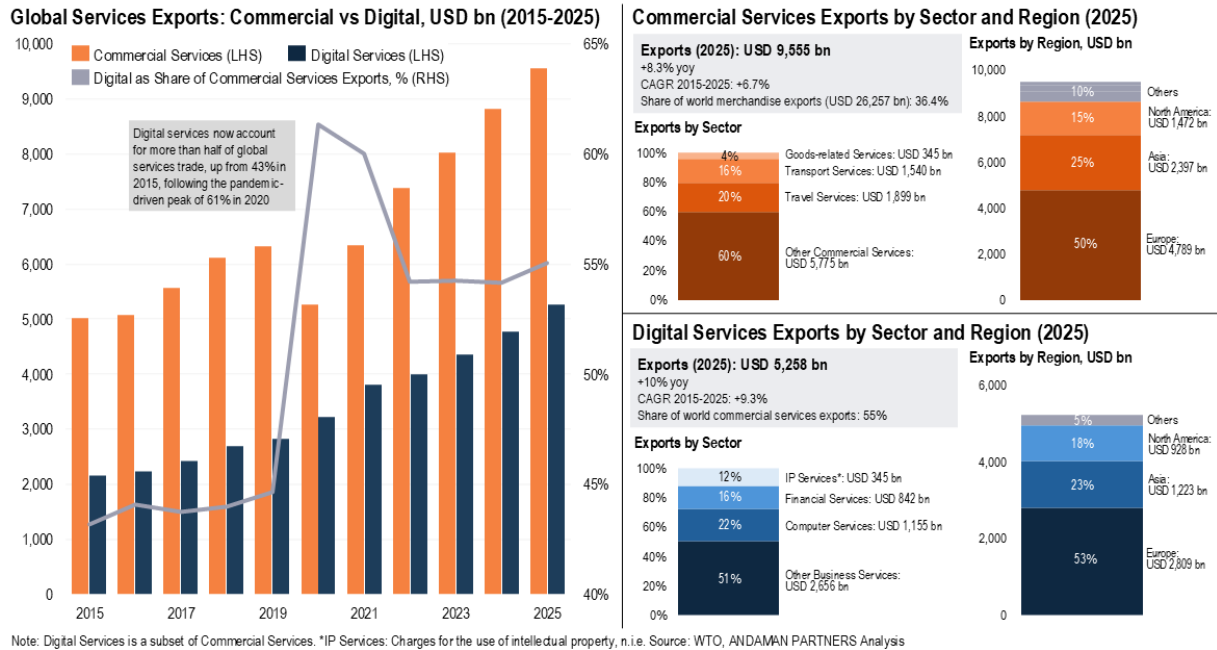


Global Services Trade Is Shifting Decisively Toward Digital Delivery

Digitally delivered services now account for more than half of global services exports, outpacing traditional sectors and reshaping the structure of trade.



Global services trade continues to expand, reaching USD 9.6 trillion in exports in 2025, but the composition of that growth has shifted decisively. Digitally delivered services now account for 55% of global services trade, up from around 43% in 2015, despite a temporary spike to over 60% in 2020 driven by the COVID pandemic. While traditional segments such as travel (USD 1.9 trillion) and transport (USD 1.5 trillion) remain substantial, they are no longer the primary engines of growth.

Instead, expansion is increasingly concentrated in digitally delivered categories. Digital services exports reached USD 5.3 trillion in 2025, growing faster than overall services and now dominating the global landscape. Within this, business services account for over half of digital trade, followed by computer and financial services, highlighting the shift toward high-value, knowledge-intensive activities.

Regionally, Europe remains the largest exporter in both segments, but digital trade is more evenly distributed, with Asia accounting for nearly a quarter of global exports. The result is a services economy that is less dependent on physical movement and increasingly defined by cross-border data, expertise, and intangible value flows.



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April 2026

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