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STATISTICAL SERVICE OF CYPRUS

INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) USAGE AND E-COMMERCE SURVEY IN ENTERPRISES 2025

SUMMARY RESULTS

Nicosia, November 2025

C O N T E N T S

INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) USAGE AND E-COMMERCE SURVEY IN ENTERPRISES 2025

PREFACE

This report presents the results of the survey on Information and Communication Technologies (ICT) Usage and e-Commerce in Enterprises 2025. The aim of the survey is to collect data on the use of information and communication technologies by the enterprises, the access and use of the internet, e-commerce, data utilisation and analytics, the use of cloud computing services, the use of artificial intelligence and the environmental impact of ICT usage. The data are necessary for the implementation of policy programs of both the Government and the Private Sector.

The survey, which is co-funded by the European Union, conforms with the Commission implementing Regulation (EU) 2024/1883 of 9th July, 2024 laying down the technical specifications of data requirements for the topic 'ICT usage and e-commerce' for the reference year 2025, pursuant to Regulation (EU) 2019/2152 of the European Parliament and of the Council. The objective of this Regulation is to establish a common framework for the systematic production of Community statistics on the information society.

The report was prepared by Mr. Constantinos Mina Statistics Officer, ICT Surveys Section, under the supervision of Mr. Isidoros Kypridakis, Senior Statistics Officer.

A. SURVEY METHODOLOGY

The survey covers enterprises with 10 or more persons employed in the following statistical codes of economic activities under the classification system NACE Rev.2 (Detailed description in annex):

C	Manufacturing
D	Electricity, Gas, Steam and Air Conditioning Supply
E	Water Supply, Sewerage, Waste Management and Remediation Activities
F	Construction
G	Wholesale and Retail Trade; Repair of motor vehicles and motorcycles
H	Transport and Storage
I	Accommodation and Food Service Activities
J	Information and Communication
L	Real Estate Activities
M	Professional, Scientific and Technical Activities
N	Administrative and Support Service Activities
S	Other Service Activities

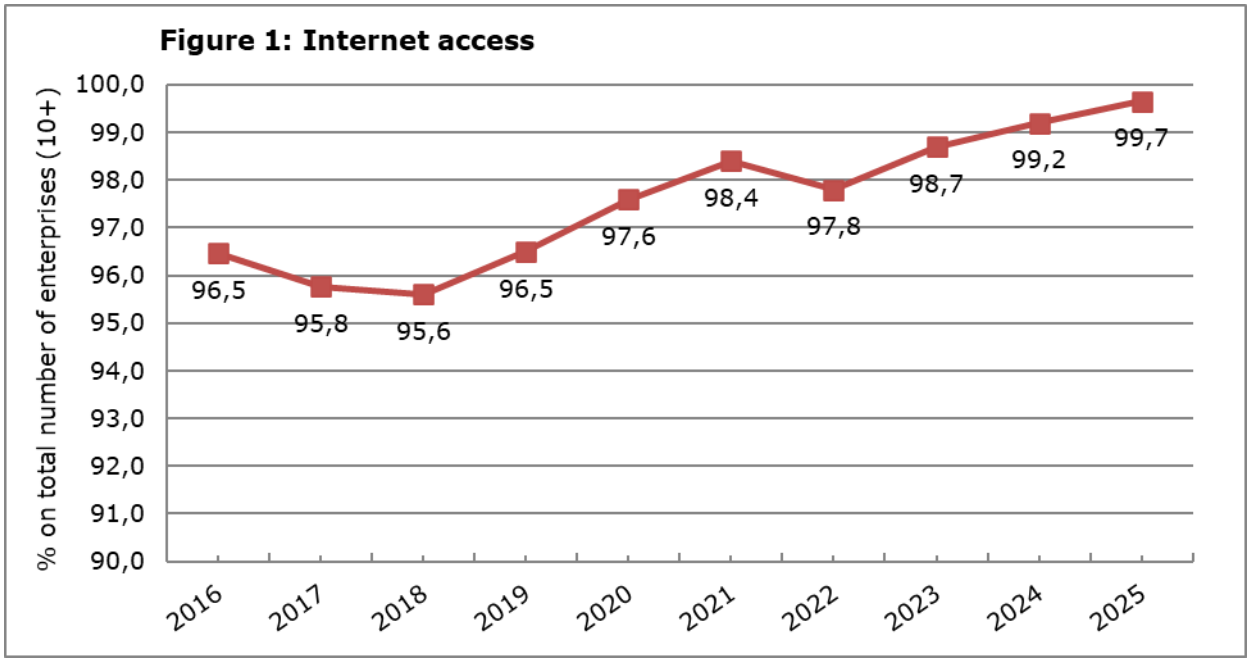
For the year 2025 all of the enterprises with 10 or more persons employed in all the NACE groups defined in the Regulation, were covered (census of enterprises). There were 32 NACE groups and 3 size groups, totaling to 5232 enterprises.

The 32 NACE groups (of economic activities) were the following: 10-12, 13-15, 16-18, 19, 20, 21, 22-23, 24-25, 26, 27, 28, 29-30, 31-33, 35, 36-39, 41-43, 45, 46, 47, 49-53, 55, 56, 58-60, 61, 62-63, 68, 69-71, 72, 73-75, 77-78+80-82, 79 and 95.1. The 3 size groups were: Small enterprises (10-49 persons employed), Medium enterprises (50-249 persons employed) and Large enterprises (250+ persons employed).

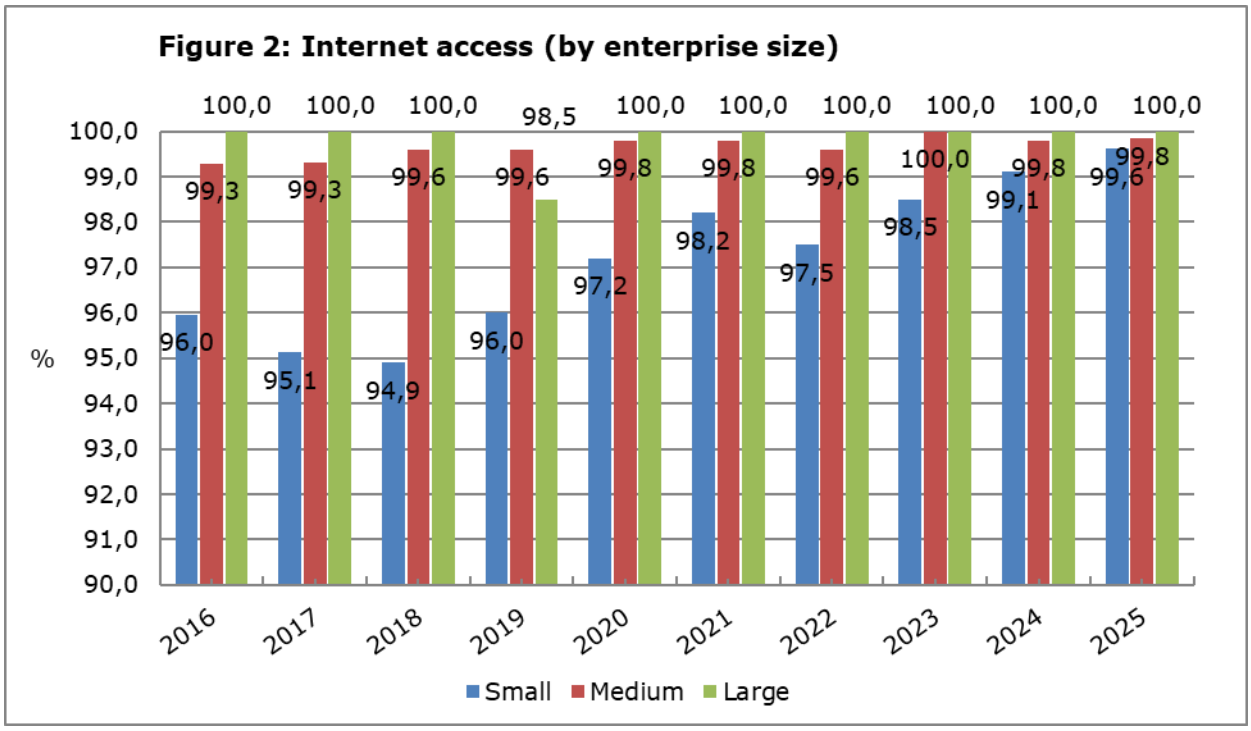
B. MAIN FINDINGS

ACCESS AND USE OF THE INTERNET

Nearly all enterprises in Cyprus employing 10 or more persons have internet access. In 2025, 99,7% of all enterprises had access to the internet compared to 99,2% in 2024. Over the last decade, internet access in Cyprus among enterprises with 10 or more persons employed has consistently exceeded 95,0% (Figure 1).

