

USAGE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN ENTERPRISES

2026

For the first time, the results of the survey on “Information and Communication Technology (ICT)” among economic enterprises with 10 or more employees are published according to the **Nomenclature of Economic Activities, NACE Rev. 2.1. This change in the classification of economic activities applies to the reference year 2026, in accordance with Commission Implementing Regulation (EU) 2025/1322. To ensure comparability of the data with the previous year and an accurate analysis of changes over time, the data for 2025 have also been reclassified according to NACE Rev. 2.1. Consequently, the data series for both 2025 and 2026 are presented according to the same nomenclature.*

- Internet usage: In 2026, 99.5 % of enterprises used computers with internet access for work purposes, up from 99.4 % in 2025.
- Employees: In 2026, 38.3 % of employees use computers with internet access for work purposes, up from 35.1 % in 2025.
- Internet speed: In 2026, 66.6 % of enterprises use internet with a download speed of over 100 Mbit/s, up from 50.4 % in 2025.
- Website: In 2026, 62.9 % of enterprises have a website, up from 61.0 % in 2025.
- Social media: In 2026, the use of social media increased to 88.1 %, with a 1.6 percentage point increase compared to 2025.
- Online sales: In 2026, 31.3 % of enterprises sold products or services via websites, dedicated applications, e-commerce sites, and other digital platforms, up from 28.1 % in 2025.
- Total turnover: In 2026, the turnover generated from online sales reached 11.4 %, with a 1.3 percentage point increase compared to 2025.
- ICT specialists: In 2026, 34.5 % of enterprises employ ICT specialists, up from 31.8 % in 2025.
- Cloud services: In 2026, 35.3% of enterprises used cloud services, up from 33.9 % in 2025.

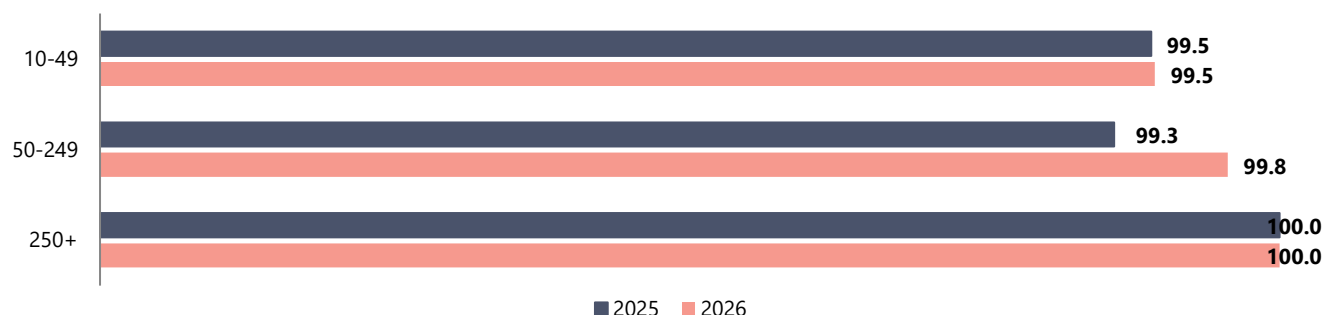
- Enterprise Resource Planning (ERP): In 2026, 36.9 % of enterprises used a software application or a group of software applications (ERP), up from 31.1 % in 2025.
- Artificial Intelligence: In 2026, 12.4 % of enterprises used artificial intelligence systems, up from 9.0 % in 2025.

By Enterprise Size:

