

Webinar on Measurement of the Digital Economy and Trade in Latin America and the Caribbean

Data on marketplace traffic to measure domestic and cross-border e-commerce

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Criteria and definitions

- “Marketplace” or “platform”: a website that **facilitates trades** between **multiple buyers and sellers**:
 - Transactional (e.g., Mercado Libre, Amazon)
 - Non-transactional and classified ads (e.g., OLX)
 - Does not consider single-seller online stores (e.g., Nike.com)
- Goods-only or goods+services (**excluding services-only**)
- **B2C or C2C** marketplaces
- Data on **traffic and marketplace characteristics**:
 - Number of visitors at the url level
 - Type of products offered in the marketplace
 - Geographical scope
 - Visitor country of origin

Criteria and definitions

- Crucial aspect of the data: **only “local” marketplaces are included**
- A marketplace is “local” if it has a “country focus”, i.e. targeting a specific market:
 - Country-specific url or webpage: [mercadolibre.com.ar](https://www.mercadolibre.com.ar), [amazon.com.mx](https://www.amazon.com.mx), brasil.craigslist.com
 - Country-specific subdomain: cardealpage.com/chile, coches-usados.net/colombia
- Global marketplaces without a country focus are excluded:
 - Amazon.com
 - Aliexpress.com
 - Etsy.com
- Limitation: many e-commerce users in LAC buy from these global marketplaces
 - 53% of consumers in Brazil chose AliExpress as the most trusted e-commerce brand (Statista)
 - Amazon global is the 6th most visited website in Peru (Euromonitor)

Data collection

- Final dataset is a combination of commercially available data + collection of free data

- Two-stage data collection process:

- 1. Mapping and identification of relevant marketplaces**

- [CMI Global Marketplace Outlook](#) dataset
- LAC online platforms dataset by *insight2impact*
- Eyeballing and manual inspection to check for missing relevant marketplaces

- 2. Data about traffic and marketplace characteristics**

- Traffic data from [Similarweb](#): estimates of total traffic from real time data about the online browsing behavior of consumer panels
- Manual collection of marketplace characteristics by the [CMI](#)
- URL registration date from [simplywhois.com](#) and [domaintools.com](#)