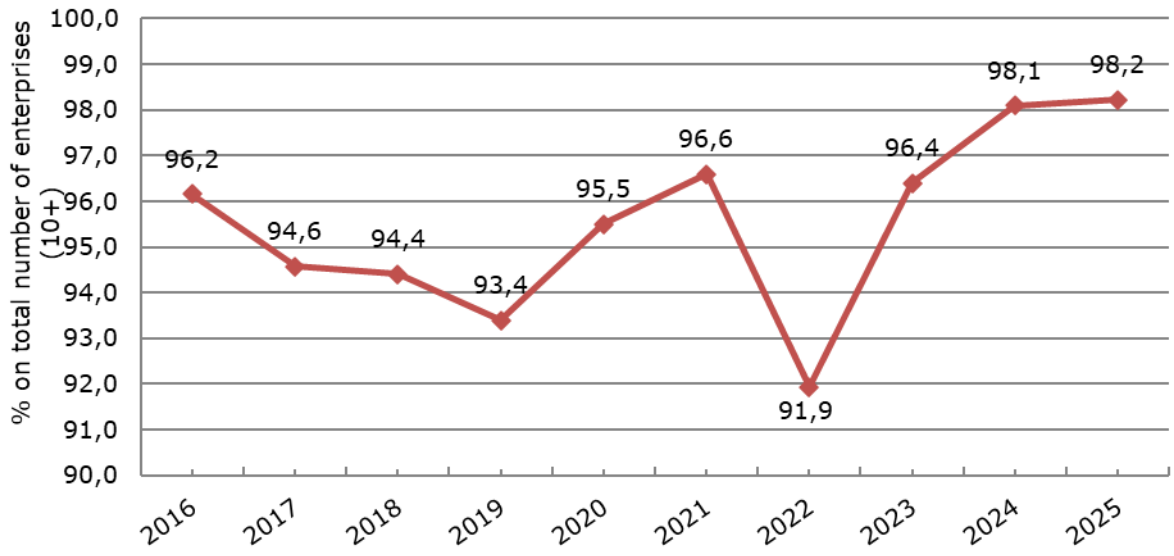


In 2025, all large enterprises (100,0%) have internet access. Medium and small enterprises follow with 99,8% and 99,6% respectively. This suggests that internet access is universal across all enterprises' sizes. For the second year in a row all small, medium and large enterprises have reached internet access over 99,0% (Figure 2).



The use of a fixed line connection to the internet (e.g., ADSL, SDSL, VDSL, fiber optics technology (FTTP), cable technology) has always been predominant among enterprises in Cyprus. Since 2016, more than 90,0% of enterprises with 10 or more persons employed used some type of fixed line connection to the internet. In 2025, 98,2% of enterprises had a fixed broadband connection to the internet compared to 98,1% in 2024 (Figure 3).

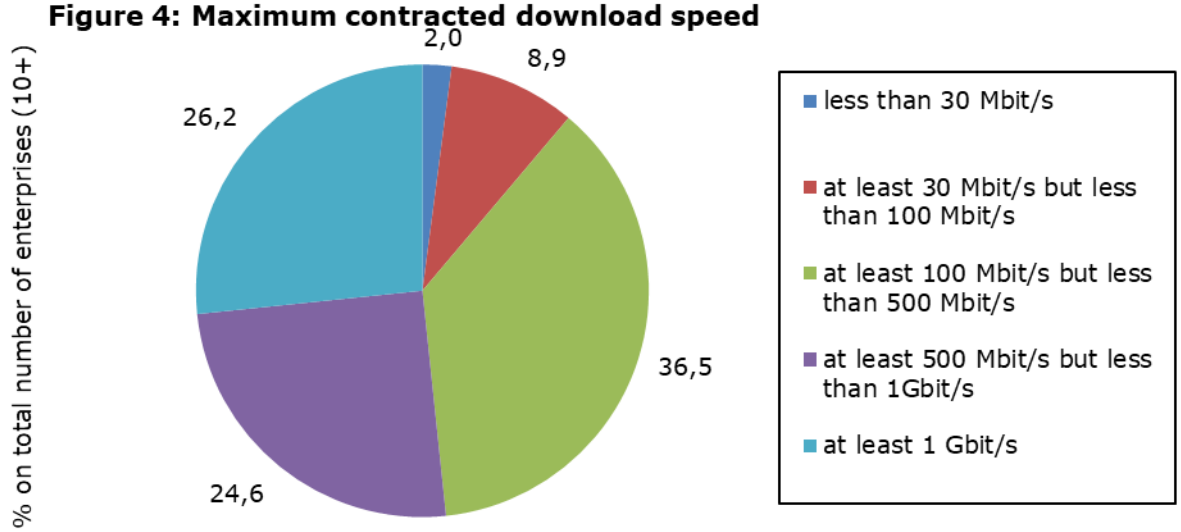
Figure 3: Fixed broadband connection to the internet



In 2025, the most popular contracted download speed among enterprises in Cyprus was at least 100 Mbit/s but less than 500 Mbit/s (36,5% of all enterprises). The second most popular download speed was at least 1 Gbit/s (26,2%), followed by the enterprises with download speeds of at least 500 Mbit/s but less than 1 Gbit/s with 24,6% and of at least 30 Mbit/s but less than 100 Mbit/s with 8,9%. The least favourite download speed was the less than 30 Mbit/s with 2,0% (Figure 4).

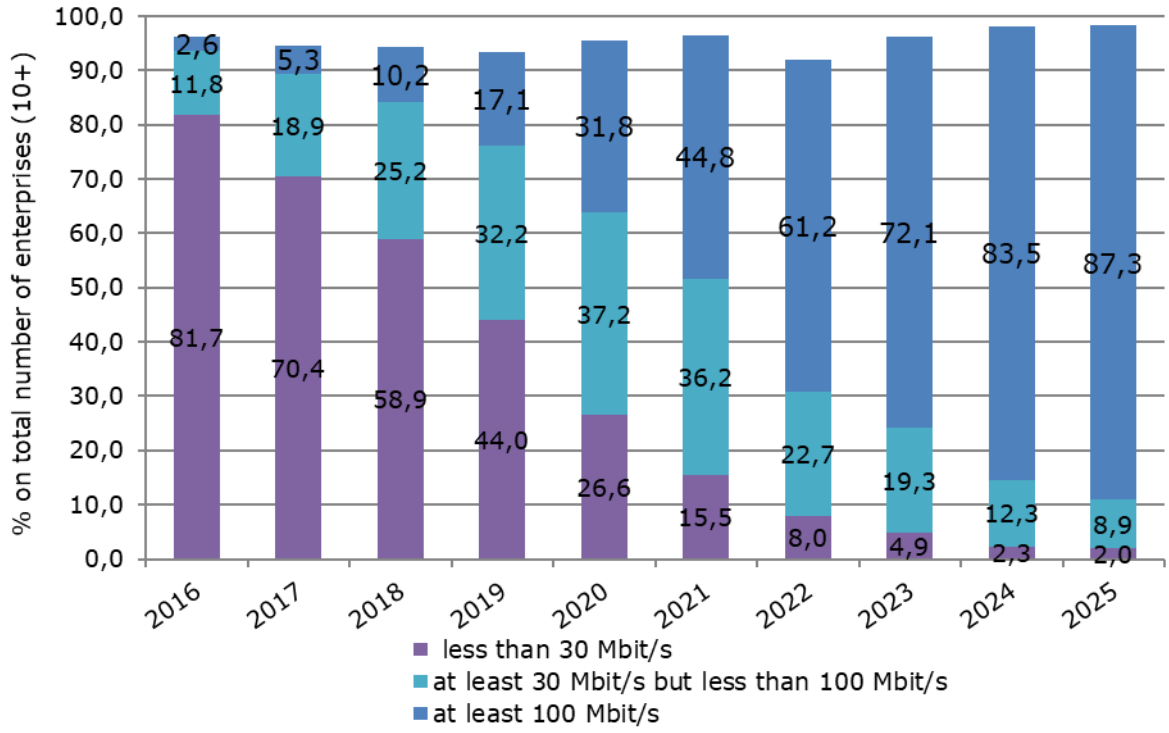
Maximum contracted download speed of the fastest fixed line connection of the enterprise refers to the maximum theoretical speed according to the contractual obligations of the internet provider at which data can be downloaded.

