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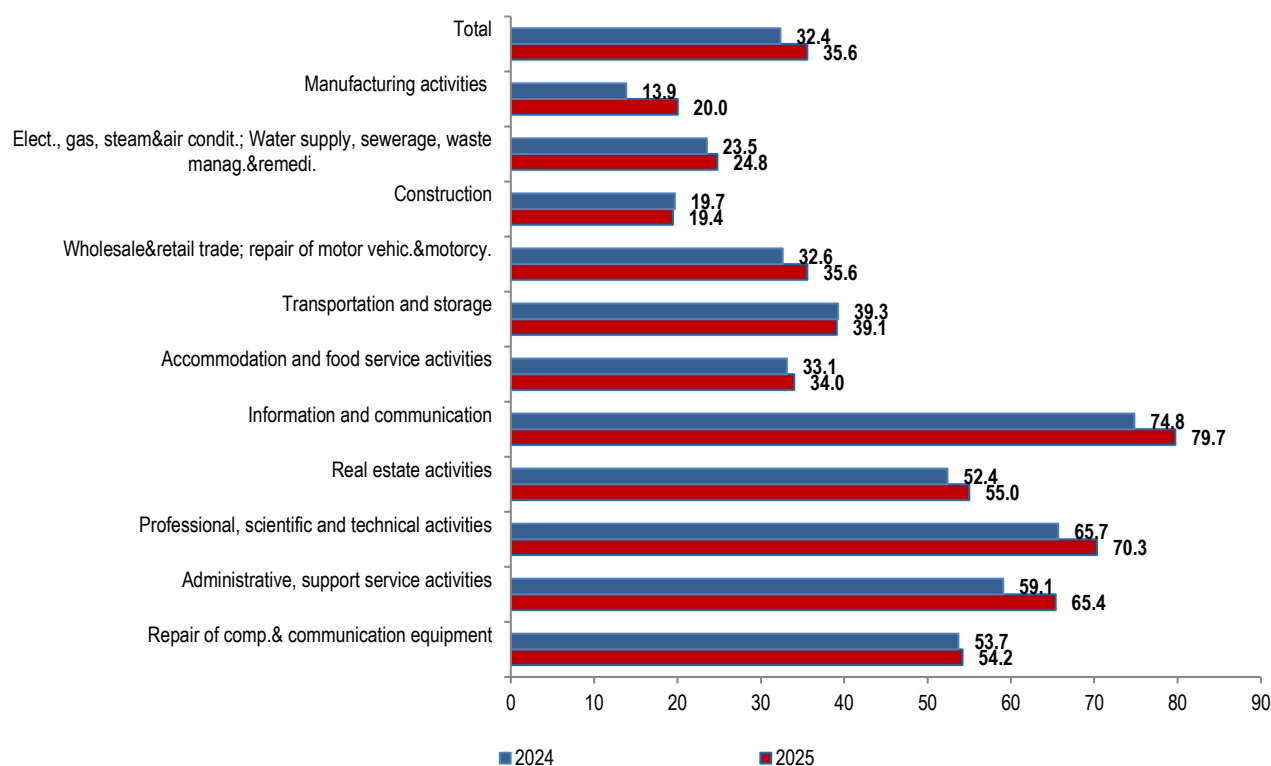Instituti i Statistikave

Usage of Information and Communication Technologies in Enterprises

Tirana, 19 September 2025: Enterprises with more than 10 employees who have a computer with Internet access for work purposes during 2025 represent 99,4 % of enterprises, from 99,3 % that resulted in 2024.

During the year 2025, the percentage of enterprises that have specialists in the field of information and communication technology is 31,8 %, from 29,7 % that resulted in 2024.

The highest percentage of employees who use a computer with Internet access is observed in the Information and Communication activity with 79,7 %, followed by Professional, Scientific and Technical activities with 70,3 % and Administrative and Support Services with 65,4 %.

Fig. 1 Percentage of employees using computer with Internet access by economic activity, 2025

| Economic activity	2024	2025
Total	32.4	35.6
Manufacturing activities	13.9	20.0
Elect., gas, steam&air condit.; Water supply, sewerage, waste manag.&remedi.	23.5	24.8
Construction	19.7	19.4
Wholesale&retail trade; repair of motor vehic.&motorcy.	32.6	35.6
Transportation and storage	39.3	39.1
Accommodation and food service activities	33.1	34.0
Information and communication	74.8	79.7
Real estate activities	52.4	55.0
Professional, scientific and technical activities	65.7	70.3
Administrative, support service activities	59.1	65.4
Repair of comp.& communication equipment	53.7	54.2

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In the year 2025, 100 % of enterprises with 250+ employees use computers with internet access.