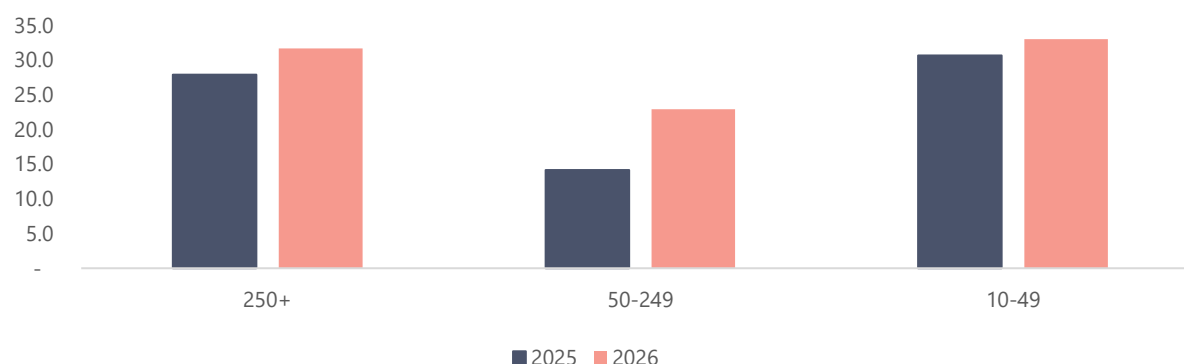
- Website: All large enterprises (with 250+ employees) own a website. This 100% level has been achieved since 2025 and remains stable. Medium-sized enterprises with 50-249 employees increased from 62.8 % in 2025 to 64.7 % in 2026.
- Social media: Recorded the largest increase in small enterprises with 10-49 employees, from 85.5 % in 2025 to 87.5 % in 2026.
- Online sales: The largest increase was recorded by medium-sized enterprises with 50-249 employees, from 14.2 % in 2025 to 22.9 % in 2026.
- Artificial intelligence: The largest increase was recorded in enterprises with 250+ employees, from 24.8 % in 2025 to 28.1 % in 2026.
- Cloud services: Large enterprises with 250+ employees increased from 54.5 % in 2025 to 59.2 % in 2026, medium enterprises reached 49.7 % with an increase of 3.4 percentage points, while small enterprises increased to 32.0% with 1.0 percentage point.

By Economic Activity:

- Online sales: The sectors that recorded the largest share in the sale of online products and services for 2026 are:
 - Telecommunication, computer programming: 53.8 %.
 - Accommodation and food service activities 52.7 %.
- ICT specialists: The sectors with the highest percentage of employment of Information and Communication Technology specialists are:
 - Publishing, broadcasting, content production, and distribution activities: 79.3 %.
 - Telecommunications, computer programming, and other information service activities: 73.8 %.

FIG. 1 INTERNET USAGE IN ENTERPRISES BY ENTERPRISE SIZE, 2025 - 2026

Source: Survey on ICT usage in enterprises, 2026

FIG. 2 ENTERPRISES SELLING PRODUCTS/SERVICES ONLINE VIA WEBSITES, BY ENTERPRISE SIZE IN %, 2025 - 2026

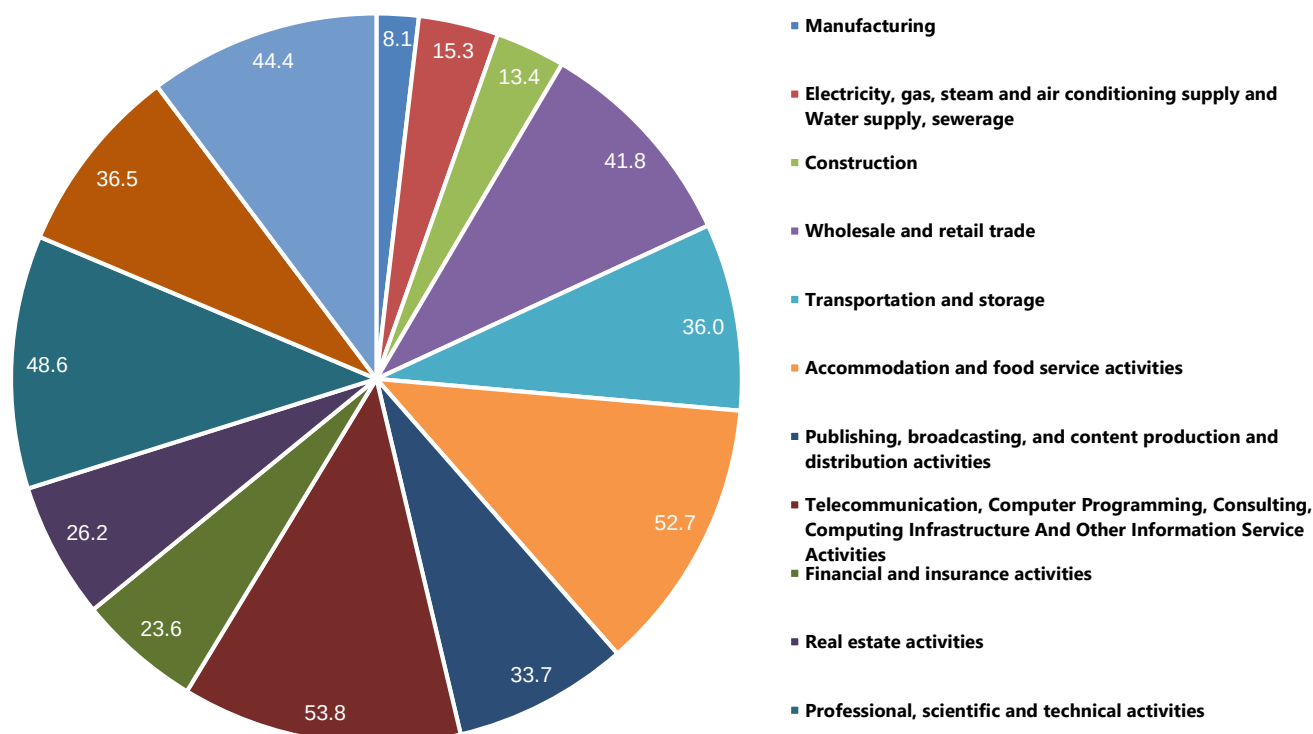
Source: Survey on ICT usage in enterprises