Figure 4: Maximum contracted download speed



Demand for high-speed internet connections has increased significantly over the last years. High speed internet connections (100 Mbit/s or more) are becoming more popular every year. Over the last decade, demand for high-speed internet connections has risen from 2,6% in 2016 to 87,3% in 2025. On the other hand, demand for internet speeds of at least 30 Mbit/s have been dropping constantly from 81,7% in 2016 to 2,0% in 2025. Speeds of at least 30 Mbit/s but less than 100 Mbit/s, rose from 11,8% in 2016 to 37,2% in 2020, and then declined to 8,9% in 2025. This demonstrates a transition period where enterprises upgraded from lower to intermediate speeds before advancing to high-speed internet connections (Figure 5).

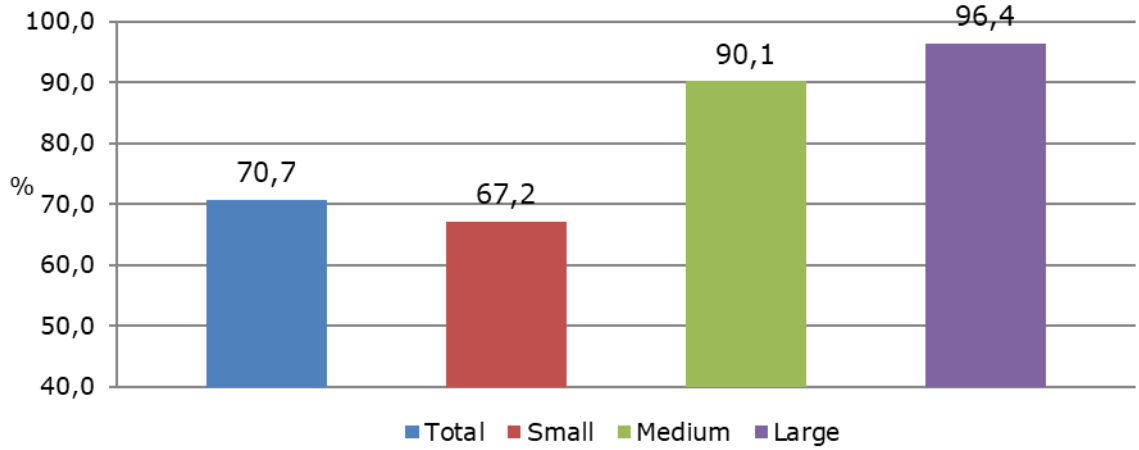
Figure 5: Download speed of fixed internet connection



USE OF A WEBSITE

In 2025, 70,7% of all enterprises (10+) have a website. Almost all large enterprises have a website (96,4%). In medium and small enterprises that percentage is 90,1% and 67,2% respectively (Figure 6).

Figure 6: Website

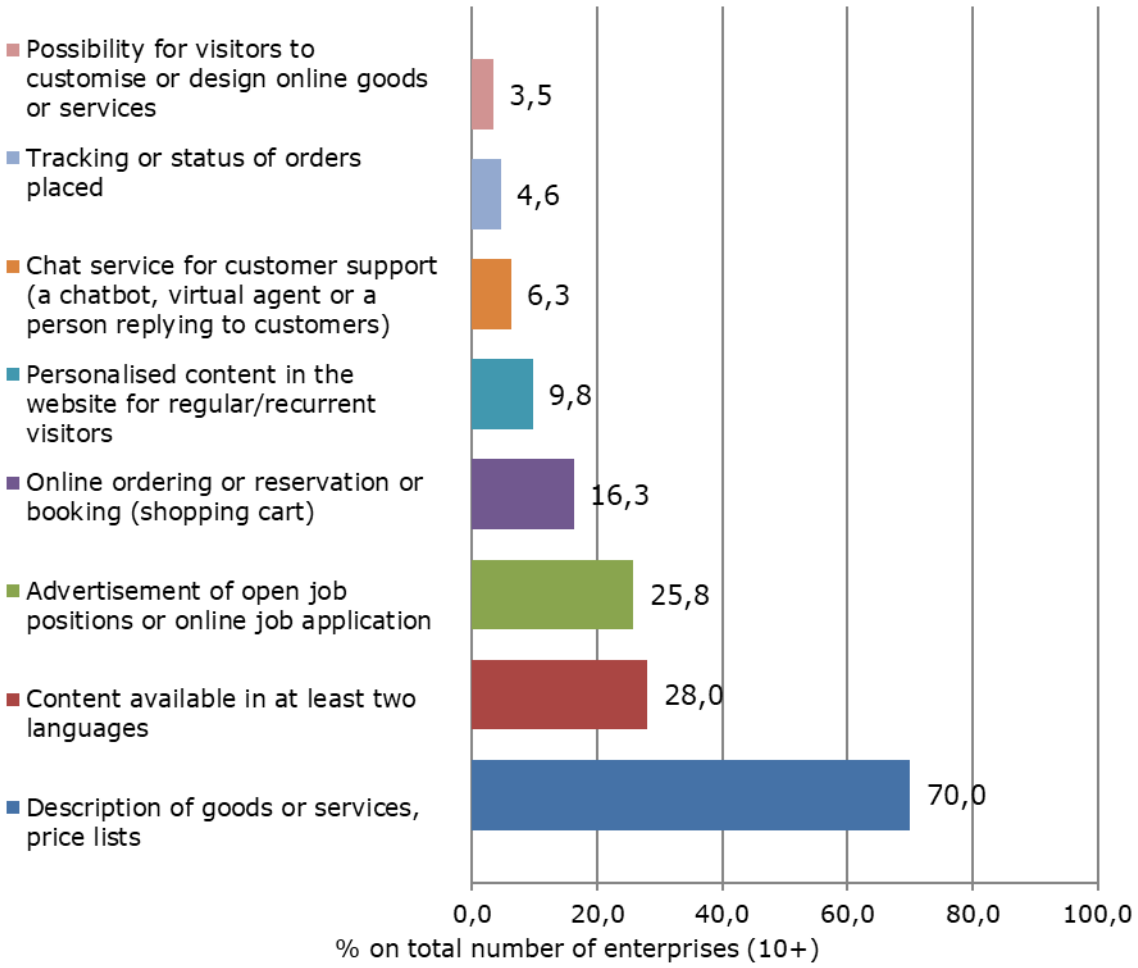


Among the facilities provided by enterprises through their website, the most common is the description of goods or services and price lists (provided by 70,0% of enterprises). 28,0% of enterprises have website content available in at least two languages and 25,8% advertise open job positions or offer online job application facilities (Figure 7).

16,3% of enterprises, offer to their customers the option for online ordering or reservation and 9,8% offer the option for personalized content for regular / recurrent visitors (Figure 7).

6,3% of enterprises offer chat service facilities for customer support (chatbot, virtual agent etc.), tracking or status of orders facilities and online customization or design of goods and services are offered by the 4,6% and 3,5% of enterprises respectively (Figure 7).

Figure 7: Website facilities

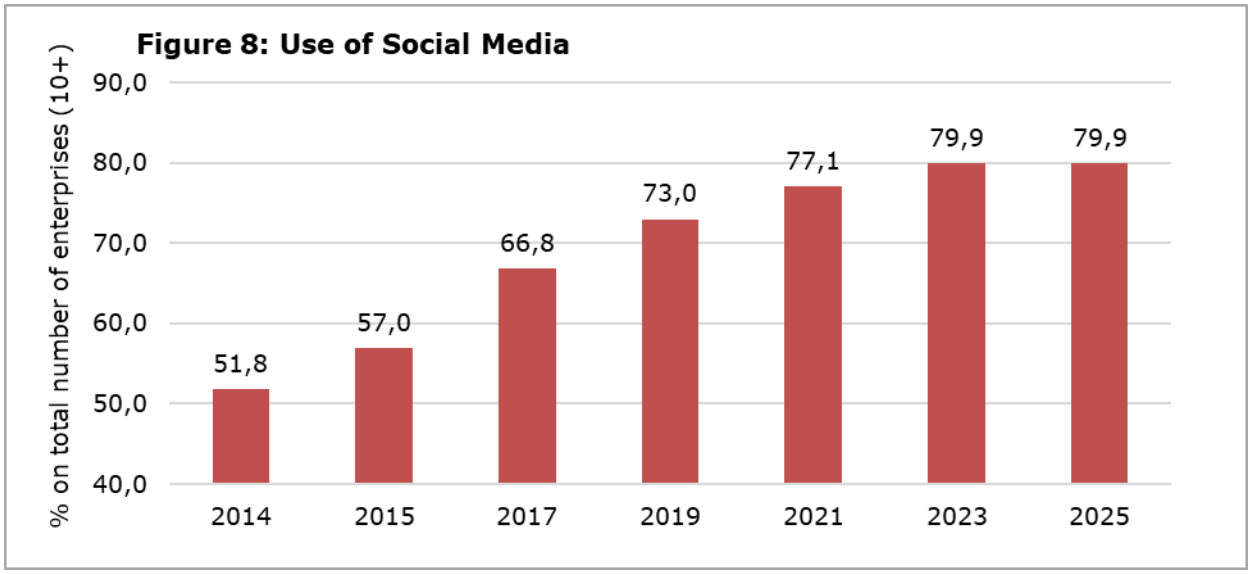


USE OF SOCIAL MEDIA

Enterprises using social media are considered those that have a user profile, an account for business purposes or a user license depending on the requirements and the type of the social media. It is not necessary that enterprises are active on their social media account. They might just provide basic information like location, products, services etc.