Fig. 2 Access to the internet in enterprises by size class (%), 2025
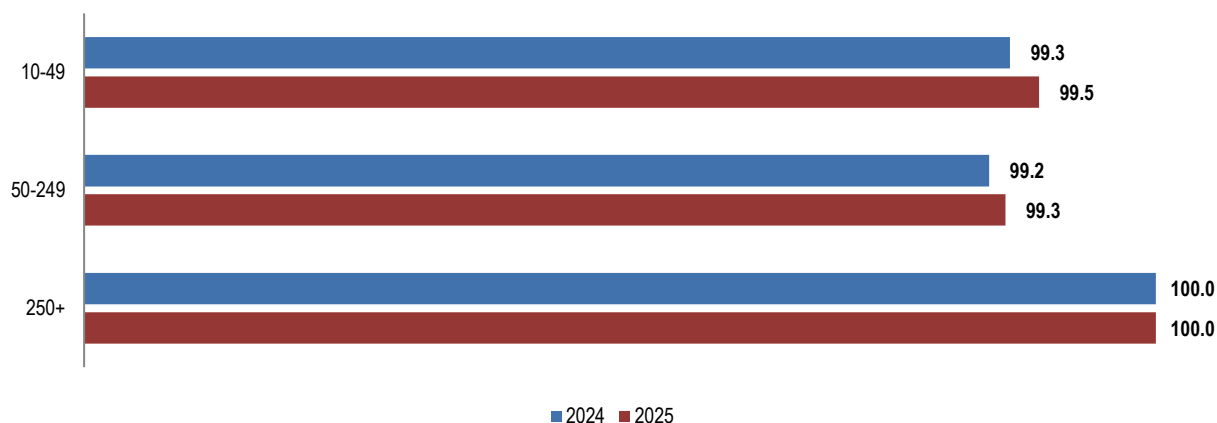
In 2025, 100 % of enterprises used fixed Internet connection, which includes ADSL, SDSL, VDSL, fiber optic (FTTP), cable technology, etc from 99,3 % that resulted in 2024.

