Greater than the hiring success rate in 2020 /2	Greater than the hiring success rate in 2021 /2
Outcome 3: Increased number of eCommerce enterprises	Number of e-commerce enterprises /4	500,000 /5	750,000	1,000,000
Outcome 4: Empowered online consumers	UNCTAD B2C Index Rank /6	96 out of 152 (bottom half)	Upper half (at least 75 out of 152)	Top one third (at least 50 out of 152)
	Account Ownership at a Financial Institution (% of population age 15+)	35%		
	Gross Merchandise Value (GMV)	\$ 7.5 billion /7	\$11 billion	\$16 billion
	Resolution Rate /8			
	Consumer Complaints Resolution Rate (c/o Department of Trade and Industry)	99% Consumer Complaints Resolution Rate		
	Crime Solution Efficiency Rate (c/o Philippine National Police)	45.61% Crime Solution Efficiency Rate		
	Crime Clearance Efficiency Rate (c/o Philippine National Police)	50.82% Crime Clearance Efficiency Rate	Improvement	Improvement
	Conviction Rate (c/o Department of Justice)	18.52% Conviction Rate		
Prosecution Success Rate (c/o Department of Justice) 4	45.45% Prosecution Success Rate			

Notes:

- Gross Value of E-commerce Forecasts and Targets (REID Foundation)
- Hiring success rate = number of trained/graduates over number hired.
- Based on 2021 Job Outlook Survey (to be conducted by Department of Trade and Industry or Department of Labor and Employment)
- E-commerce enterprises = E-retailers + online merchants
- Based on initial information from platforms
- UNCTAD B2C E-Commerce Index 2019 — ranks 152 countries in terms of
 - Account ownership at a financial institution or with a mobile-money-service provider;
 - Individuals using the internet (% of population);
 - Postal Reliability Index;
 - Secure internet servers (per 1 million people). Regional peers rankings for comparison: Singapore (Rank 3/152); Malaysia (Rank 34/152); and Thailand (Rank 48/152).
- e-Economy SEA 2020, Google, Temasek Holdings, Bain & Company
- Complaints Resolutions Rate: DTI Consumer complaints resolution; crime solution efficiency; crime clearance efficiency

Source: Metrics and figures cited in DTI’s E-Commerce Philippines 2022 Roadmap

with regard to movement and allowed number of people in the workplace,” Mr. Jimenez said in an email interview to *BusinessWorld*.

Food establishments and restaurants were among the heavily-hit businesses as they had to minimize workforce presence and dine-in capacity between 30%-50%. This led Mr. Jimenez to strengthen the store’s online presence by having more people monitor online orders and deliveries. “We added some

products that we deemed essential such as breads, frozen items, sauces to support the off-premise behavior of work-from-home (WFH) customers, as they saw themselves spending more time cooking in the kitchen. Our customers were able to buy these products together with our regular items and not have to go to the grocery anymore. These new product formats were also made available through convenience stores and other online platforms,” he said.