

The Impact of Digitalisation on Price and Volume Measures

Andreas Dollt

Eurostat

andreas.dollt@ec.europa.eu

Paul Konijn

Eurostat

The internet has transformed economies around the world in many different ways: old products are delivered in new ways, new products and services are being invented and brought to consumers outside traditional outlets and the roles of producers and consumers are changing. In addition, the changes appear to be continuous and fast. Traditional statistical methods are challenged by these new phenomena. For example, the sharing economy enables households to act as producers; however, business surveys designed to measure production will not capture their output. Price statisticians struggle to capture the large and fast changes in the quality of the products produced and consumed, and with the fact that many products are becoming more and more customised. This note focuses on the impact of different forms of digitalisation of services on the measurement of prices and volumes in national accounts, i.e. the measurement of the volume growth of GDP and important components thereof, such as household consumption.