The percentage of enterprises that had a higher download speed than 30 Mbit/s is 91,8 % from 88,8 that resulted in 2024, while the percentage of enterprises with over 100 Mbit/s is 50,4 % from 40,9 that resulted in 2024.
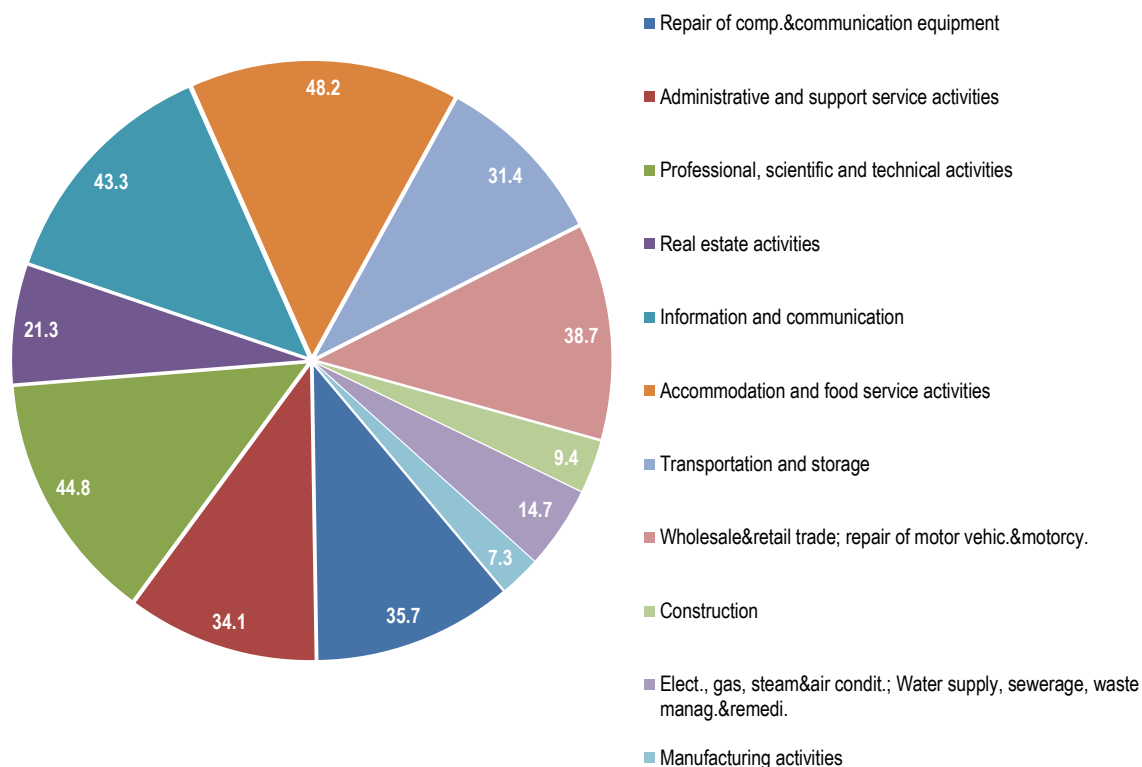
Fig. 3 The maximum download speed (%), 2025
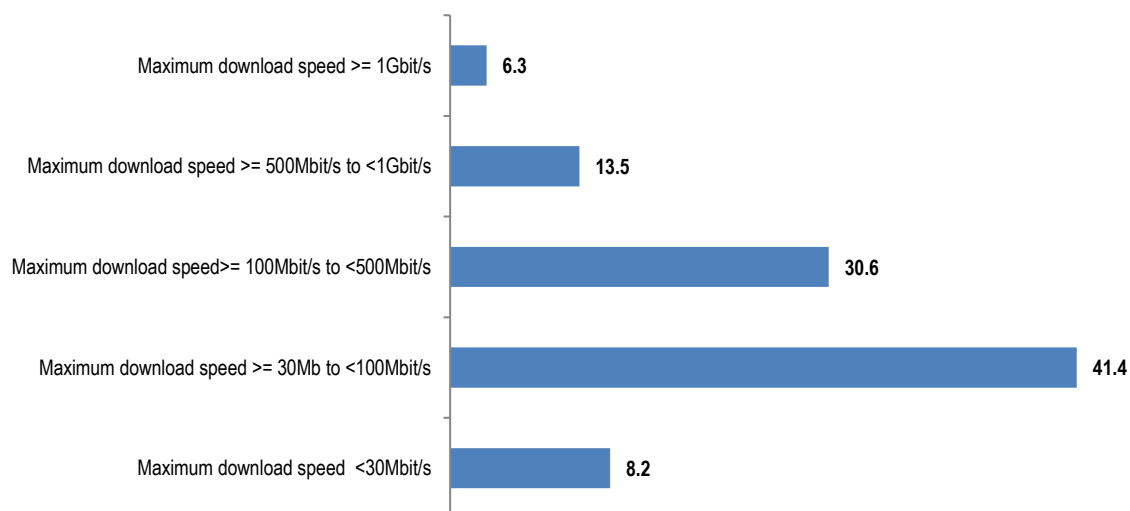
In 2025, the enterprises that had a website were 61,0 % of the enterprises using computers with internet access, from 57,7 % in 2024.

