# Usage of Information and Communication Technologies in Enterprises

Tirana, 19 September 2024: Enterprises with more than 10 employees who have a computer with Internet access for work purposes during 2024 represent 99.3 % of enterprises, from 99.1 % that resulted in 2023.

During the year 2024, the percentage of enterprises that have specialists in the field of information and communication technology is 29.7 %, from 28.4 % that resulted in 2023.

Employees who have a computer with Internet access for work purposes represent 32.4 % of the total employees of enterprises, from 29.9 % that resulted in 2023. The highest percentage of employees who use a computer with Internet access is observed in the information and communication activity with 74.8 %, followed by professional, scientific and technical activities with 65.7 % and administrative and support services with 59.1 %.
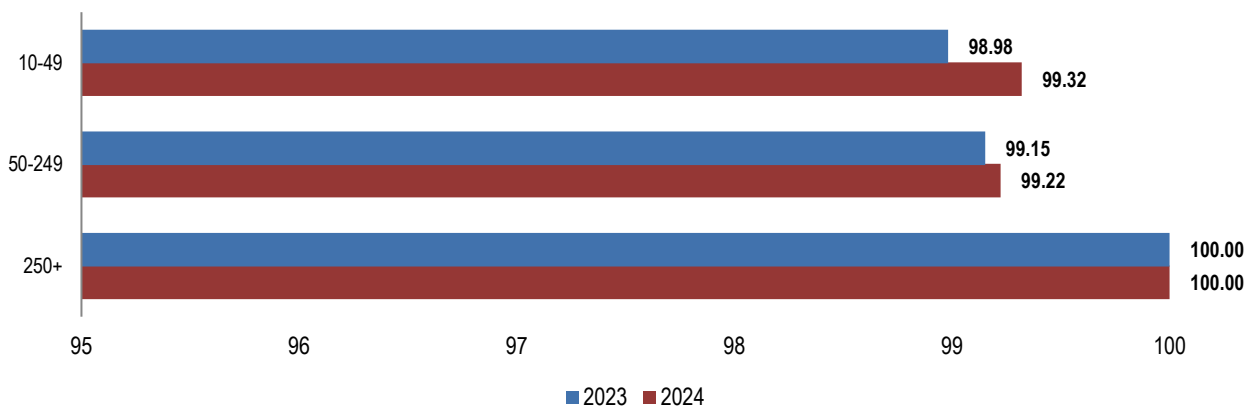
Fig. 1 Percentage of employees using computer with Internet access by economic activity, 2024
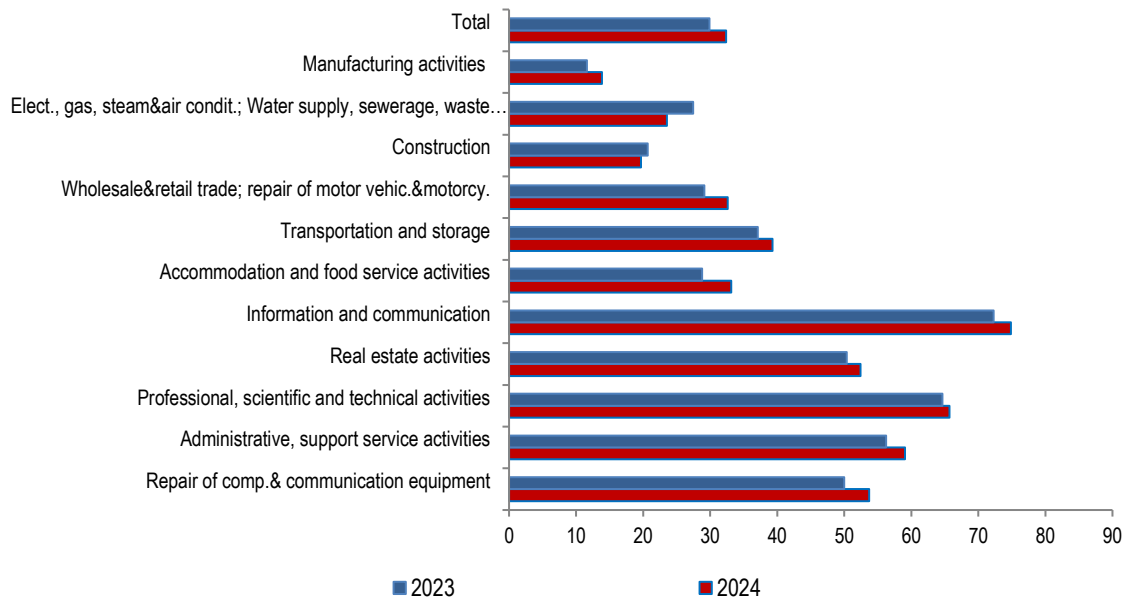
In the year 2024, 100 % of enterprises with 250+ employees use computers with internet access. In this group of enterprises, 34.3 % of employees use a computer with Internet access.