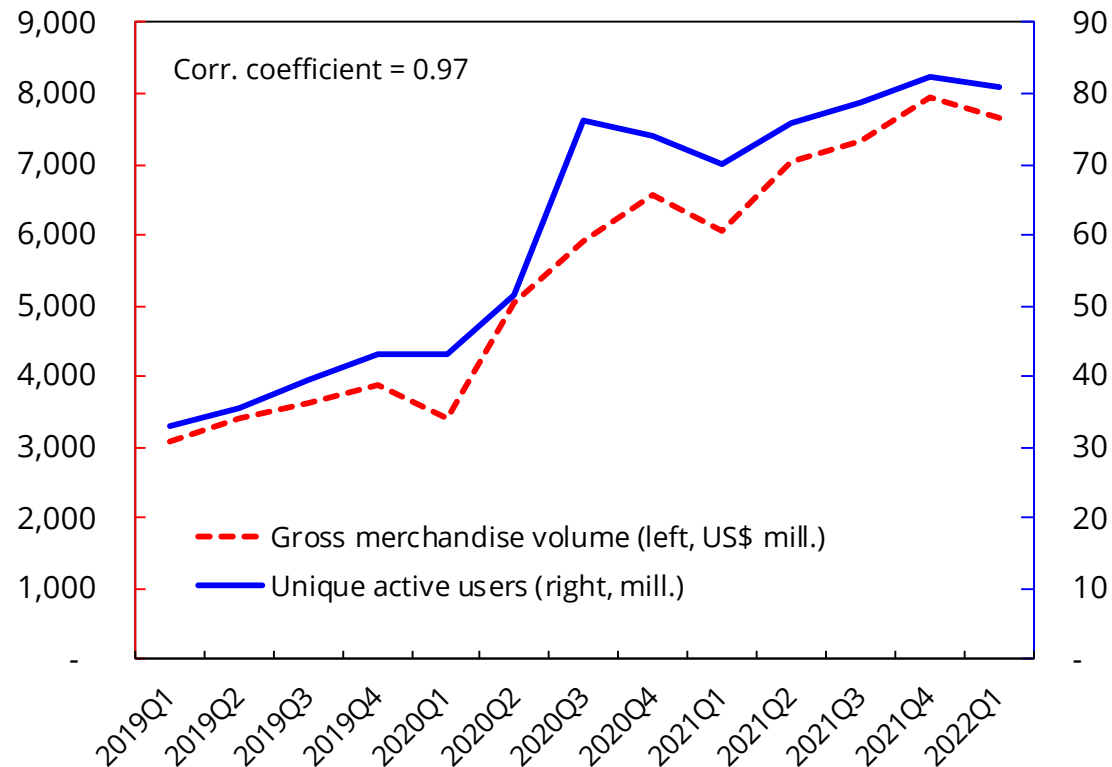
The data

- Data on **893 B2C or C2C online marketplaces** in the LAC region active by August 2022
- Marketplaces account for **2,876 websites (URLs)**
- Daily traffic data from **January 2019 to December 2021**

The data

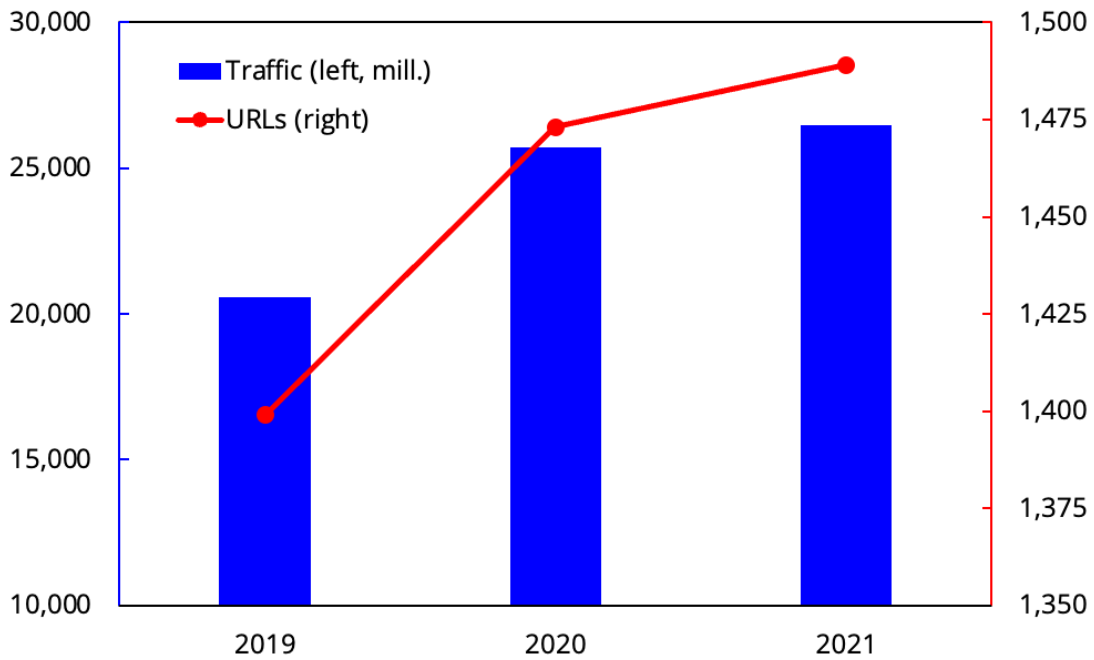
- Concern: traffic vs. sales

Unique active users and gross merchandise volume, Mercado Libre, 2019-Q1 – 2022-Q1