Fig. 4 Share of enterprises having a website by economic activity, 2025
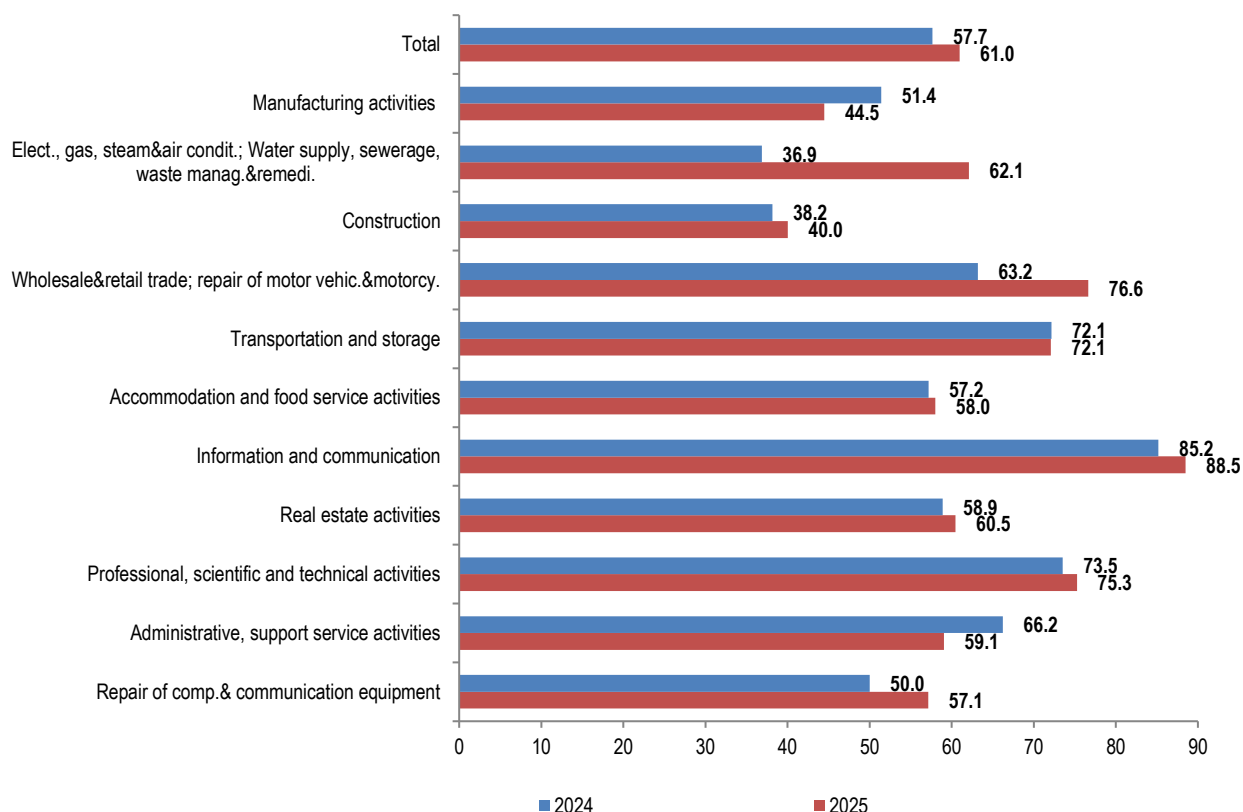
In 2025, 28,0 % of enterprises have sold products/services via their website or dedicated applications, e-commerce marketplace websites, and apps used by several enterprises for trading goods or services increasing with 3.5 %, comparing to 2024.

The highest share of electronic commerce is carried out by enterprises operating in Accommodation, and Food Service activities by 48.2 %, followed by Professional, Scientific and Technical activities with 44,8 % and Information and Communication activities 43,3 %.

Fig. 5 Enterprises that use E-commerce sales by economic activity (%), 2025

Legend:
- Repair of comp.&communication equipment
- Administrative and support service activities
- Professional, scientific and technical activities
- Real estate activities
- Information and communication
- Accommodation and food service activities
- Transportation and storage
- Wholesale&retail trade; repair of motor vehic.&motorcy.
- Construction
- Elect., gas, steam&air condit.; Water supply, sewerage, waste manag.&remedi.
- Manufacturing activities

