Highlights

|		
Total marketplace traffic reached 8,063 million visits in 2022, down 10 per cent from 2021.	**Traffic from countries outside the region accounts for 3.7 per cent of total traffic**	**Mexico is the largest market in the block, with more than 50 per cent of total traffic. Mercado Libre Mexico is the most popular website, followed by Amazon Mexico and Mercado Libre Colombia.**

1. Marketplace activity

Marketplace traffic in 2022 reached 8,063 million visits, falling 10 per cent compared with 2021. This is the first decline after experiencing growth in 2020 and 2021 (Figure 1.A). The number of visits from countries outside the region represented 3.7 per cent of total traffic (296 million visits) and registered a 0.3 per cent decrease compared to the previous year.

Within the block, Colombia was the only country to experience positive growth (+4 per cent), while Peru showed the largest decline (-17 per cent) (Figure 2).

Most marketplace activity in the Pacific Alliance remains concentrated on Mexican marketplaces, which account for 53 per cent of total traffic in the block (Figure 3). Mexico is followed by Chile, with a 22 per cent share in 2022.
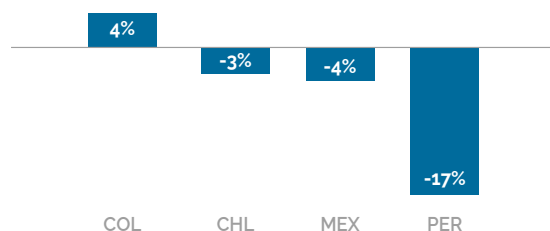
Figure 1
Evolution of marketplace traffic, Pacific Alliance, 2019-2022
(million visits)

A. Total traffic

B. Traffic, by region of origin

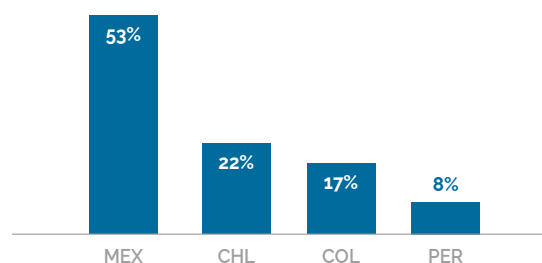■ Fom region   ■ Outside region
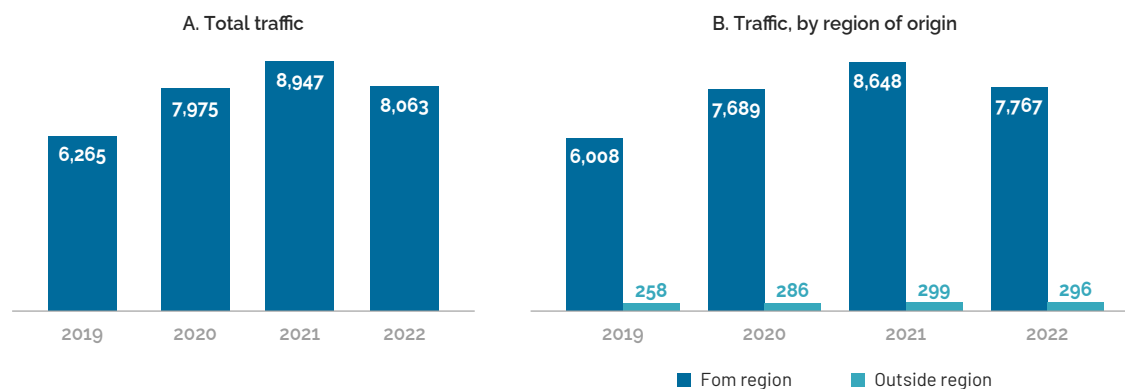
Source: LACME.

Figure 2
Marketplace traffic annual growth across countries in the Pacific Alliance, 2021-2022

Source: LACME.

Figure 3
Distribution of marketplace traffic across countries in the Pacific Alliance, 2022

Source: LACME.

