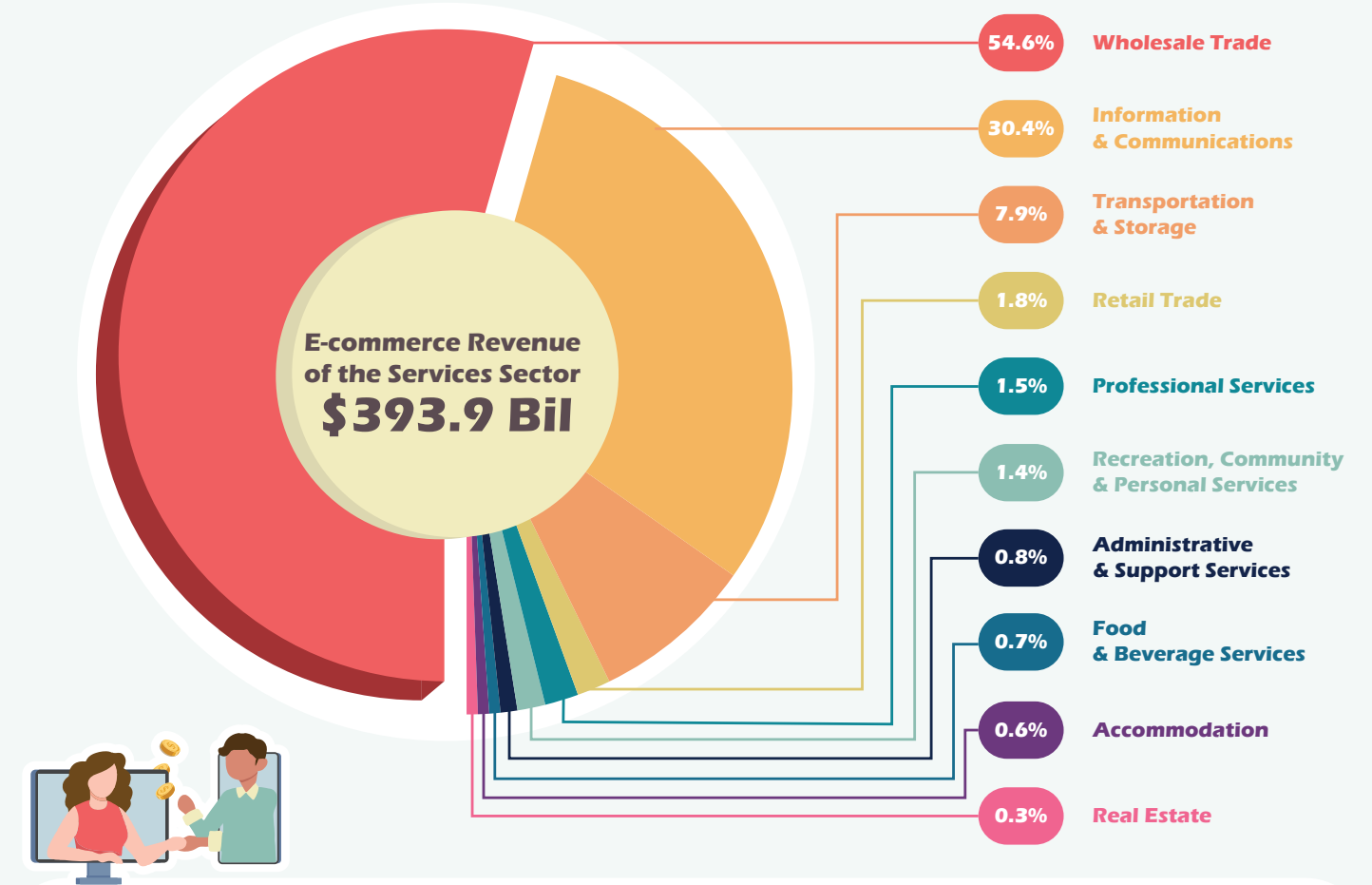**2023**
E-COMMERCE IN THE SERVICES SECTOR

Share of E-commerce Revenue by Industry

The total e-commerce[1] revenue of the services sector[2] in Singapore was $393.9 billion in 2023, accounting for 7.9% of the total services sector's operating revenue.