In 2025, the turnover value generated from online sales was 10.1 %, showing an increase of 0.6 %, compared to 2024. The largest share of the turnover was held by enterprises operating in Wholesale and Retail trade sector by 46.1 %, followed by Information and Communication activities with 16.5 %.
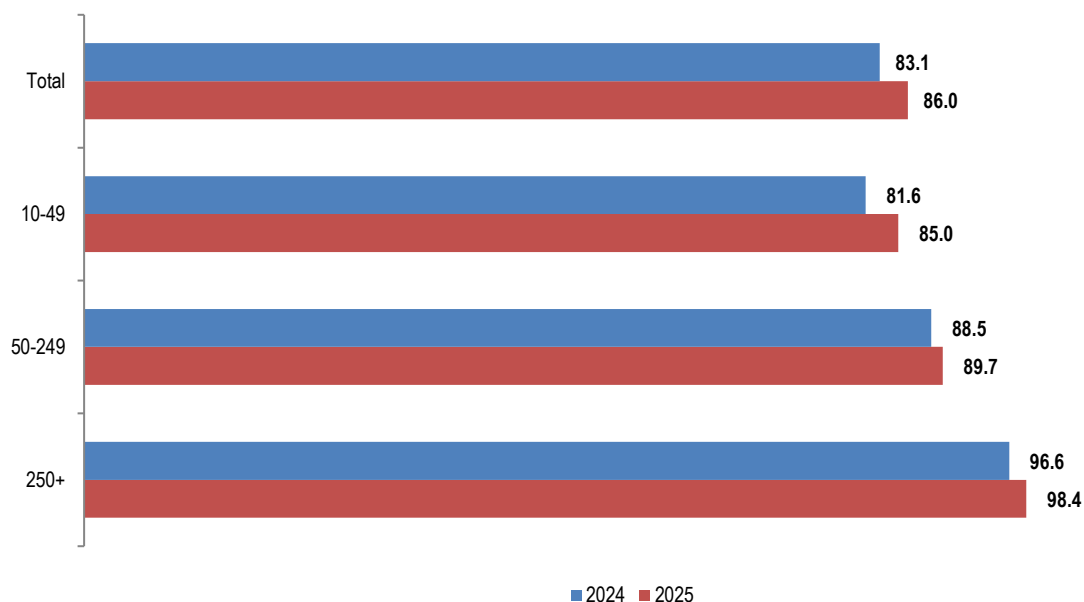
Tab. 1 Value of turnover realized by online sales in %, by enterprise size to sales realized during 2025

Size class	% of E-commerce sales
250+ employed	9.9
50-249 employed	10.1
10-49 employed	11.9
Total	**10.1**

For more information visit INSTAT website: https://www.instat.gov.al/en/themes/science-technology-and-inovation/information-and-communication-technologies/

Tab. 2 Structure of online sales, by economic activity during the year 2025

Section	Description	Online sales
	Total	**100**
C	Manufacturing activities	6.8
D, E	Electricity, gas, steam and air conditioning supply; Water supply, sewerage, waste management and remediation activities	1.5
F	Construction	4.3
G	Wholesale and retail trade; repair of motor vehicles and motorcycles	46.1
H	Transportation and storage	4.9
I	Accommodation and food service activities	6.2
J	Information and communication	16.5
L	Real estate activities	1.5
M (Sessions 69-74)	Professional, scientific and technical activities	2.6
N	Administrative and support service activities	9.6
S (Sessions 95.1)	Repair of computers and communication equipment	0.1

Social media, such as Facebook, LinkedIn, Twitter, YouTube, etc. is used by 86.5 % of enterprises that uses computer with internet access, from 83,1 % in 2024.

Fig. 6 Usage of social media in enterprises, by size class (%), 2025

Legend: ■ 2024 ■ 2025

Size class	2024	2025
Total	83.1	86.0
10-49	81.6	85.0
50-249	88.5	89.7
250+	96.6	98.4

In 2025, cloud services, which refer to services used with Internet to access software, storage capacities, etc., were used by 33,8 % of enterprises that have access to the Internet. Compared to 2024, the use of cloud services in enterprises that have access to the Internet has increased by 3.8 %.