The use of social media among enterprises has grown significantly over the past decade, rising from 51,8% in 2014 to 79,9% in 2023. This steady upward trend highlights the increasing importance of social media as a business tool for communication, marketing, and customer engagement. The growth was most pronounced between 2014 and 2019, when usage rose by over 20 percentage points. However, after 2021, the rate of increase slowed, indicating that social media adoption among enterprises has reached a maturity stage, with nearly four out of five enterprises now active on social network platforms.

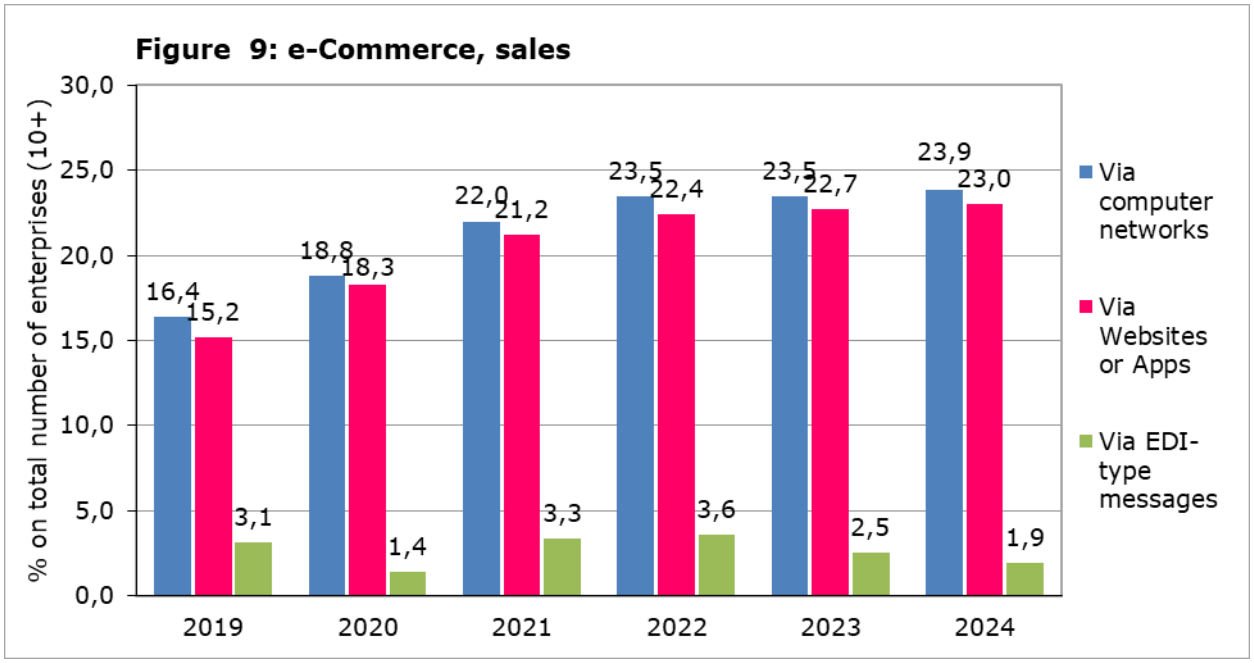
For 2025, the figure remains stable at 79,9% of all enterprises with 10 or more employed persons (Figure 8).



E-COMMERCE

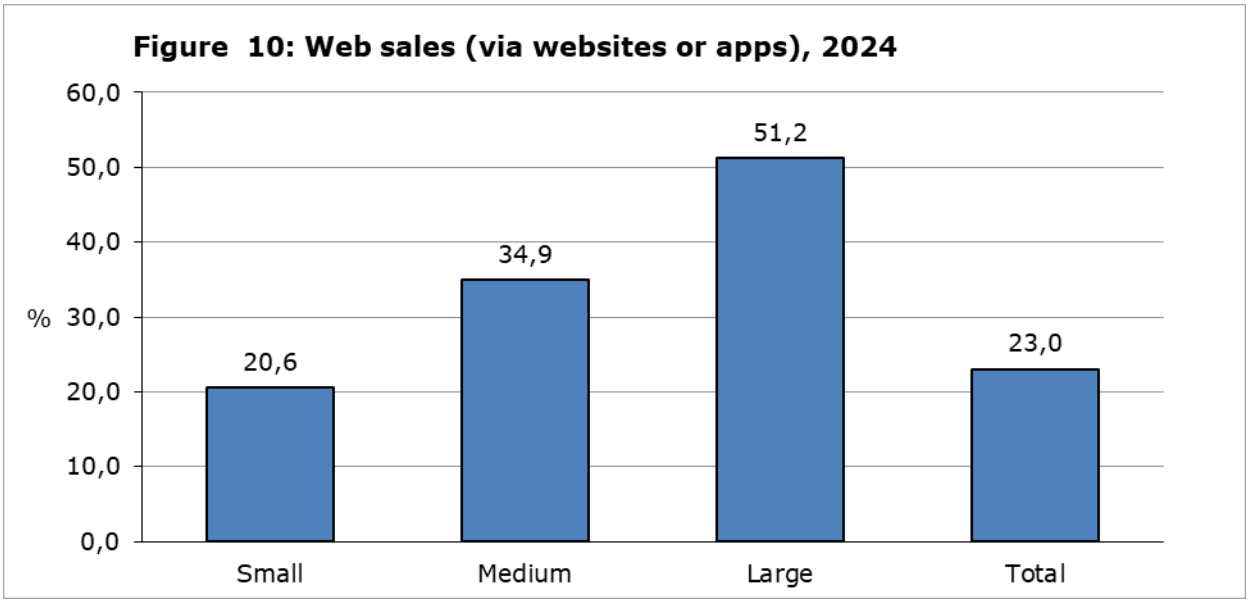
During 2024, 23,9% of the enterprises received orders via computer networks - web sites, apps or EDI (Electronic Data Interchange) type messages excluding manually typed e-mails. 23,0% of enterprises received orders via websites or "apps" and 1,9% via EDI (Electronic Data Interchange) type messages. The corresponding percentages for 2023 were 23,5%, 22,7% and 2,5% respectively (Figure 9).

When it comes to E-Commerce it is clear that sales via websites or "apps" are clearly the choice of enterprises compared to e-commerce via EDI-type messages.

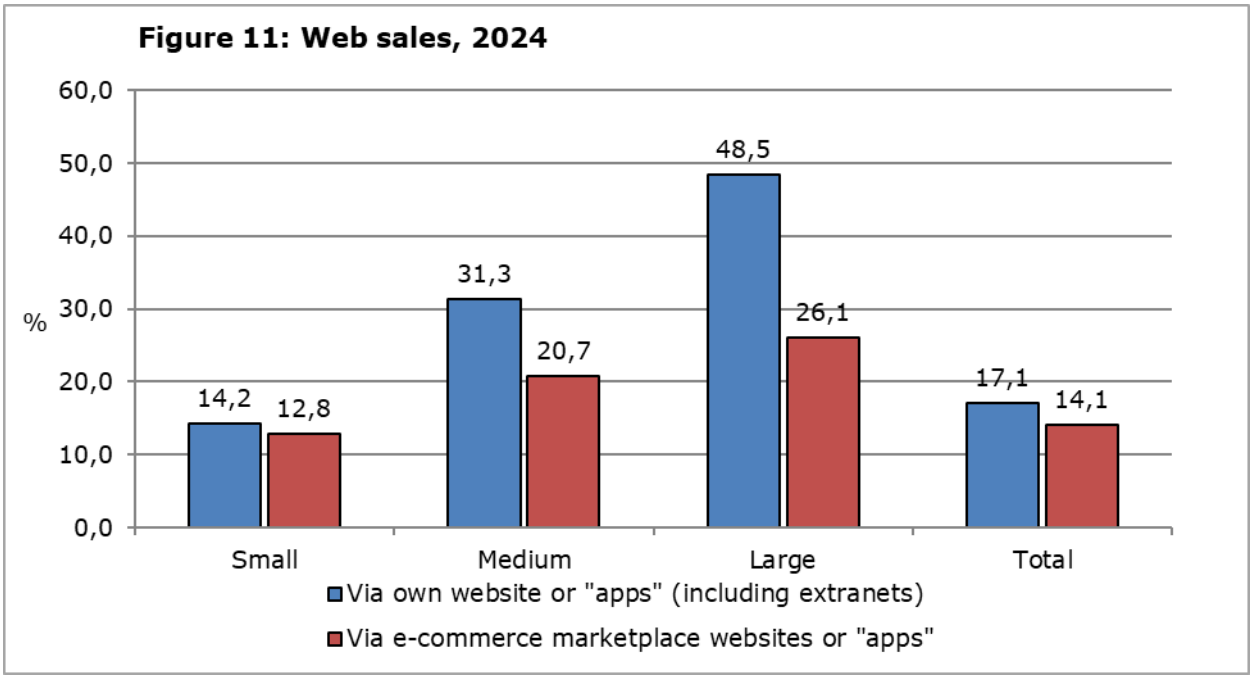


WEB-SALES (VIA WEBSITES OR APPS)