Wholesale Trade, Information & Communications, and Transportation & Storage industries accounted for more than 90% of e-commerce revenue in 2023.
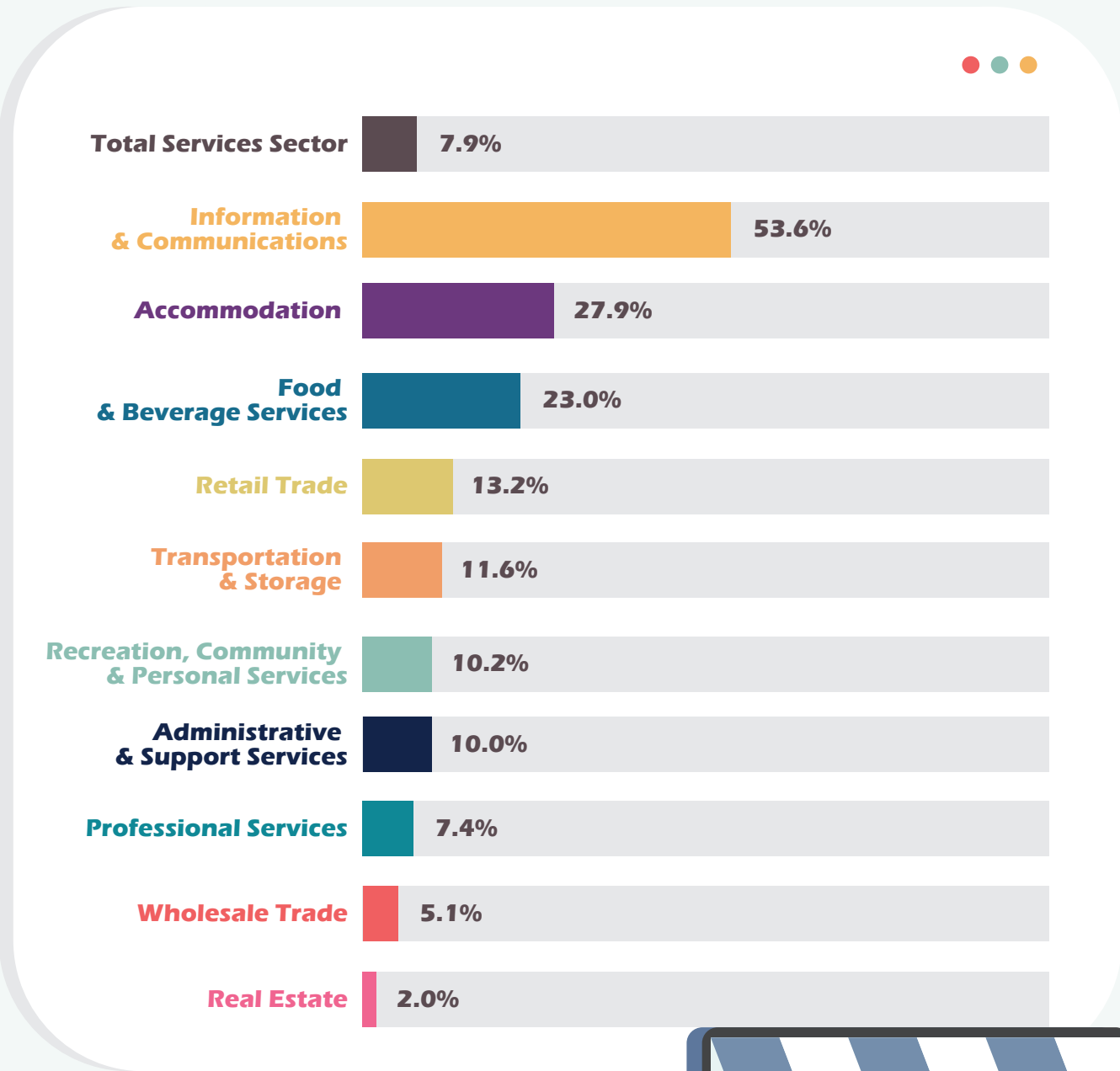
E-commerce Revenue of the Services Sector
$393.9 Bil