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Fig. 2 Access to the internet in enterprises by size class (%), 2024

In 2024, 99.3 % of enterprises used fixed Internet connection, which includes ADSL, SDSL, VDSL, fibre optic (FTTP), cable technology, etc., from 99.1 % that resulted in 2023.

The percentage of enterprises that had a higher download speed than 30 Mbit/s is 88.0 %, from 83.5 % that resulted in 2023, while the percentage of enterprises with over 100 Mbit/s is 40.9 %.

Fig. 3 The maximum download speed (%), 2024
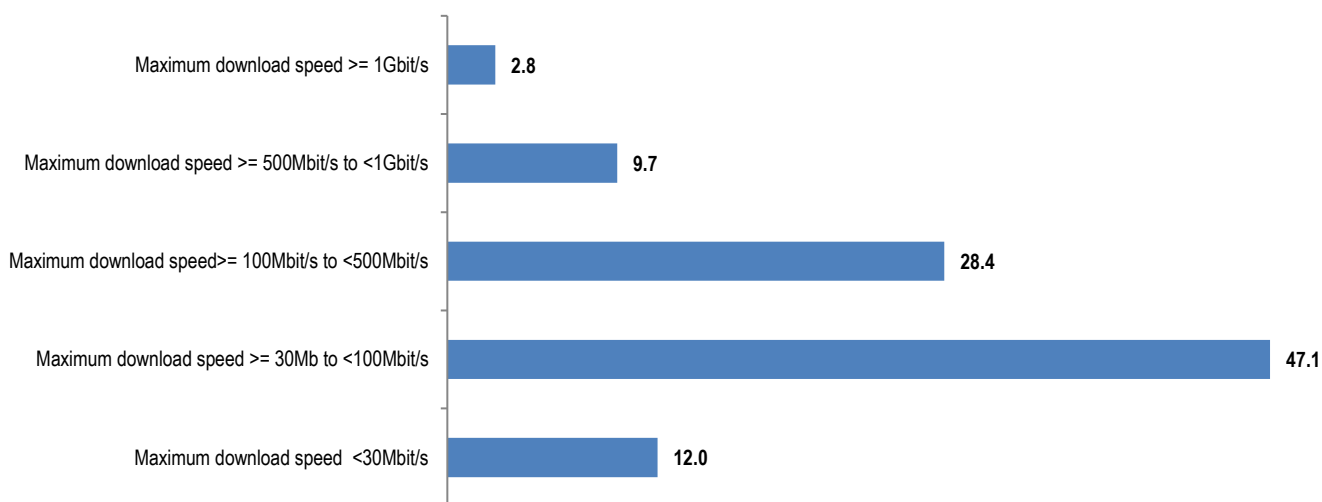
In 2024, the enterprises that had a website were 57.7 % of the enterprises using computers with internet access, from 54.9 % in 2023.

Fig. 4 Share of enterprises having a website by economic activity, 2024

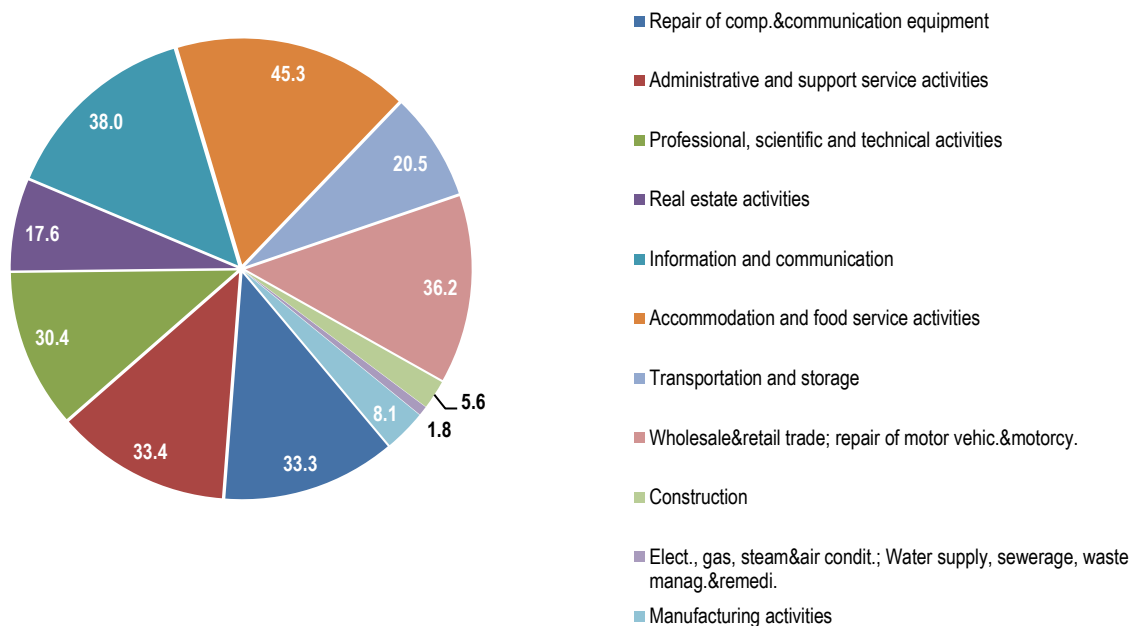| Economic activity	2023	2024
Total	54.9	57.7
Manufacturing activities	45.1	51.4
Elect., gas, steam&air condit.; Water supply, sewerage, waste manag.&remedi.	50.1	36.9
Construction	38.9	38.2
Wholesale&retail trade; repair of motor vehic.&motorcy.	61.6	63.2
Transportation and storage	64.4	72.1
Accommodation and food service activities	54.8	57.2
Information and communication	83.7	85.2
Real estate activities	54.8	58.9
Professional, scientific and technical activities	69.8	73.5
Administrative, support service activities	53.3	66.2
Repair of comp.& communication equipment	40.0	50.0