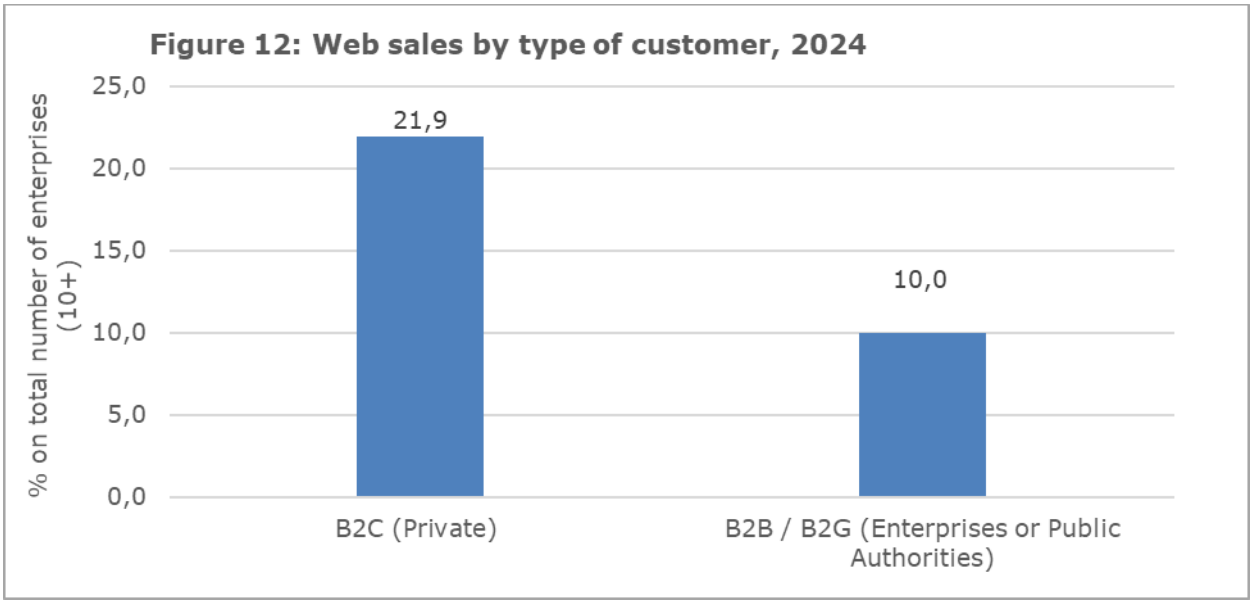
Web-sales cover all orders, bookings and reservations placed by customers via websites or apps of the enterprise or via e-commerce marketplace websites or apps used by several enterprises for trading goods and services. 23,0% of all enterprises had web sales during 2024. One out of five small enterprises (20,6%) received orders via websites or apps during 2024. In medium size enterprises that percentage reached 34,9% and in large 51,2% (Figure 10).



17,1% of enterprises received orders for goods and services via the enterprise's own websites or apps while 14,1% received orders via e-commerce marketplace websites or apps used by several enterprises for trading products. For large enterprises that percentage reaches 48,5% and 26,1% respectively (Figure 11).

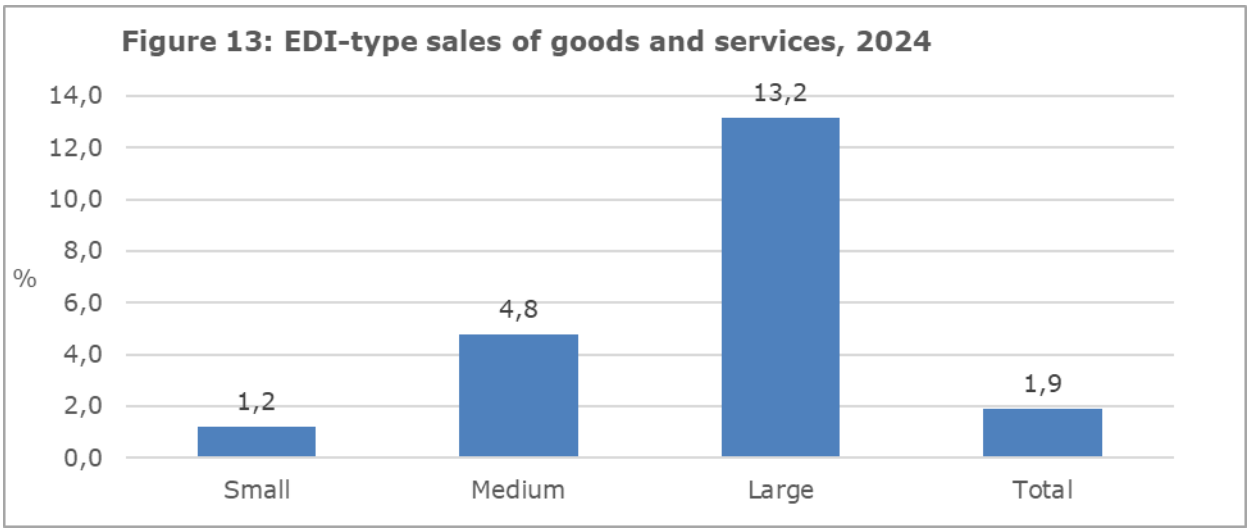


21,9% of enterprises received orders via websites or "apps" from private customers compared to 10,0% of enterprises which received orders from other businesses and/or from the government (Figure 12).



EDI-TYPE SALES

EDI-type sales refer to orders placed by customers via EDI-type messages (Electronic Data Interchange). During 2024, only 1,9% of all enterprises received orders via EDI-type messages. In large enterprises that percentage was 13,2%, in medium 4,8% and in small 1,2% (Figure 13).



DATA UTILISATION AND ANALYTICS

Data utilization and analytics refers to the use of data by enterprises in various business processes. All activities that are carried out electronically (over the internet) produce data, resulting in an increasingly digital, data-intensive business environment. Enterprises have to deal with immense data flows of complex structured or unstructured data, often updated in real time. Using the available information (data) allows enterprises to create value from the data and gain a competitive advantage.

Enterprise Resource Planning (ERP) consists of one or more sets of software applications that integrate information and processes across the several business functions within an enterprise (e.g. accounting, planning, production, marketing). 41,0% of enterprises use an ERP software (Figure 14).

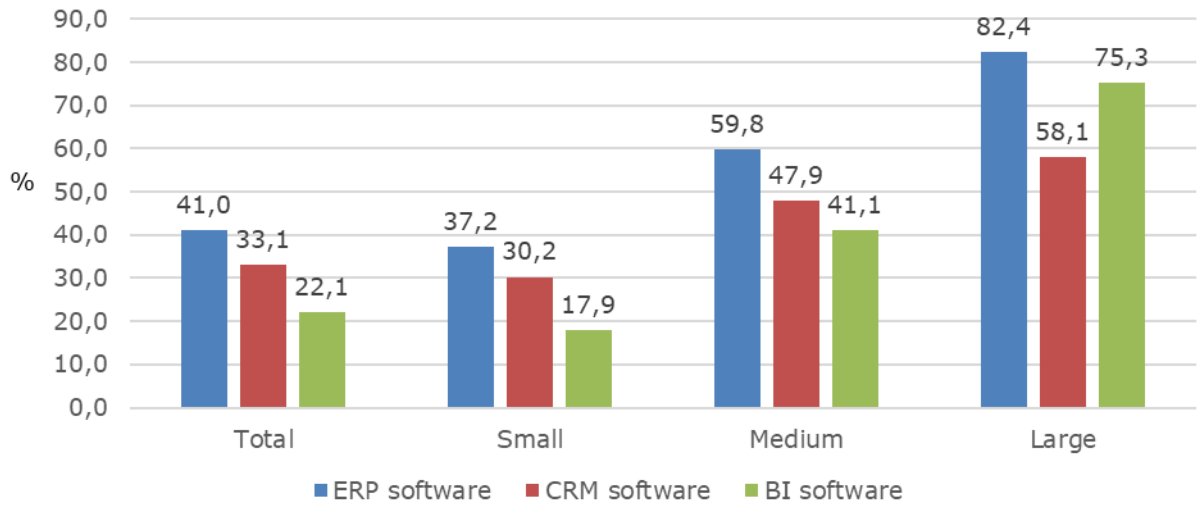
Customer Relationship Management (CRM) refers to any software application for managing customer information. CRM collects customer information derived from different channels, integrates it in one

database, processes and analyses information related to the customers. The customer is at the center of the business activity. 33,1% of all enterprises in Cyprus use a CRM software (Figure 14).