Share	Industry
54.6%	Wholesale Trade
30.4%	Information & Communications
7.9%	Transportation & Storage
1.8%	Retail Trade
1.5%	Professional Services
1.4%	Recreation, Community & Personal Services
0.8%	Administrative & Support Services
0.7%	Food & Beverage Services
0.6%	Accommodation
0.3%	Real Estate

[1] Refers to the revenue earned from the sale of goods and services whereby the company remotely receives orders or agrees on the price and terms of sale via online means. This includes transactions through the company's website, third-party websites (e.g., online marketplaces, food delivery platforms), mobile applications, extranet or Electronic Data Interchange (e.g., GeBIZ, the Singapore Government's one-stop e-procurement portal), regardless of how or where the goods and services are delivered or collected. This excludes orders made via telephone calls, facsimile, in-premise orders via kiosks or QR codes, and manually-entered emails or messages. Payment may or may not be made online.

[2] Exclude Financial & Insurance Services and Public Administration Activities.

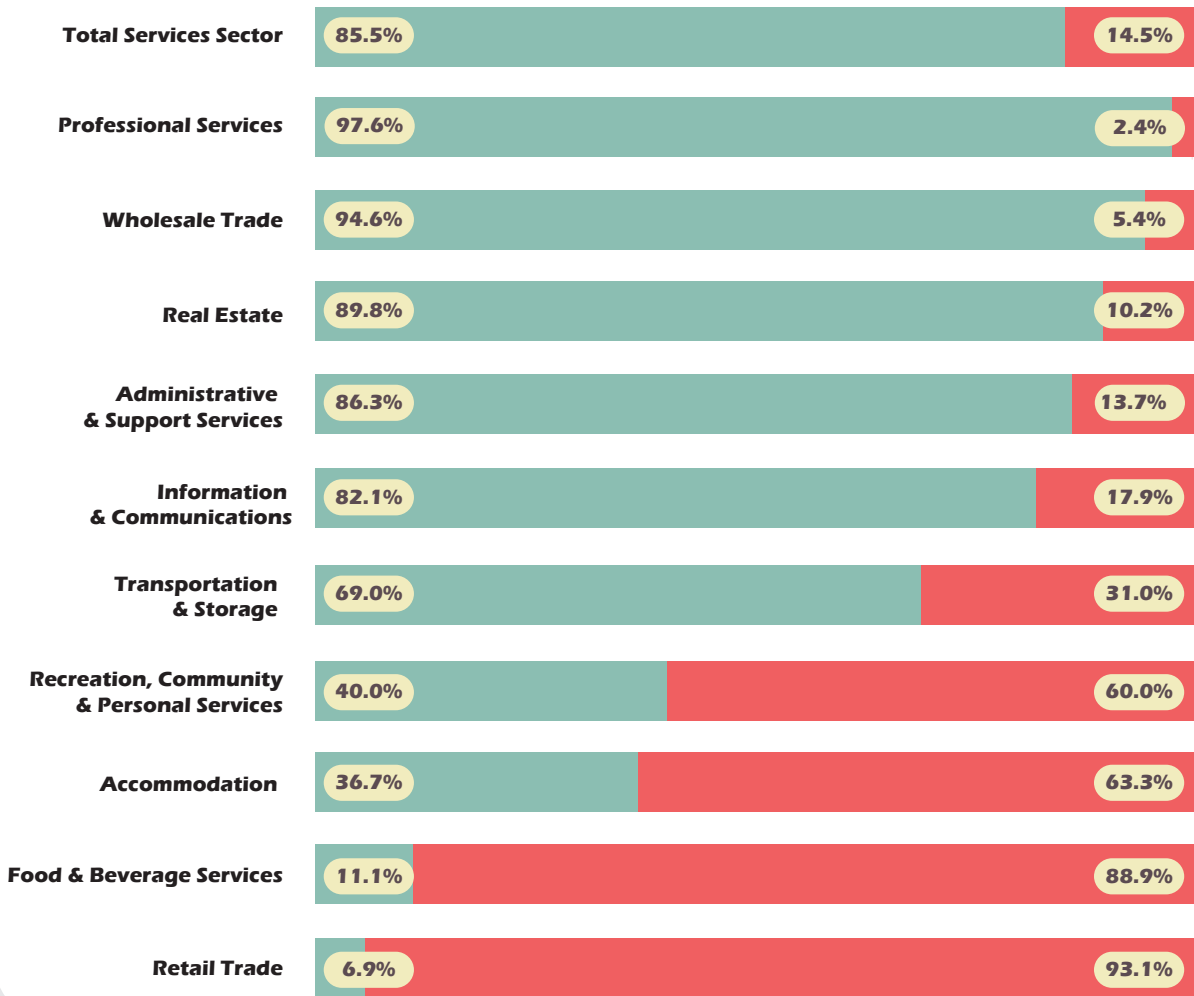# Percentage Share of E-commerce Revenue to Industry's Operating Revenue

