

INFORMATION AND COMMUNICATION USAGE IN ENTERPRISES

2021



THE SHARE OF ENTERPRISES THAT HAD INTERNET ACCESS - **84.2%**, BY JANUARY 1ST OF 2022



THE SHARE OF ENTERPRISES THAT HAD A WEB PAGE - **13.4%**



WEB SALES - **4.6 %**

WHAT TYPES OF SOCIAL MEDIA ARE USED IN ENTERPRISES:



SOCIAL NETWORKS - **31.1%**



BLOGS - **1.9%**



MULTIMEDIA - **4.7%**



WIKI - **1.6%**



DID NOT USE ANY
OF THE ABOVE - **67.9%**

THE MAIN PURPOSES OF USING THE WEB PAGE:



DESCRIPTION OF GOODS OR SERVICES, PRICE INFORMATION - **70.3%**



LINKS OR REFERENCES TO THE ENTERPRISE'S SOCIAL MEDIA PROFILES - **38.1%**



ONLINE ORDERING - **36.9%**



TRACKING OR STATUS OF ORDERS PLACED - **23.2%**



PERSONALISED CONTENT ON THE WEBSITE FOR REGULAR/RECURRENT VISITORS - **20.9%**



POSSIBILITY FOR VISITORS TO CUSTOMISE OR DESIGN ONLINE GOODS OR SERVICES - **18.3%**

INNOVATION ACTIVITIES OF ENTERPRISES 2021

THE SHARE OF ENTERPRISES, THAT HAVE IMPLEMENTED:



NEW OR IMPROVED GOODS - **6.4 %**



NEW OR IMPROVED SERVICES - **5.4%**