In 2024, 24.5 % of enterprises have sold products/services via their website or dedicated applications, e-commerce marketplace websites, and apps used by several enterprises for trading goods or services increasing with 9.7 %, comparing to 2023. *

The highest share of electronic commerce is carried out by enterprises operating in Accommodation, and Food Service activities by 45.3 %, the Information and Communication activities 38.0 %, and Wholesale and Retail Trade with 36.2 %.

Refer to the methodology for the calculation of this indicator

Fig. 5   Enterprises that use E-commerce sales by economic activity (%), 2024

- Repair of comp.&communication equipment
- Administrative and support service activities
- Professional, scientific and technical activities
- Real estate activities
- Information and communication
- Accommodation and food service activities
- Transportation and storage
- Wholesale&retail trade; repair of motor vehic.&motorcy.
- Construction
- Elect., gas, steam&air condit.; Water supply, sewerage, waste manag.&remedi.
- Manufacturing activities

Tab. 1 Value of turnover realized by online sales in %, by enterprise size to sales realized during 2024

Size class	E-commerce sales
250+ employed	8.6
50-249 employed	9.8
10-49 employed	9.9
Total	**9.5**

For more information visit INSTAT website: http://www.instat.gov.al/en/themes/science-technology-and-inovation/information-and-communication-technologies/

Tab. 2 Value of turnover realized by online sales, according to economic activity towards sales realized during 2024, (%)

Section	Description	Online sales
	Total	**9.5**
C	Manufacturing activities	2.2
D, E	Electricity, gas, steam and air conditioning supply; Water supply, sewerage, waste management and remediation activities	0.4
F	Construction	3.3
G	Wholesale and retail trade; repair of motor vehicles and motorcycles	11.6
H	Transportation and storage	18.7
I	Accommodation and food service activities	10.1
J	Information and communication	40.3
L	Real estate activities	1.8
M (Sessions 69-74)	Professional, scientific and technical activities	3.3
N	Administrative and support service activities	13.4
S (Sessions 95.1)	Repair of computers and communication equipment	15.4

Social media, such as Facebook, LinkedIn, Twitter, YouTube, etc. is used by 83.1 % of enterprises that uses computer with internet access, from 80.5 % in 2023.

Fig. 6 Usage of social media in enterprises, by size class (%), 2024
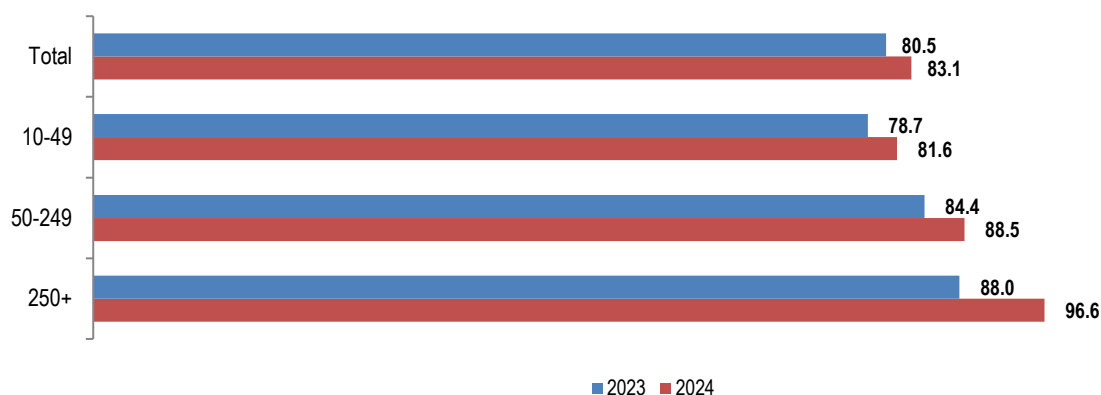
In 2024, cloud services, which refer to services used with Internet to access software, storage capacities, etc., were used by 30.0 % of enterprises that have access to the Internet. Compared to 2023, the use of cloud services in enterprises that have access to the Internet has increased by 7.0 %.

