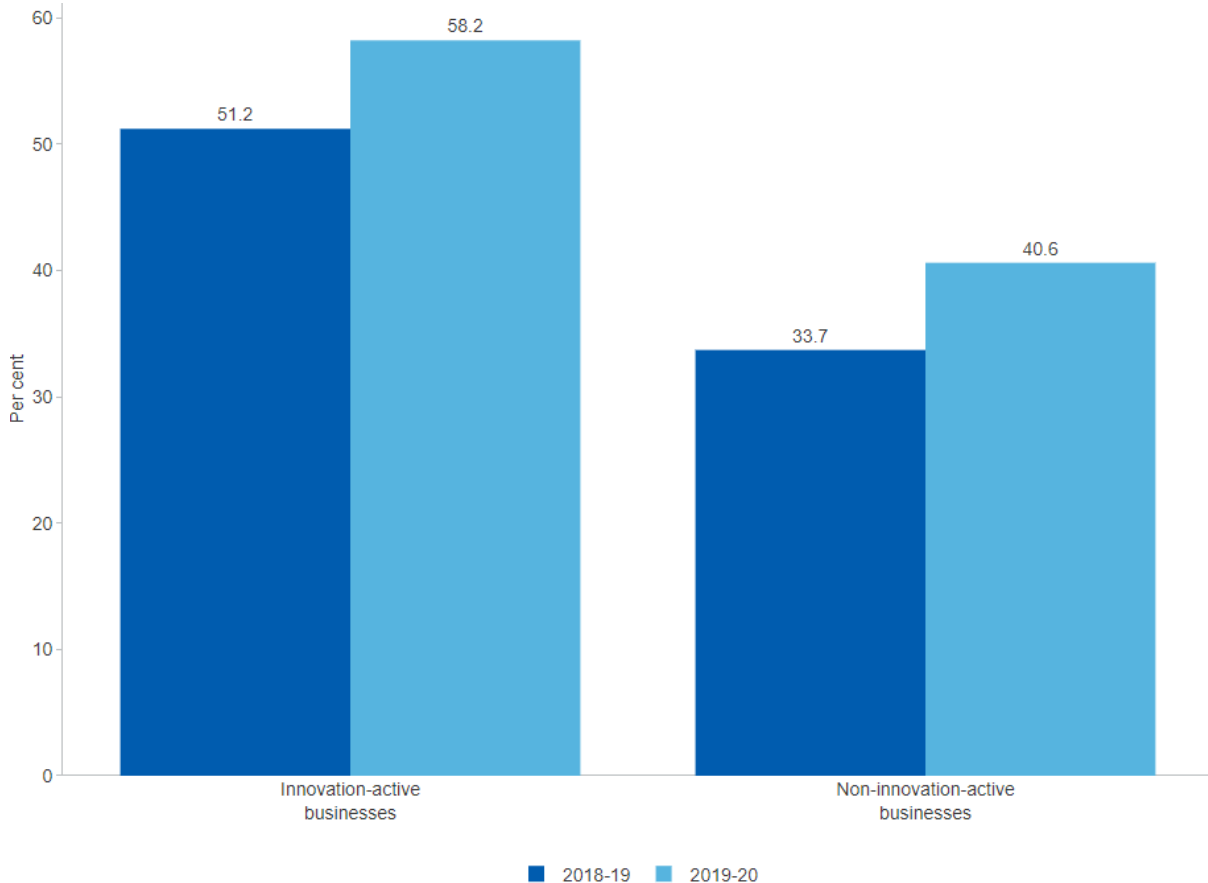


### 1.2.2 Businesses receiving orders via the internet

The share of businesses receiving orders via the internet indicates the extent of e-commerce as well as the state of business infrastructure necessary to support this. Since 2006–07, there has been a consistent increase in the share of businesses, both innovation-active and non-innovation-active, selling goods and services online. *Innovation-active businesses* are significantly more likely to do so, reaching 58.2 per cent in 2019–20 compared to 40.6 per cent for *Non-innovation-active businesses*. In 2020, the industries with the largest increase of orders received via the Internet were *Accommodation and food services* (13.0 percentage points), *Retail trade* (12.6 percentage points) and *Professional, scientific and technical services* (11.2 percentage points). SMEs also enjoyed increases in orders received via the Internet, with a 9.0 percentage point increase, while large businesses fell by 5.1 percentage points.<sup>1</sup> This shift towards e-commerce was heightened by the COVID-19 pandemic.<sup>2</sup>

**Figure: Business that reported receiving orders via the internet, by innovation status, per cent, latest 2019–20**



<sup>1</sup> ABS, *Characteristics of Australian Business*, Cat. No. 8129.0, Cat. No. 8158.0, Cat. No. 8166.0, Cat. No. 8167.0 and ABS.Stat (<https://www.abs.gov.au>)

<sup>2</sup> OECD (2020), *E-commerce in the time of COVID-19*, OECD Publishing (<https://www.oecd.org/coronavirus/policy-responses/e-commerce-in-the-time-of-covid-19-3a2b78e8/>)