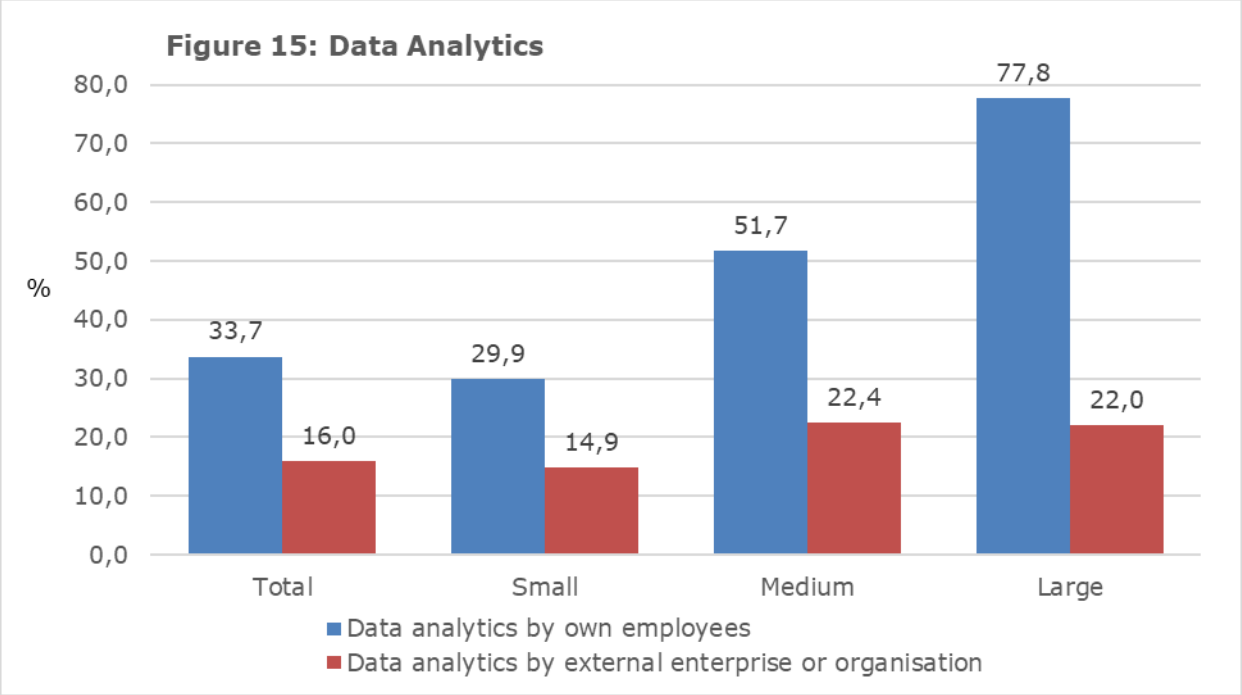
Business Intelligence (BI) software accesses and analyses data (e.g. from data warehouses, data lakes) from internal IT systems and external sources and presents analytical findings in reports, summaries, dashboards, graphs, charts and maps, to provide users with detailed insights for decision-making and strategic planning. 22,1% of all enterprises use BI software (Figure 14).

There seems to be a connection between the size of enterprise and the use of any kind of business software (ERP, CRM or a BI software). In small enterprises, ERP, CRM and BI software is used by 37,2%, 30,2% and 17,9% respectively. In medium enterprises that percentages rise to 59,8%, 47,9% and 41,1%, while in large enterprises that figures increase to 82,4%, 58,1%, and 75,3% respectively. The larger the enterprise is, the most likely is to be using any kind of business software (Figure 14).

Figure 14: Use of Business Software



33,7% of all enterprises declared that the enterprise's own employees perform data analytics on any data source, internal (from enterprises' own information systems, sensors, smart meters, own websites or social media) or external data (from other enterprises, government authorities or publicly available data from websites or social media). 16,0% of enterprises choose to hire a service provider (external enterprise or organization) to perform data analytics on their behalf rather than doing so themselves (Figure 15).