2. Marketplace landscape

In 2022, there were 495 B2C active marketplaces for goods in the Pacific Alliance. The top 5 most visited marketplaces concentrated 42.6 per cent of total traffic (Table 1). Mercado Libre Mexico was the most popular marketplace, with 13.5 per cent of total traffic, followed by Amazon Mexico (10.7 per cent). Among global sites that ship to the Pacific Alliance, the most visited one was Amazon, with 45.0 per cent of total traffic directed to those sites (Table 2).

The fastest growing marketplaces in 2022 were Easyavvisi and Roodos, both classifieds sites specialized in cars; and Geads, Todoclasificados and Mianuncio, online classifieds sites that allow individuals and businesses to post and browse advertisements for various products and services (Figure 4).

Table 1
Leading marketplaces targeting the Pacific Alliance, 2022

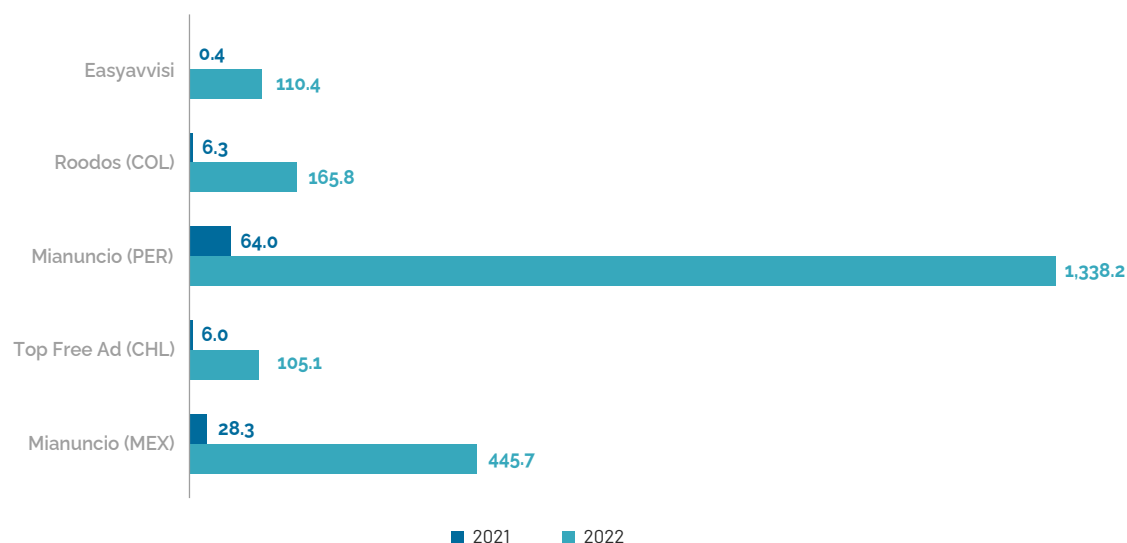| Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Mercado Libre (Mexico)	1,358.9	13.5	–27.0
Amazon (Mexico)	1,081.8	10.7	5.2
Mercado Libre (Colombia)	1,054.8	10.5	–5.4
Falabella	400.8	4.0	24.1
Mercado Libre (Chile)	399.5	4.0	–4.1
Top-5	4,295.8	42.6	–9.4

Source: LACME.

Table 2
Leading global marketplaces that ship to the Pacific Alliance, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Amazon.com	711.2	45.0	-3.9
Aliexpress	384.7	24.3	4.9
eBay	223.3	14.1	-5.0
Etsy	73.4	4.6	18.9
Casa del Libro	38.4	2.4	10.8
Top-5	1,431.0	90.6	-0.5

Note: Marketplaces include all their country domains (e.g., Amazon includes amazon.es and amazon.fr).
Source: LACME.

Figure 4
Traffic of fastest growing marketplaces in the Pacific Alliance, 2021-2022
(thousand visits)

	2021	2022
Easyavvisi	0.4	110.4
Roodos (COL)	6.3	165.8
Mianuncio (PER)	64.0	1,338.2
Top Free Ad (CHL)	6.0	105.1
Mianuncio (MEX)	28.3	445.7

Note: Marketplaces are ordered in decreasing order of percentage annual growth rates.
Source: LACME.