Results: evolution of marketplace traffic

Evolution of marketplace traffic and number of websites, LAC, 2019-2021



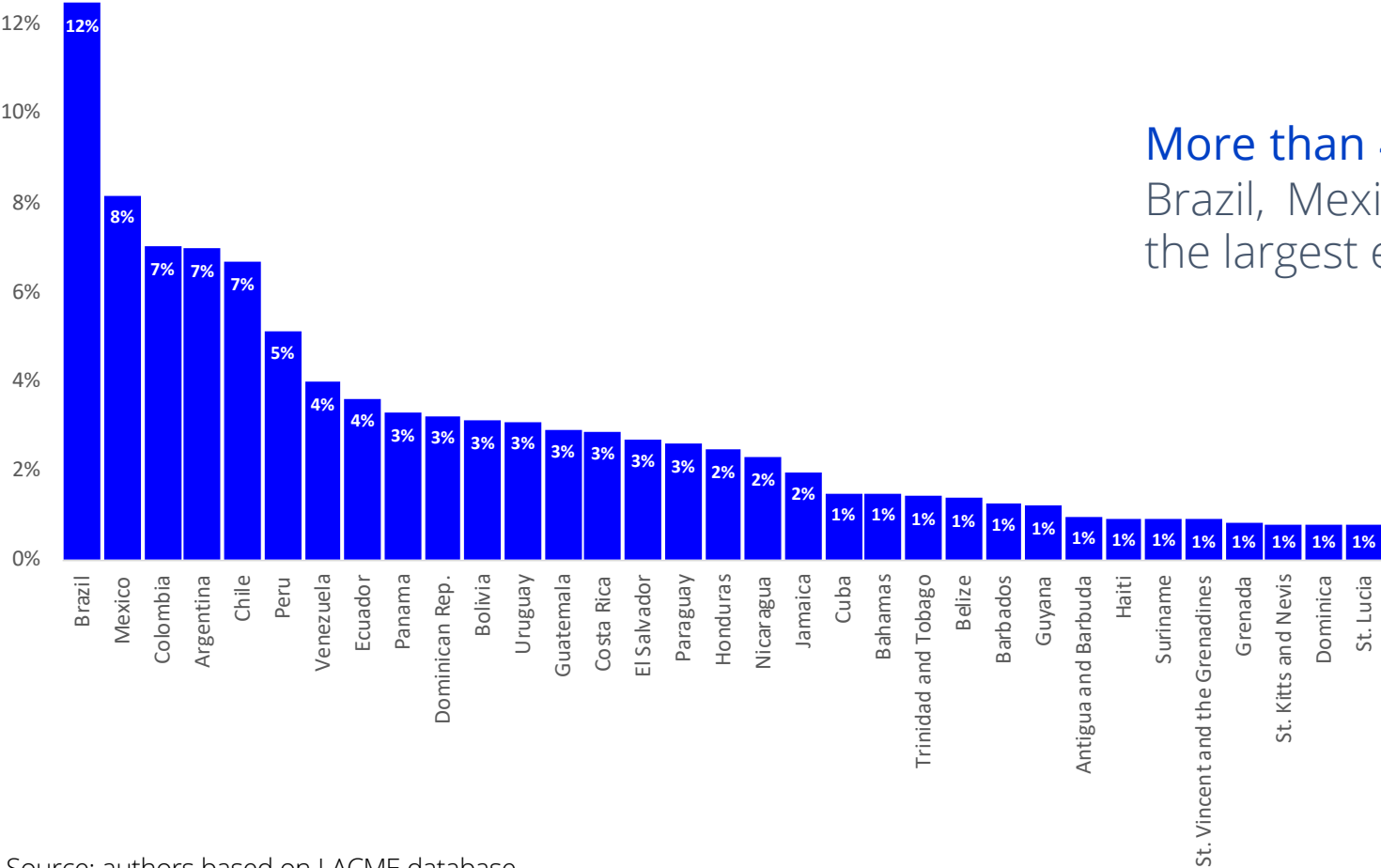
Aggregate traffic in LAC increased 25% during 2020. The number of websites with positive traffic increased 6.5%.

Almost all of the increase occurred **along the intensive margin**: higher traffic at existing websites.

Source: authors based on LACME database.