Among the services industries, the Information & Communications industry recorded the largest e-commerce share to its operating revenue at 53.6% in 2023. This was due mainly to information service activities and online marketplaces.

Industry	Share
Total Services Sector	7.9%
Information & Communications	53.6%
Accommodation	27.9%
Food & Beverage Services	23.0%
Retail Trade	13.2%
Transportation & Storage	11.6%
Recreation, Community & Personal Services	10.2%
Administrative & Support Services	10.0%
Professional Services	7.4%
Wholesale Trade	5.1%
Real Estate	2.0%

E-commerce Revenue by Type of Transaction

Business-to-Business transactions were the main contribution to e-commerce revenue, and accounted for 85.5% of all e-commerce revenue in 2023.

Industries in which majority of e-commerce revenue came from Business-to-Business transactions were Professional Services, Wholesale Trade, Real Estate, Administrative & Support Services, Information & Communications, and Transportation & Storage, as businesses tend to form most of their clientele. For consumer-facing industries such as Retail Trade, Food & Beverage Services, Accommodation, and Recreation, Community & Personal Services, they generated majority of their e-commerce revenue from Business-to-Consumer transactions.

Industry	Business-to-Business	Business-to-Consumer
Total Services Sector	85.5%	14.5%
Professional Services	97.6%	2.4%
Wholesale Trade	94.6%	5.4%
Real Estate	89.8%	10.2%
Administrative & Support Services	86.3%	13.7%
Information & Communications	82.1%	17.9%
Transportation & Storage	69.0%	31.0%
Recreation, Community & Personal Services	40.0%	60.0%
Accommodation	36.7%	63.3%
Food & Beverage Services	11.1%	88.9%
Retail Trade	6.9%	93.1%