Table 3
Selected e-commerce environment indicators, Pacific Alliance, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	76.6	80.1	86.5	89.1
Population using the Internet (%)	68.9	74.9	81.6	72.8
Cross-border e-commerce (% of online sales)	27.0	19.0	11.0	18.5
Credit card ownership (% of adults)	-	-	18.7	-
Digital Trade Restrictiveness Index	0.2	-	-	-
Integrated Index of Postal Development	41.0	40.5	40.2	45.8

Note: Indexes are calculated as the average of the available indexes for each country in the sub-region.
Source: OECD, ECLAC, World Bank, Ebanx, UPU, DTI Project.

3. Regional digital trade integration index

From the analysis of relevant policies for the integration of digital trade, the Regional Digital Trade Integration Index (RDTII) shows the Pacific Alliance countries' performance in this aspect, compared to the LAC average. This analysis integrates the scores of 12 pillars using a simple average method, where each pillar of the DTII is the weighted average of the indicator-level scores. Indicator scores range from "0" to "1" (where 0 indicates a better integration index) and are based on a review of existing policies and regulations, including those for ICT goods, intermediate goods, and inputs; digital delivery services; foreign investment in sectors relevant to digital trade; and use of personal data. The framework covers two components of digital trade policies, namely restrictions and enabling policies.

Figure 6
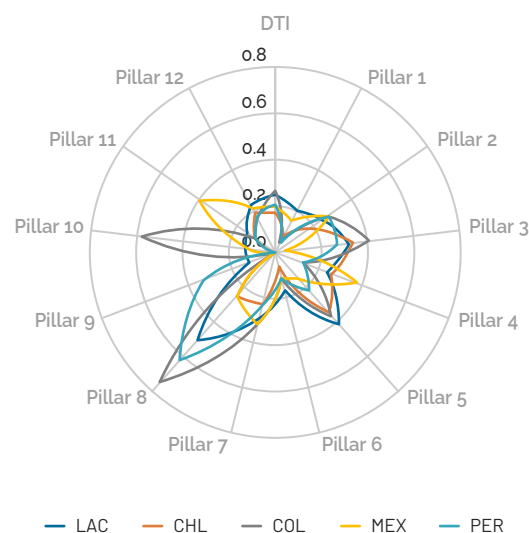RDTI – pillar scores, Pacific Alliance
(by country)

Table 3
RDTI – Pillars scores

	Pacific Alliance	LAC
DTI index	0.21	0.25
Pillar 1: Tariffs and trade defense	0.08	0.20
Pillar 2: Public procurement	0.26	0.25
Pillar 3: Foreign Direct Investment	0.27	0.32
Pillar 4: Intellectual Property Rights (IPRs)	0.22	0.24
Pillar 5: Telecom infrastructure & competition	0.27	0.42
Pillar 6: Cross-border data policies	0.10	0.17
Pillar 7: Domestic Data policies	0.27	0.29
Pillar 8: Intermediary liability	0.47	0.51
Pillar 9: Content access	0.08	0.12
Pillar 10: Quantitative trade restrictions	0.17	0.13
Pillar 11: Technical standards	0.18	0.15
Pillar 12: Online sales and transactions	0.19	0.23

Note: The pillars are calculated based on the average of the available pillars for each country in the block.
Source: Digital Trade Integration Project.

About the LAC Marketplace Explorer

The Latin America and the Caribbean Marketplace Explorer maps and monitors activity on retail e-commerce marketplaces across the region. It covers visitor traffic and other main characteristics of almost 900 marketplaces and more than 2,900 marketplace websites. It was developed by the ecomConnect team at the International Trade Centre (ITC), the United Nations Economic Commission for Latin America and the Caribbean (UN-ECLAC), and the Centre for Market Insights of the Amsterdam University of Applied Sciences, with the support of the Forum for East Asia-Latin America Cooperation (FEALAC).

Learn more and explore the data at:

The Latin America and the Caribbean Marketplace Explorer (LACME).

Additional resources

Pacific Alliance
• Pacific Alliance Technical Group on digital agenda

• Pacific Alliance Sub-committee on digital economy

Latin America and the Caribbean
• Digital Agenda for Latin America and the Caribbean (eLAC 2024)

• eTrade for all news and resources

• International Trade Centre Country Profiles

ITC

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