Results: distribution of websites across countries

Cross-country distribution of URLs shares, LAC, 2022

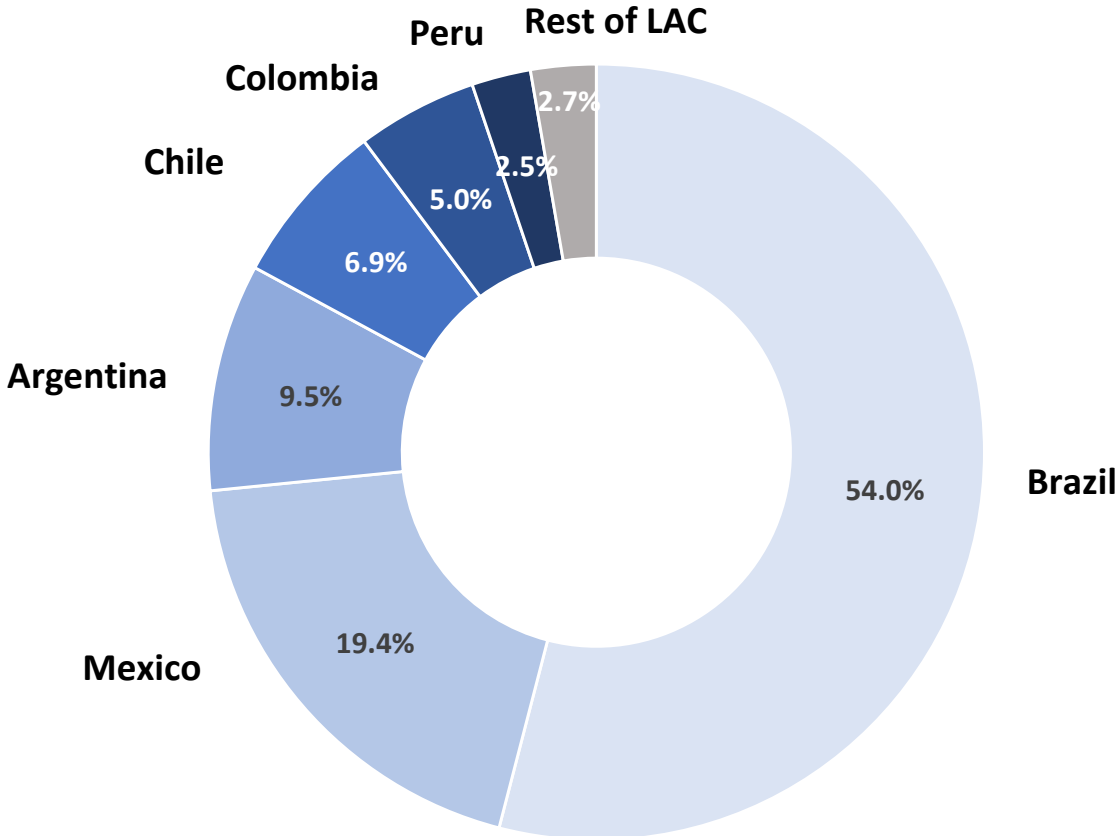


More than 40% of all URLs are concentrated in Brazil, Mexico, Argentina, Chile, and Colombia, the largest economies in the region

Source: authors based on LACME database.

Results: distribution of traffic across countries

Distribution of marketplace traffic, ALC, 2021

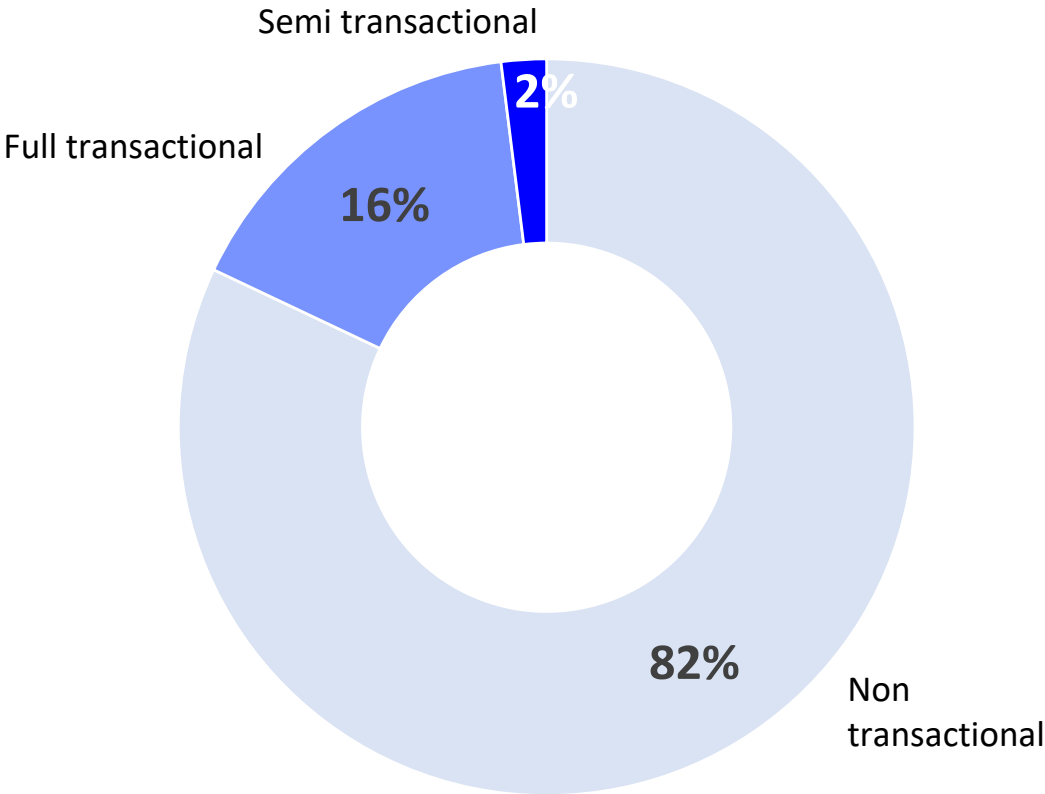


97% of all marketplace traffic is concentrated in Brazil, Mexico, Argentina, Chile, Colombia, and Perú.