In enterprises who have bought cloud services in 2024, 70.6 % of them applied the application of costumer's relationship management (CRM) which helps facilitate communication with the customer and helps track customer interests, etc.

In 2024, automatic sharing of information within the enterprise, which is used for planning and managing enterprise resources, sharing information between different functional areas is used by 40,7% of enterprises, from 38,8% in 2023.

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Methodology

INSTAT for measuring the level of indicators of the usage of information and communication technology conducted in 2024 the survey on "Information and Communication Technology" in economic enterprises with 10 and more employed.

The term "Information and Communication Technology (ICT)" refers to technologies that provide access to information through telecommunications. The term ICT is similar to the term Information Technology (IT) but focuses on communication technologies that include the Internet, the network, mobile phones, and other communication media.

The purpose of the Survey on "Information and Communication Technology" is to collect and disseminate harmonized and comparable information on the usage of Information and Communication Technology (ICT) in the enterprise. For measuring the use of ICT, INSTAT interviewed 2,092 enterprises of all legal forms and property types with 10 and more employed.

Observation units

The observation units are enterprises with 10 and more employed that have been active in the Statistical Business Register.

Coverage

The survey covers units in the Statistical Business Register performing activities by NACE classification (NACE Rev. 2).

Section	Description
C	Manufacturing activities
D, E	Electricity, gas, steam and air conditioning supply; Water supply, sewerage, waste management and remediation activities
F	Construction
G	Wholesale and retail trade; repair of motor vehicles and motorcycles
H	Transportation and storage
I	Accommodation and food service activities
J	Information and communication
L	Real estate activities
M (Sessions 69-74)	Professional, scientific and technical activities
N	Administrative and support service activities
S (Sessions 95.1)	Repair of computers and communication equipment

Methods of data collection

The data collection process was carried out during March 2024 using CAPI method with face–to-face interviews using tablets.

For more information visit INSTAT website: http://www.instat.gov.al/en/themes/science-technology-and-inovation/information-and-communication-technologies/

The reference period for the main variables was the time of data collection, the first quarter of 2024. For the questions about ICT specialists and skills, Internet/EDI sales and, Internet/EDI orders the reference period is the previous year.

Definitions

Computers: Including Personal Computers, portable computers, tablets, other portable devices such as Smartphone**.**

Internet access: The term "internet access" means having an external connection to the internet through an "internet service provider" (ISP).

Website: Website is a document with hypertext, as it is shown by a web browser. Websites can have text, hypertext links, images, videos and sound.

Social media: Social media as: Facebook, Google+, Twitter, YouTube etc. are used by enterprises for connecting, creating or exchanging information via the Internet with customers, partners or among employed within the enterprise. Enterprises are using social media if they have a user profile, an account or a user license depending on the requirements and the type of social media.

EDI, EDI-type: Electronic Data Interchange (EDI) refers to the structured transmission of data or documents between organizations or enterprises by electronic means. It also refers specifically to a family of standards (EDI-type) and EDI-type messages suitable for automated processing.

Sales via website (web sales): Web sales are sales made via an online store (web shop), via web forms on a website or extranet, or apps. Web sales are distinguished from EDI sales. In particular, the type of e-Commerce transaction is defined by the method of making the order.

EDI e-commerce: Orders initiated with EDI-type messages. EDI (electronic data interchange) is an e-business tool for exchanging different kinds of business messages. EDI is here used as a generic term for sending or receiving business information in an agreed format suitable for automated processing (e.g. EDIFACT, XML, etc.) and without the individual message being manually typed.

Online payment: An online payment is an integrated ordering-payment transaction.

ICT specialists: Those employees whose main task is to develop, operate or maintain ICT systems and users are considered, such as database specialists, ICT data specialists, such as: database specialists, ICT support specialists, etc. ICT specialists have the relevant skills to specify, design, install, support, manage, evaluate or perform research activities.

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Cloud services: Refers to information and communication technology services that are used on the Internet to access computer programs, storage capacities, etc.

Automatic information sharing within the enterprise: A software package that is used for enterprise resource planning and management by sharing information between different functional areas (eg accounting, planning, production, marketing, etc.).

CRM Software: Refers to any client information management software application