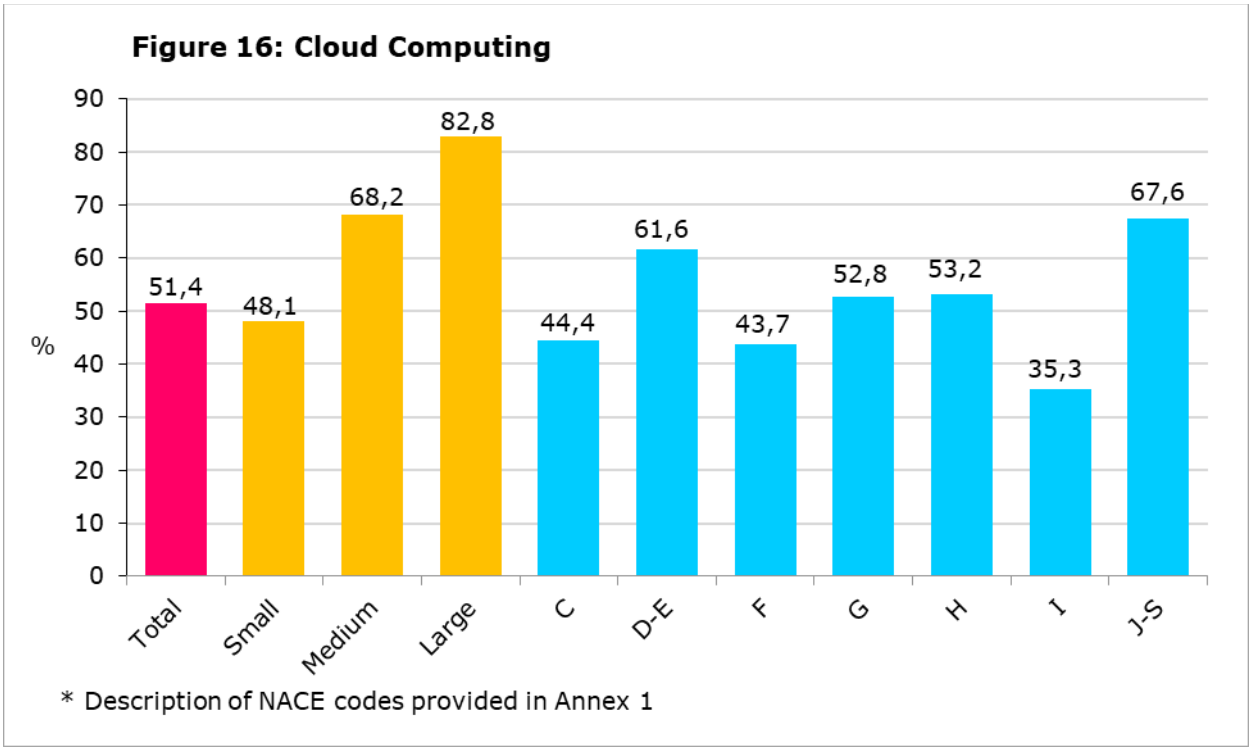


USE OF CLOUD COMPUTING SERVICES

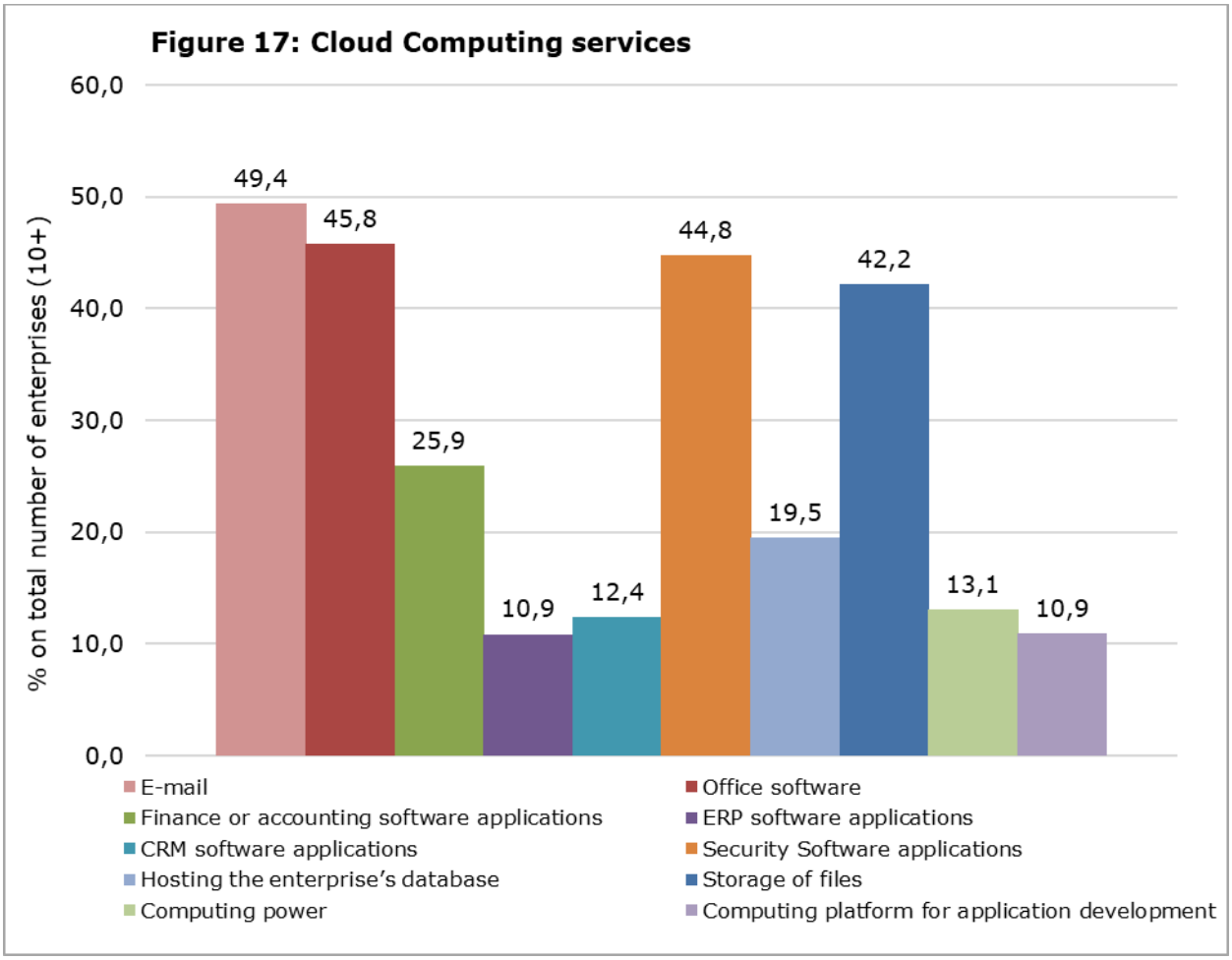
Cloud computing refers to ICT services that are used over the Internet to access software, computing power, storage capacity, etc.
The above-mentioned services have all of the following characteristics:

- can be delivered from servers of service providers
- can be easily scaled up or down (e.g. number of users or change of storage capacity)
- can be used on-demand by the user, at least after the initial set up (without human interaction with the service provider)
- are paid for, either per user, by capacity used, or they are pre-paid.

51,4% of enterprises use paid cloud computing services during 2025. 82,8% of large enterprises, 68,2% of medium enterprises and 48,1% of small enterprises bought cloud computing services in 2025. 67,6% of enterprises belonging in NACE rev.2 Groups J-S (Information and Communication, Real Estate, Professional, Scientific and Technical activities, Administrative and support service activities and Other Service activities) use cloud computing. Electricity and Water Supply, Sewerage, Waste management and Remediation activities (NACE rev.2 Groups D-E) follow with 61,6% and Transportation and Storage (NACE rev.2 Group H) with 53,2% (Figure 16).



The main use of cloud computing services in enterprises is E-mail (e.g. Email Enterprise, Microsoft Exchange Online / Office 365, etc.) as a cloud computing service (49,4%). Office software (e.g. word processors, spreadsheets (e.g. Microsoft Office Cloud), etc.) is second (45,8%). Security Software applications (e.g. antivirus program, network access control) is third (44,8%) and storage of files (e.g. Dropbox, Amazon S3, EMC Mozy, Acronis Online, Diino, etc.) is fourth (42,2%). Finance or accounting software applications, hosting of enterprises database, computing power to run the enterprise's own software, CRM software applications, ERP software applications and computing platform providing a hosted environment for application development, testing or deployment follow (Figure 17).



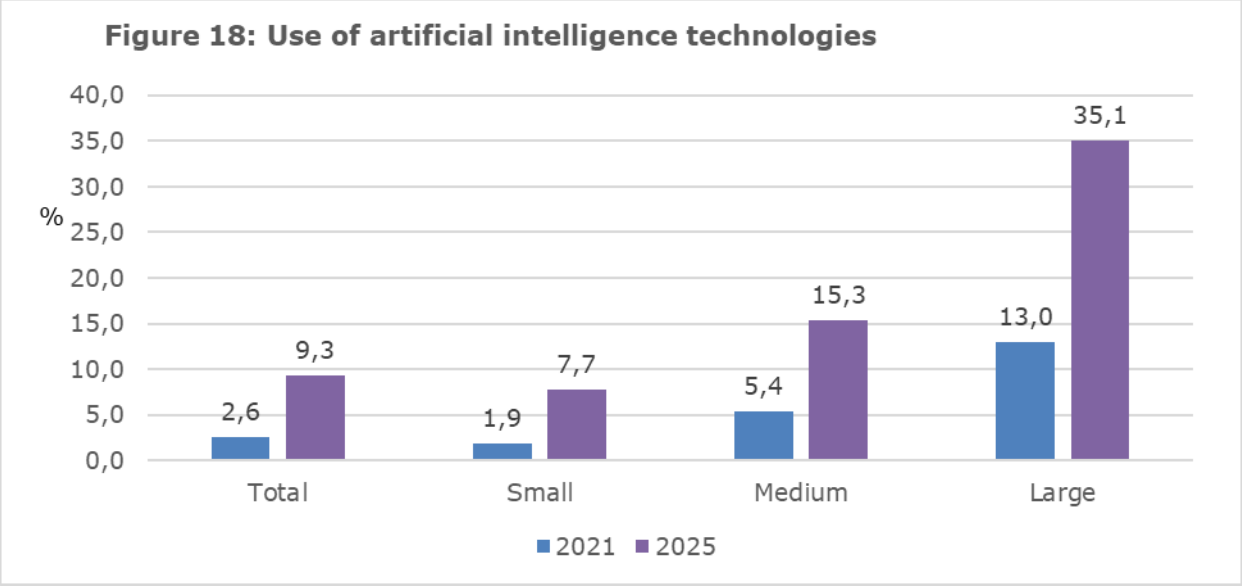
ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) refers to systems that use technologies such as text mining, computer vision, speech recognition, natural language generation, machine learning, deep learning to gather and/or use data to predict, recommend or decide, with varying levels of autonomy, the best action to achieve specific goals.

Artificial intelligence systems can be software-based systems like chatbots and business virtual assistants, face recognition systems, speech recognition systems, machine translation software, or can be embedded in devices like autonomous robots for warehouse automation or production assembly works, autonomous drones for production surveillance or parcel handling, etc.

During 2025, in Cyprus 9,3% of all enterprises used some kind of Artificial Intelligence technologies. 35,1% of large size enterprises use AI, 15,3% of medium enterprises and 7,7% of small enterprises (Figure 18).