Legend

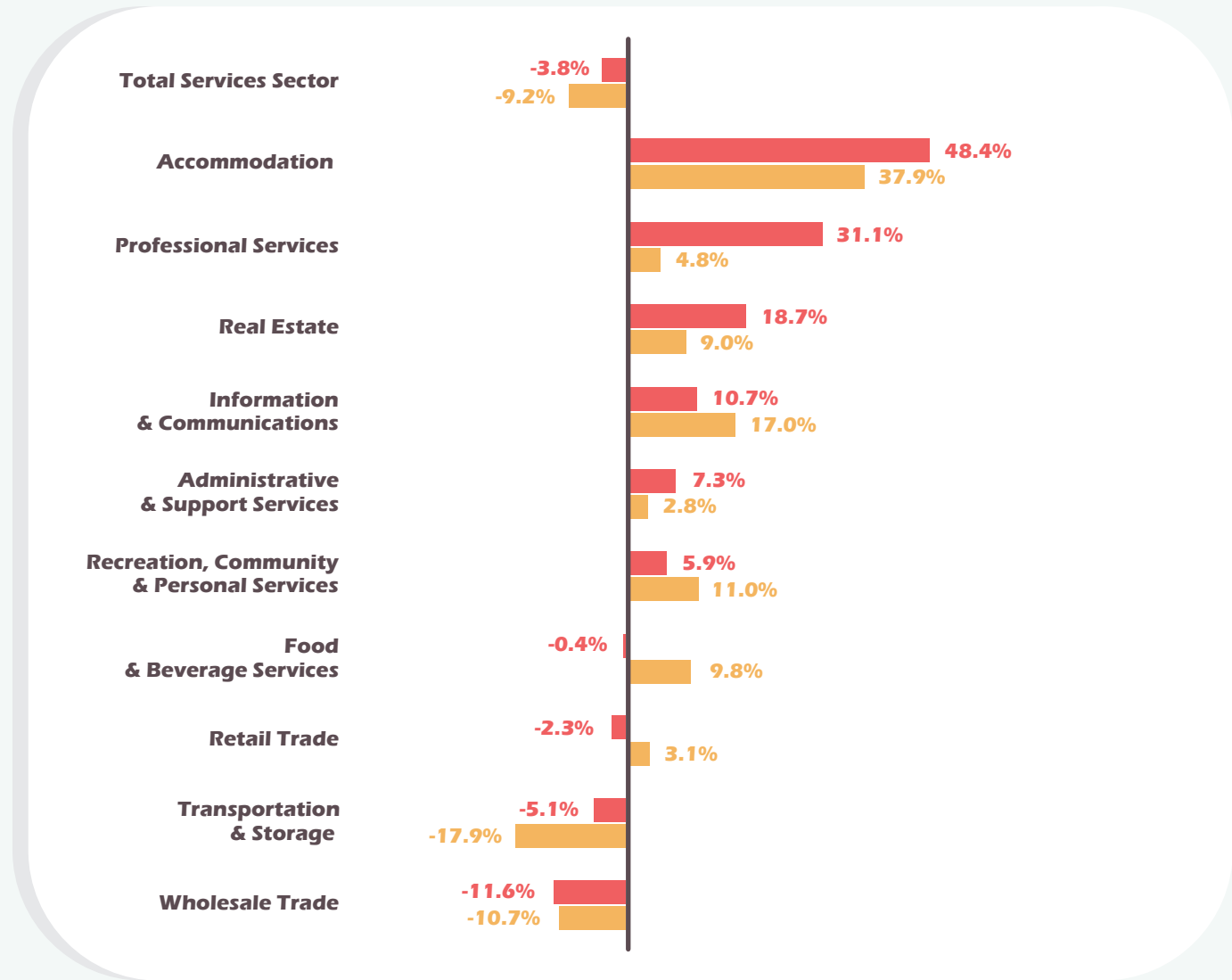Business-to-Business
Business-to-Consumer

*Business-to-Business e-commerce revenue includes Business-to-Government transactions.

Year-on-Year Percentage Change of E-commerce Revenue and Operating Revenue by Industry

The e-commerce revenue of the total services sector declined by 3.8% in 2023, which was lower in magnitude as compared to the 9.2% decline in operating revenue.

Most industries registered a similar directions of growth/decline in their e-commerce revenue and their operating revenue. However, the Retail Trade and Food & Beverage Services industries saw declines in e-commerce revenue despite growth in operating revenues. This could be due to the lifting of COVID-19 restrictions on international travel, large-scale events and gatherings.

Industry	E-Commerce Revenue	Operating Revenue
Total Services Sector	-3.8%	-9.2%
Accommodation	48.4%	37.9%
Professional Services	31.1%	4.8%
Real Estate	18.7%	9.0%
Information & Communications	10.7%	17.0%
Administrative & Support Services	7.3%	2.8%
Recreation, Community & Personal Services	5.9%	11.0%
Food & Beverage Services	-0.4%	9.8%
Retail Trade	-2.3%	3.1%
Transportation & Storage	-5.1%	-17.9%
Wholesale Trade	-11.6%	-10.7%

Legend

E-Commerce Revenue   Operating Revenue

E-Commerce Adoption Over Time

Between 2019 and 2023, the Food & Beverage Services and Retail Trade industries saw a greater shift towards e-commerce than other industries. The proportion of operating revenue derived from e-commerce rose from 8.8% in 2019 to 23.0% in 2023 for the Food & Beverage services industry, and from 6.2% to 13.2% for the Retail Trade industry over the same period. This shift was accelerated in 2020 and 2021 as businesses and consumer behaviour adapted to the COVID-19 situation. Despite a decline from the 2021 peak, the 2023 figures remained above 2019 levels, reflecting the normalization of online purchases.