Source: authors based on LACME database.

Results: distribution of websites by type

Distribution of URLs by type of website, LAC, 2022



Less than 20% of websites allow visitors to purchase goods

Source: authors based on LACME database.

Results: main marketplaces in LAC

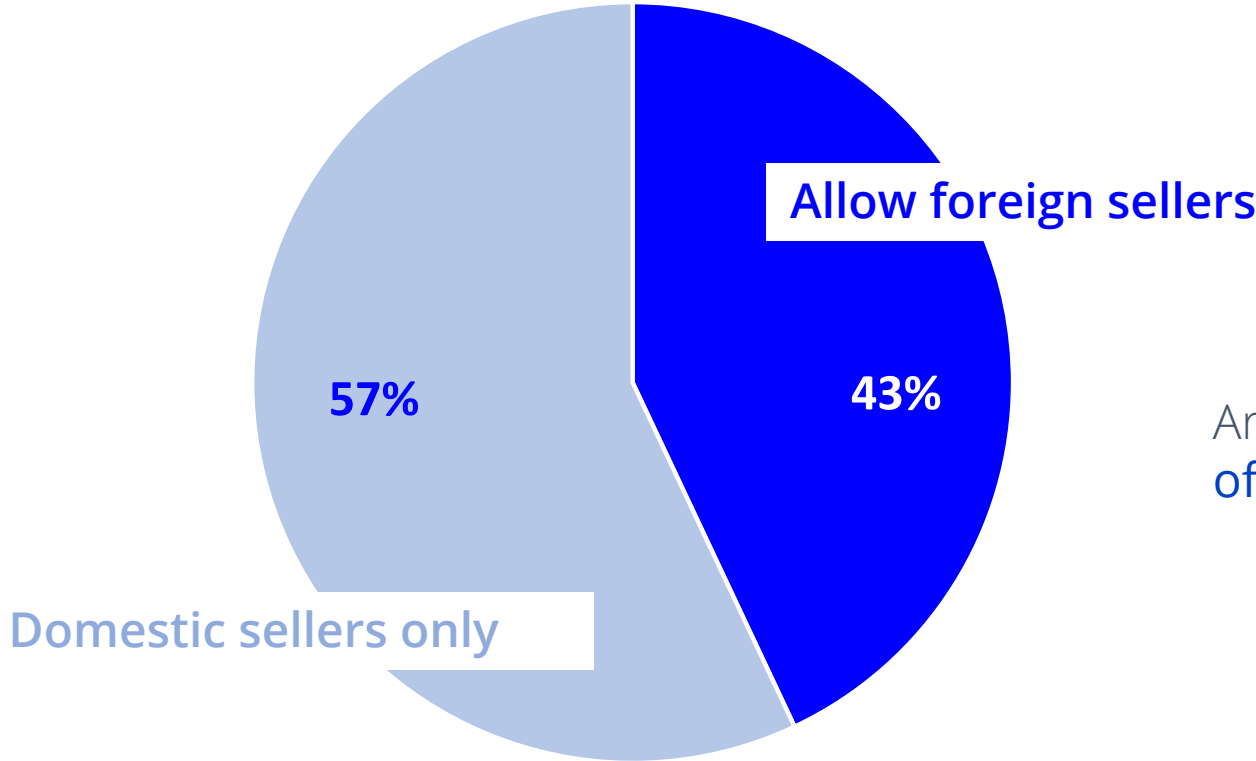
Most popular marketplaces in LAC, 2021

Marketplace	Traffic (mill.)	Share (%)
Mercado Libre	8,597	32.5
Olx	1,629	6.2
Amazon	2,194	8.3
Americanas	1,503	5.7
Casas Bahia	960	3.6
Shopee	527	2.3
Falabella	497	2.0
Coppel	434	1.9
Walmart	321	1.6
Dafiti	276	1.2
Submarino	340	1.0
Sodimac	292	1.3
Total	17,570	67.6

Source: authors based on LACME database.