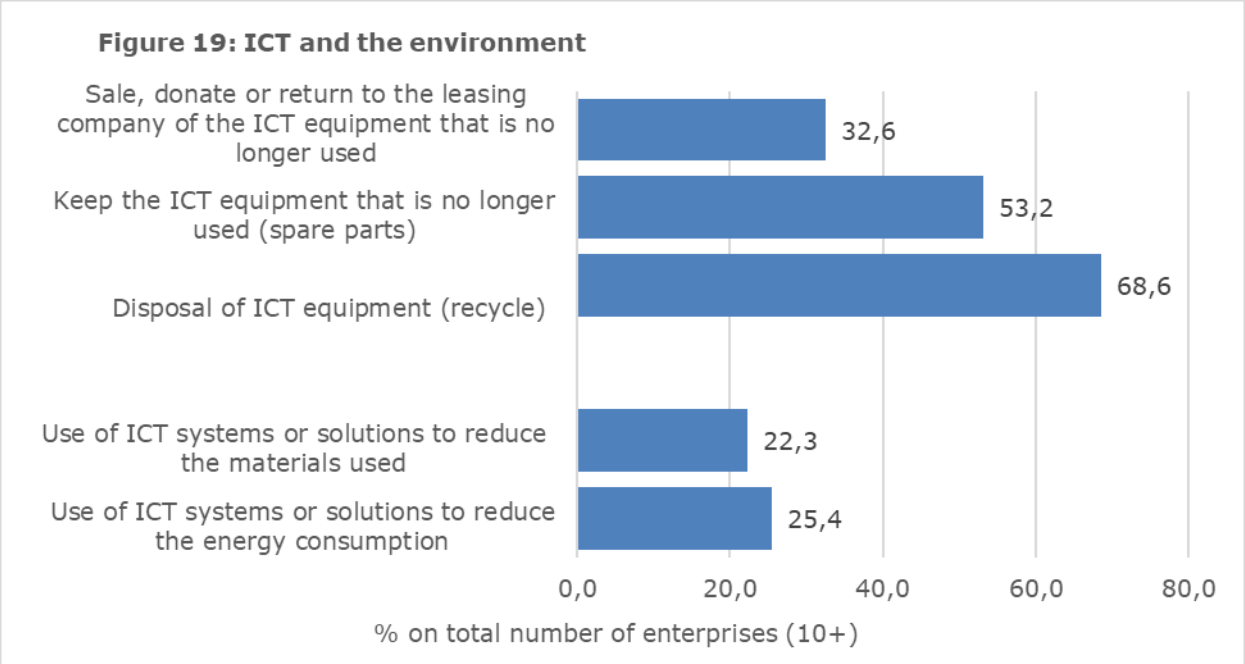
The adoption of AI technologies is growing steadily across enterprises of all sizes. Compared to 2021, when the use of AI technologies was first measured, the use of AI by large enterprises has risen from 13% to 35,1% in 2025. The use of AI technologies by medium-sized enterprises has increased from 5,4% in 2021 to 15,3% in 2025. In small enterprises that percentage rose from 1,9% in 2021 to 7,7% in 2025 (Figure 18).



ICT AND THE ENVIRONMENT

ICT and the environment, refers to the enterprises' environmentally friendly procedures. 25,4% of enterprises use ICT systems or solutions to reduce energy consumption and 22,3% to reduce the use of materials (enhance use of recycled materials - including consumables) (Figure 19).

ICT equipment (e.g. computers, monitors) that is no longer used, is disposed in an electronic waste collection/recycling facility by 68,6% of enterprises, is kept in the enterprise (for spare parts) by 53,2% and is sold, returned to a leasing enterprise, or donated by 32,6% (Figure 19).



Annex
Description of Economic Activity Codes included in the Survey (NACERev.2)

C	**MANUFACTURING**
C10	MANUFACTURE OF FOOD PRODUCTS
C11	MANUFACTURE OF BEVERAGES
C12	MANUFACTURE OF TOBACCO PRODUCTS
C13	MANUFACTURE OF TEXTILES
C14	MANUFACTURE OF WEARING APPAREL
C15	MANUFACTURE OF LEATHER AND RELATED PRODUCTS
C16	MANUFACTURE OF WOOD AND OF PRODUCTS OF WOOD AND CORK, EXCEPT FURNITURE; MANUFACTURE OF ARTICLES OF STRAW AND PLAITING MATERIALS
C17	MANUFACTURE OF PAPER AND PAPER PRODUCTS
C18	PRINTING AND REPRODUCTION OF RECORDED MEDIA
C19	MANUFACTURE OF COKE AND REFINED PETROLEUM PRODUCTS
C20	MANUFACTURE OF CHEMICALS AND CHEMICAL PRODUCTS
C21	MANUFACTURE OF BASIC PHARMACEUTICAL PRODUCTS AND PHARMACEUTICAL PREPARATIONS
C22	MANUFACTURE OF RUBBER AND PLASTIC PRODUCTS
C23	MANUFACTURE OF OTHER NON- METALLIC MINERAL PRODUCTS
C24	MANUFACTURE OF BASIC METALS
C25	MANUFACTURE OF FABRICATED METAL PRODUCTS, EXCEPT MACHINERY AND EQUIPMENT
C26	MANUFACTURE OF COMPUTER, ELECTRONIC AND OPTICAL PRODUCTS
C27	MANUFACTURE OF ELECTRICAL EQUIPMENT
C28	MANUFACTURE OF MACHINERY AND EQUIPMENT N.E.C.
C29	MANUFACTURE OF MOTOR VEHICLES, TRAILERS AND SEMI-TRAILERS
C30	MANUFACTURE OF OTHER TRANSPORT EQUIPMENT
C31	MANUFACTURE OF FURNITURE
C32	OTHER MANUFACTURING
C33	REPAIR AND INSTALLATION OF MACHINERY AND EQUIPMENT
D	**ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY**
D35	ELECTRICITY, GAS, STEAM AND AIR CONDITIONING SUPPLY
E	**WATER SUPPLY; SEWERAGE, WASTE MANAGEMENT AND REMEDIATION ACTIVITIES**
E36	WATER COLLECTION, TREATMENT AND SUPPLY
E37	SEWERAGE
E38	WASTE COLLECTION, TREATMENT AND DISPOSAL ACTIVITIES; MATERIALS RECOVERY
E39	REMEDATION ACTIVITIES AND OTHER WASTE MANAGEMENT SERVICES
F	**CONSTRUCTION**
F41	CONSTRUCTION OF BUILDINGS
F42	CIVIL ENGINEERING
F43	SPECIALIZED CONSTRUCTION ACTIVITIES
G	**WHOLESALE AND RETAIL TRADE; REPAIR OF MOTOR VEHICLES AND MOTORCYCLES**
G45	WHOLESALE AND RETAIL TRADE AND REPAIR OF MOTOR VEHICLES AND MOTORCYCLES
G46	WHOLESALE TRADE, EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES
G47	RETAIL TRADE, EXCEPT OF MOTOR VEHICLES AND MOTORCYCLES
H	**TRANSPORT, STORAGE AND COMMUNICATION**
H49	LAND TRANSPORT AND TRANSPORT VIA PIPELINES

H50 WATER TRANSPORT
H51 AIR TRANSPORT
H52 WAREHOUSING AND SUPPORT ACTIVITIES FOR TRANSPORTATION
H53 POSTAL AND COURIER ACTIVITIES

I ACCOMMODATION AND FOOD SERVICE ACTIVITIES
I55 ACCOMMODATION
I56 FOOD AND BEVERAGE SERVICE ACTIVITIES

J INFORMATION AND COMMUNICATION
J58 PUBLISHING ACTIVITIES
J59 MOTION PICTURE, VIDEO AND TELEVISION PROGRAMME PRODUCTION, SOUND RECORDING AND MUSIC PUBLISHING
J60 PROGRAMMING AND BROADCASTING ACTIVITIES
J61 TELECOMMUNICATIONS
J62 COMPUTER PROGRAMMING, CONSULTANCY AND RELATED ACTIVITIES
J63 INFORMATION SERVICE ACTIVITIES

L REAL ESTATE ACTIVITIES
L68 REAL ESTATE ACTIVITIES

M PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES
M69 LEGAL AND ACCOUNTING ACTIVITIES
M70 ACTIVITIES OF HEAD OFFICES; MANAGEMENT CONSULTANCY ACTIVITIES
M71 ARCHITECTURAL AND ENGINEERING ACTIVITIES; TECHNICAL TESTING AND ANALYSIS
M72 SCIENTIFIC RESEARCH AND DEVELOPMENT
M73 ADVERTISING AND MARKET RESEARCH
M74 OTHER PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES
M75 VETERINARY ACTIVITIES

N ADMINISTRATIVE AND SUPPORT SERVICE ACTIVITIES
N77 RENTAL AND LEASING ACTIVITIES
N78 EMPLOYMENT ACTIVITIES
N79 TRAVEL AGENCY, TOUR OPERATOR RESERVATION SERVICE AND RELATED ACTIVITIES
N80 SECURITY AND INVESTIGATION ACTIVITIES
N81 SERVICES TO BUILDINGS AND LANDSCAPE ACTIVITIES
N82 OFFICE ADMINISTRATIVE, OFFICE SUPPORT AND OTHER BUSINESS SUPPORT ACTIVITIES

S OTHER SERVICE ACTIVITIES
S951 REPAIR OF COMPUTERS AND PERSONAL AND COMMUNICATION EQUIPMENT