

value P1.2 trillion (\$24 billion) by 2022, or 5.5% of the country’s gross domestic product (GDP). This estimate is double the 2020 baseline of P599 billion (\$12 billion), or 3.4% of the GDP.

The department also plans to double the number of e-commerce enterprises, which include “e-retailers” and online merchants, to one million in 2022 from last year’s estimated active 500,000 sellers.

The new roadmap updates the roadmap crafted in February 2016 wherein it had aimed for the industry to make up 25% of the GDP by 2020, from 10% in 2015. The previous roadmap had targeted 100,000 micro, small, and medium-sized enterprises to venture into e-commerce.

The DTI said in a press conference that the methodologies used for the new targets have changed after refining definitions on what counts as e-commerce.

The 2022 roadmap has three key factors, including making e-commerce easy and quick, improving ease of doing business to improve market access, digitalizing businesses, and reducing logistics costs.

The trade department envisions e-commerce in the country by 2030 to be “safe, reliable, easy, and efficient” for both consumers and firms. It also aims to make the term “indistinguishable” with commerce among Filipinos by that time.

Despite the improvements made in the country’s e-commerce, challenges abound in the sector.

CHALLENGES

A rapid assessment study conducted by DTI between April

E-commerce spend and growth by category

	Amount	Year on year growth (%), 2020 vs. 2019
Travel, mobility and accommodation*	\$3.01 billion	-53.8
Video games**	\$1.27 billion	30.8
Electronics and physical media	\$955.4 million	37.4
Furniture and appliances	\$845 million	46.3
Fashion and beauty	\$652.7 million	28.0
Toys, “Do-It-Yourself” products and hobbies	\$609.1 million	47.8
Food and personal care	\$483.5 million	64.3
Digital music**	\$23.48 million	41.1

Notes:

- Data may not be directly comparable with figures published in previous reports.

* According to We Are Social and Hootsuite, Statista figures were based on full-year online consumer spend in 2020 and 2019, excluding business-to-business spend.

** Data for digital music and video games include streaming.

Source: Statista market outlooks for e-commerce , travel, mobility, and digital media (Cited in We Are Social and Hootsuite’s Digital 2021 report dated January 2021).

25 to June 3 last year show that while most of the 1,034 business respondents have access to computers, internet, and e-commerce services, they are not “maximizing these tools for their convenience and profit-making.”

Results further show only 25% of the respondents having websites as well as using e-commerce platforms. In addition, 72% of logistics coordination were done in-house manually and only 10% had invoices suitable for automated processing.

The study also found small businesses seek “clear checklists of regulations and requirements,” as well as financial support for investments in technology. In general, businesses said they need government support on issues of internet speed, cybersecurity, ease of doing business, and overall logistics.

Interviews conducted by the DTI between July and October last year showed recommendations from industry players such as the need to speed up the implementation