TAB. 1 TURNOVER FROM ONLINE SALES AS A PERCENTAGE OF TOTAL TURNOVER, BY ENTERPRISE SIZE, 2025 – 2026

	2025	2026
Total	10.1	11.4
250+ employed	9.9	12.1
50-249 employed	10.1	10.1
10-49 employed	11.9	12.1

Source: Survey on ICT usage in enterprises

FIG. 3 ENTERPRISES SELLING PRODUCTS/SERVICES ON-LINE VIA WEBSITES/APPS AS A PERCENTAGE OF TOTAL ENTERPRISES, BY ECONOMIC ACTIVITY (%), 2026



Source: Survey on ICT usage in enterprises

Note to users:

- Detailed data are available in INSTAT's statistical database: [Information and Communication Technologies](#)
- In accordance with the Error Treatment Policy, INSTAT promptly corrects any errors identified in published official statistics. Users are informed immediately and transparently of the corrections and resulting changes, in line with the principles of impartiality, transparency and quality of official statistics. The full Error Treatment Policy is available at: https://www.instat.gov.al/media/2939/the_errors_treatment_policy.pdf

Methodology

The statistical survey for measuring the level of Information and Communication Technology usage indicators carried out the "Information and Communication Technology" survey in 2026 among economic enterprises with 10 or more persons employed.

The objective of the "Survey on ICT Usage in Enterprises" is to collect and disseminate harmonized and comparable information on the use of Information and Communication Technology (ICT) in enterprises. To measure ICT usage, INSTAT interviewed 2,384 enterprises of all legal forms and types of ownership with 10 or more persons employed.

In accordance with Implementing Regulation (EU) 2025/1322 for the survey with reference year 2026, the statistical survey units are enterprises with 10 or more employees active in the Statistical Business Register, classified as follows:

Enterprise size:

- 10–49 employees
- 50–249 employees
- 250 and more employees

The survey included enterprises classified according to the nomenclature of economic activities. For the reference year 2026, the NACE Rev. 2.1 standard at the section level was applied for the first time, in compliance with European regulations and relevant implementing acts.

The survey units are all enterprises with 10 or more persons employed, identified as active in the Statistical Business Register. The survey covered enterprises selected from the Statistical Business Register classified according to the classification of economic activities; for the first time for the 2026 reference year, NACE Rev. 2.1 was used at the section level in compliance with the European regulation.

Definitions:

Information and Communication Technology (ICT): Refers to technologies that provide access to information through telecommunications. The term ICT is similar to Information Technology (IT), but focuses on communication technologies including the internet, wireless networks, cell phones, and other communication media.

Internet Access: Refers to an external internet connection via a company operating as an Internet Service Provider (ISP).

Website: A website is a document containing HyperText. The existence of a website offers the enterprise potential for better performance, new opportunities for presenting the enterprise and its products, greater recognition, and at the same time access to new markets and consequently higher revenues. Websites may contain text, HyperText links, images, video, and audio.

Social Media: The use of social media such as Facebook, Google+, Twitter, YouTube, etc., refers to the enterprise's use of internet-based applications or communication platforms to connect, create, and share online content with customers, suppliers, or partners, outside or inside the enterprise.

Online Sales: Sales made via an internet shop (web shop), via web forms on a website or extranet, or applications regardless of how the web is accessed (computer, laptop, mobile phone, etc.). Payment can be made online or offline (cash on delivery). Until 2025, this indicator included only sales where payment was made exclusively online.

ICT Specialists: Employees whose main task is to develop, operate, or maintain ICT systems and applications, such as database specialists, ICT support specialists, etc. ICT specialists possess the relevant skills to specify, design, install, support, manage, evaluate, or conduct research activities.

Cloud Computing Services: Refer to Information and Communication Technology services used over the internet to access software applications, storage capacities, etc. Cloud computing is a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.