In contrast, e-commerce share of operating revenue in the Transport & Storage sector in 2020 and 2021 were lower than 2019 levels, mainly due to the air transport sector where there were global travel restrictions, before recovering in 2022 and 2023.

E-Commerce Share of Operating Revenue for Selected Industries, 2019 to 2023
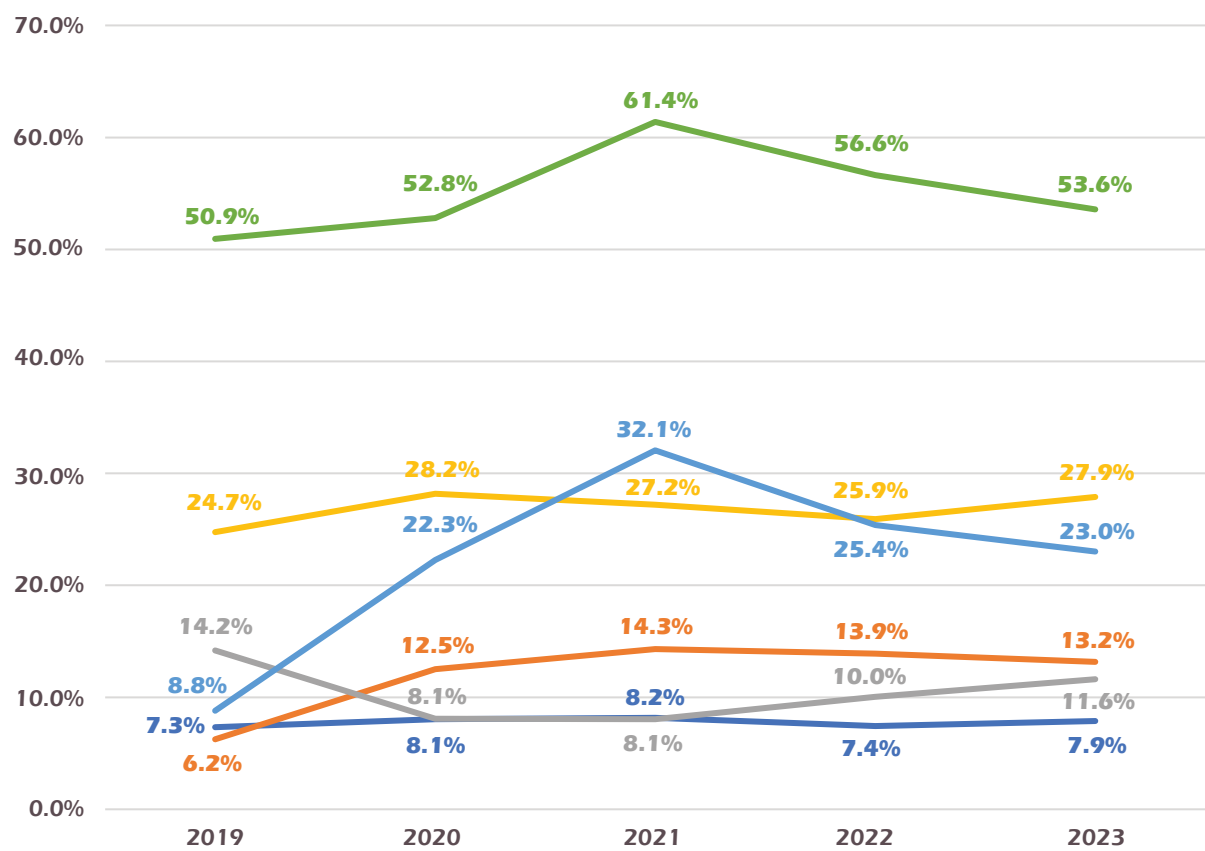
Legend

- Information & Communications
- Accommodation
- Food & Beverage Services
- Retail Trade
- Transportation & Storage
- Total Services Sector

More Resources:

- Detailed statistical tables are available on the SingStat Table Builder.

Note: Numbers may not add up to the totals due to rounding.

Updated in July 2025.

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