COUNTRY PROFILE: ECUADOR

Contact: info@etradeforall.org

**Population**
- 17.4 Millions

**Internet users**
- 10.0 Millions

**GDP**
- 108 469 Millions current US$

**Merchandise trade**
- 44 894 Millions current US$

**GDP growth**
- -0.2 %

**Land area**
- 248 360 km²

**Source:** UNCTAD and ITU (complete URL addresses in the General Notes)

**E-COMMERCE ASSESSMENT - 2017-20**

- Rank in UNCTAD B2C E-commerce Index: 102/152
- Rank in ITU ICT Development Index: 97/176
- Rank in WEF Networked Readiness Index: 85/134

**Source:** UNCTAD, ITU and WEF (complete URL address in the General Notes)

**Note:** 1 = Best

**ICT INFRASTRUCTURE AND SERVICES - 2019**

**Fixed broadband Internet tariffs, PPP $/month**
- Highest tariff: 549.2
- Median tariff: 40.3
- Lowest tariff: 5.4

**Source:** ITU (complete URL address in the General Notes)

**PAYMENTS - 2017**

- Debit card used in the past year:
  - ECUADOR, 10.1
  - LATIN AMERICA & THE CARIBBEAN, 23.5
  - WORLD, 32.6

- Credit card used in the past year:
  - ECUADOR, #N/A
  - LATIN AMERICA & THE CARIBBEAN, 20.1
  - WORLD, 29.3

- Mobile phone or the internet used to access a financial institution account in the past year:
  - ECUADOR, 4.8
  - LATIN AMERICA & THE CARIBBEAN, 10.3
  - WORLD, 23.2

**Source:** World Bank (complete URL address in the General Notes)
### COUNTRY PROFILE: ECUADOR

**Source:** UPU and World Bank (complete URL addresses in the General Notes)

**For more information see:**
- **SKILLS DEVELOPMENT - 2013-17**
- **FINANCING FOR eCOMMERCE - 2013-17**
- **LEGAL AND REGULATORY FRAMEWORKS - 2020**

#### Percent of population having mail delivered at home

<table>
<thead>
<tr>
<th>Country</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECUADOR</td>
<td>64.5</td>
</tr>
<tr>
<td>WORLD</td>
<td>86.7</td>
</tr>
</tbody>
</table>

**Source:** UPU and World Bank (complete URL addresses in the General Notes)

#### Postal reliability index (0 to 100, 100 = Best)

<table>
<thead>
<tr>
<th>Country</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECUADOR</td>
<td>0.0</td>
</tr>
<tr>
<td>WORLD</td>
<td>43.4</td>
</tr>
</tbody>
</table>

**Source:** UPU and World Bank (complete URL addresses in the General Notes)

#### Days to clear direct exports through customs

<table>
<thead>
<tr>
<th>Country</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECUADOR</td>
<td>9.2</td>
</tr>
<tr>
<td>WORLD</td>
<td>7.6</td>
</tr>
</tbody>
</table>

**Source:** UPU and World Bank (complete URL addresses in the General Notes)

#### World's Postal Reliability Index and Percent of Population with Mail Delivered at Home

<table>
<thead>
<tr>
<th>Country</th>
<th>Index (0 to 100, 100 = Best)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECUADOR</td>
<td>43.4</td>
</tr>
<tr>
<td>WORLD</td>
<td>86.7</td>
</tr>
</tbody>
</table>

**Source:** UPU and World Bank (complete URL addresses in the General Notes)

#### World's Postal Reliability Index and Percent of Population with Mail Delivered at Home

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<th>Country</th>
<th>Index (0 to 100, 100 = Best)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECUADOR</td>
<td>0.0</td>
</tr>
<tr>
<td>WORLD</td>
<td>43.4</td>
</tr>
</tbody>
</table>

**Source:** UPU and World Bank (complete URL addresses in the General Notes)

#### Electronic transactions:
- Legislation
- Consumer protection
- Privacy and data protection
- Cybercrime

**Source:** UNCTAD

#### Trade Logistics - 2017-19

- **Percent of population having mail delivered at home**
  - ECUADOR: 64.5%
  - WORLD: 86.7%

- **Postal reliability index (0 to 100, 100 = Best)**
  - ECUADOR: 0.0
  - WORLD: 43.4

- **Days to clear direct exports through customs**
  - ECUADOR: 9.2 days
  - WORLD: 7.6 days

**Source:** UPU and World Bank (complete URL addresses in the General Notes)

#### Legal and Regulatory Frameworks - 2020

**ECUADOR**
- Legislation in 4 areas
- Legislation in 3 areas
- Legislation in 2 areas
- Legislation in 1 area
- No legislation

**Source:** UNCTAD

#### Skills Development - 2013-17

**Percentage of firms using e-mail to interact with clients/suppliers**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECUADOR</td>
<td>98.9%</td>
</tr>
<tr>
<td>LDCs</td>
<td>54.5%</td>
</tr>
<tr>
<td>AFRICA</td>
<td>59.0%</td>
</tr>
<tr>
<td>WESTERN ASIA</td>
<td>57.6%</td>
</tr>
<tr>
<td>SOUTHERN, EASTERN &amp; SOUTH-EASTERN ASIA AND OCEANIA</td>
<td>63.0%</td>
</tr>
<tr>
<td>TRANSITION ECONOMIES</td>
<td>78.5%</td>
</tr>
<tr>
<td>LATIN AMERICA AND THE CARIBBEAN</td>
<td>82.3%</td>
</tr>
<tr>
<td>DEVELOPED ECONOMIES</td>
<td>86.9%</td>
</tr>
<tr>
<td>WORLD</td>
<td>70.1%</td>
</tr>
</tbody>
</table>

**Source:** World Bank (complete URL address in the General Notes)

#### Financing for eCommerce - 2013-17

**Percentage of firms identifying access to finance as a major constraint**

<table>
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<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECUADOR</td>
<td>13.3%</td>
</tr>
<tr>
<td>LDCs</td>
<td>34.4%</td>
</tr>
<tr>
<td>AFRICA</td>
<td>38.0%</td>
</tr>
<tr>
<td>WESTERN ASIA</td>
<td>38.9%</td>
</tr>
<tr>
<td>SOUTHERN, EASTERN &amp; SOUTH-EASTERN ASIA &amp; OCEANIA</td>
<td>16.7%</td>
</tr>
<tr>
<td>TRANSITION ECONOMIES</td>
<td>16.0%</td>
</tr>
<tr>
<td>LATIN AMERICA AND THE CARIBBEAN</td>
<td>28.9%</td>
</tr>
<tr>
<td>DEVELOPED ECONOMIES</td>
<td>14.3%</td>
</tr>
<tr>
<td>WORLD</td>
<td>27.0%</td>
</tr>
</tbody>
</table>

**Source:** World Bank (complete URL address in the General Notes)
NOTES:
- For merchandise trade - sum of exports and imports.

- Country groups are weighted using population for most indicators with the exception of those on skills development, financing for e-commerce and days to clear direct exports through customs. Regional average values relate to developing economies in those regions.

SYMBOLS FOR MISSING VALUES:
0: Zero means nil or negligible
#N/A: Not available or not publishable

FOR MORE INFORMATION ON DATA SOURCES SEE:
- UNCTAD, UNCTADstat:  [http://unctadstat.unctad.org](http://unctadstat.unctad.org)

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- The designations employed do not imply the expression of any opinion concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

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