Fig. 7 Cloud services
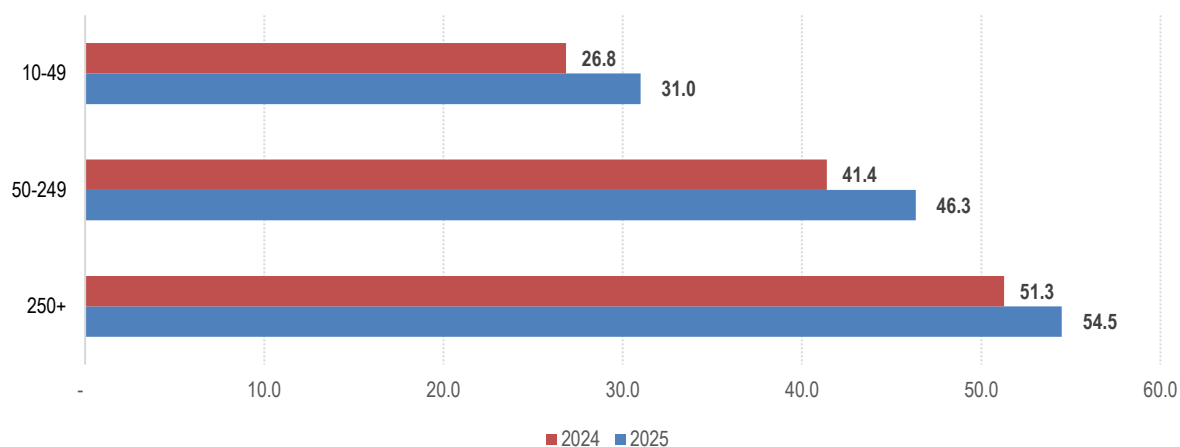
Methodology

INSTAT for measuring the level of indicators of the usage of information and communication technology conducted in 2025 the survey on "Information and Communication Technology" in economic enterprises with 10 and more employed.

The term "Information and Communication Technology (ICT)" refers to technologies that provide access to information through telecommunications. The term ICT is similar to the term Information Technology (IT) but focuses on communication technologies that include the Internet, the network, mobile phones, and other communication media.

The purpose of the Survey on "Information and Communication Technology" is to collect and disseminate harmonized and comparable information on the usage of Information and Communication Technology (ICT) in the enterprise. For measuring the use of ICT, INSTAT interviewed 2,287 enterprises of all legal forms and property types with 10 and more employed.

Observation units

The observation units are enterprises with 10 and more employed that have been active in the Statistical Business Register.

Coverage

The survey covers units in the Statistical Business Register performing activities by NACE classification (NACE Rev. 2).

Section	Description
C	Manufacturing activities
D, E	Electricity, gas, steam and air conditioning supply; Water supply, sewerage, waste management and remediation activities
F	Construction
G	Wholesale and retail trade; repair of motor vehicles and motorcycles
H	Transportation and storage
I	Accommodation and food service activities
J	Information and communication
L	Real estate activities
M (Sessions 69-74)	Professional, scientific and technical activities
N	Administrative and support service activities
S (Sessions 95.1)	Repair of computers and communication equipment

Methods of data collection

The data collection process was carried out during March 2025 using CAPI method with face–to-face interviews using tablets.

For more information visit INSTAT website: https://www.instat.gov.al/en/themes/science-technology-and-inovation/information-and-communication-technologies/

The reference period for the main variables was the time of data collection, the first quarter of 2025. For the questions about ICT specialists and skills, Internet/EDI sales and, Internet/EDI orders the reference period is the previous year 2024.

Definitions

Computers: Including Personal Computers, portable computers, tablets, other portable devices such as Smartphone**.**

Internet access: The term "internet access" means having an external connection to the internet through an "internet service provider" (ISP).

Website: Website is a document with hypertext, as it is shown by a web browser. Websites can have text, hypertext links, images, videos and sound.

Social media: Social media as: Facebook, Google+, Twitter, YouTube etc. are used by enterprises for connecting, creating or exchanging information via the Internet with customers, partners or among employed within the enterprise. Enterprises are using social media if they have a user profile, an account or a user license depending on the requirements and the type of social media.

EDI, EDI-type: Electronic Data Interchange (EDI) refers to the structured transmission of data or documents between organizations or enterprises by electronic means. It also refers specifically to a family of standards (EDI-type) and EDI-type messages suitable for automated processing.

Sales via website (web sales): Web sales are sales made via an online store (web shop), via web forms on a website or extranet, or apps. Web sales are distinguished from EDI sales. In particular, the type of e-Commerce transaction is defined by the method of making the order.

EDI e-commerce: Orders initiated with EDI-type messages. EDI (electronic data interchange) is an e-business tool for exchanging different kinds of business messages. EDI is here used as a generic term for sending or receiving business information in an agreed format suitable for automated processing (e.g. EDIFACT, XML, etc.) and without the individual message being manually typed.

Online payment: An online payment is an integrated ordering-payment transaction.

ICT specialists: Those employees whose main task is to develop, operate or maintain ICT systems and users are considered, such as database specialists, ICT data specialists, such as: database specialists, ICT support specialists, etc. ICT specialists have the relevant skills to specify, design, install, support, manage, evaluate or perform research activities.

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Cloud services: Refers to information and communication technology services that are used on the Internet to access computer programs, storage capacities, etc.

Automatic information sharing within the enterprise: A software package that is used for enterprise resource planning and management by sharing information between different functional areas (eg accounting, planning, production, marketing, etc.).

CRM Software: Refers to any client information management software application