Results: foreign sellers

Geographical scope of URLs, ALC, 2022

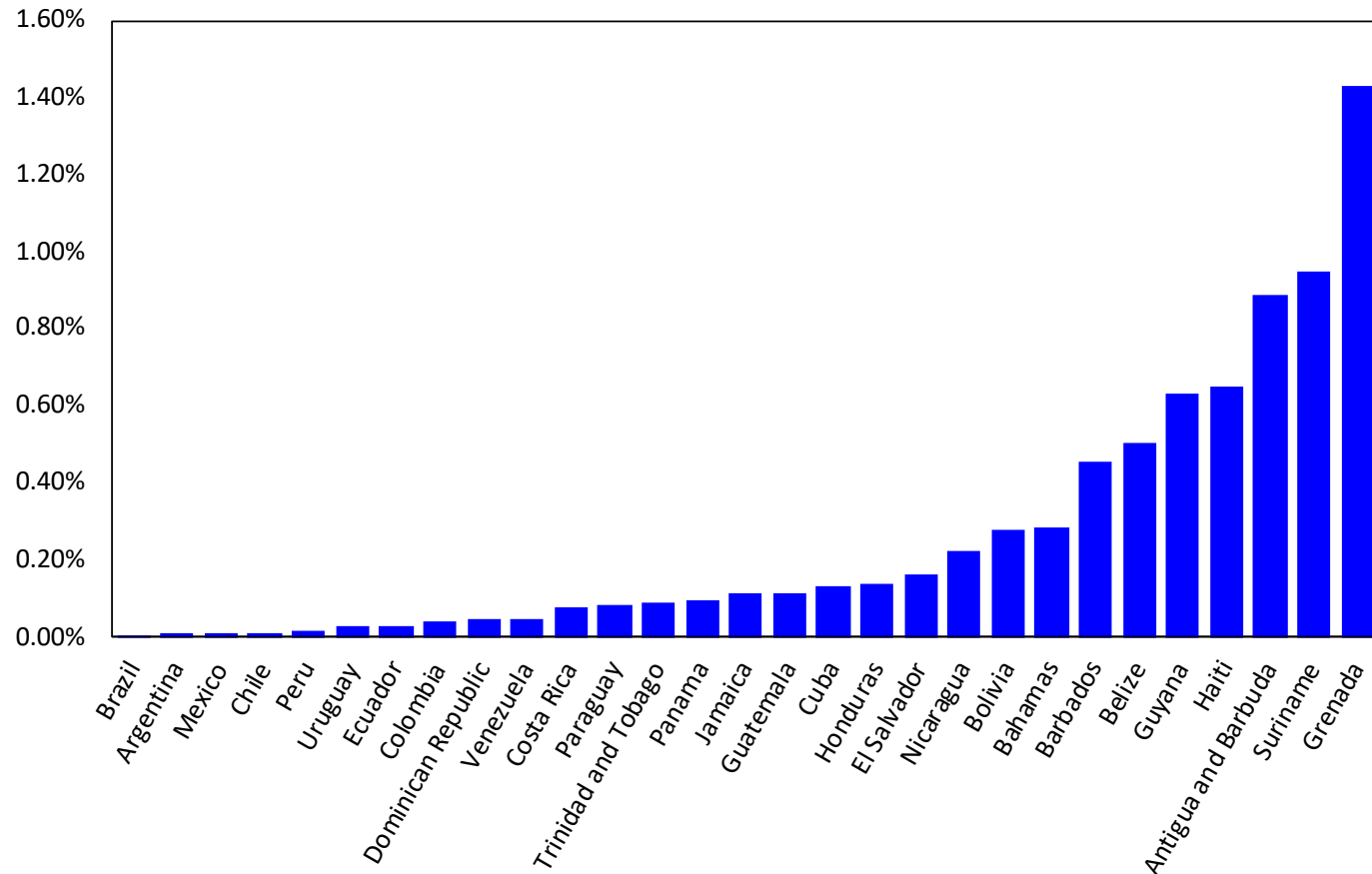


Around 40% of websites allow the registration of foreign sellers

Source: authors based on LACME database.

Results: cross-border marketplace traffic

Share of foreign traffic in total marketplace traffic, by country, LAC, 2021



Cross-border marketplace traffic is very low in general, and is **higher among Caribbean countries**.

The average URL foreign share is much higher, which **suggests some small marketplaces are specialized in cross-border e-commerce**.

Thank you

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