Highlights

Total marketplace traffic reached 627 million visits in 2022, down 3.9 per cent from 2021, contracting for the first time since 2019.

Mercado Libre dominates the marketplace landscape, concentrating 21.6 per cent share of total marketplace traffic.

Traffic in both transactional and non-transactional marketplaces dropped.

According to industry reports, e-commerce sales in 2022 increased 33 per cent compared to 2021.
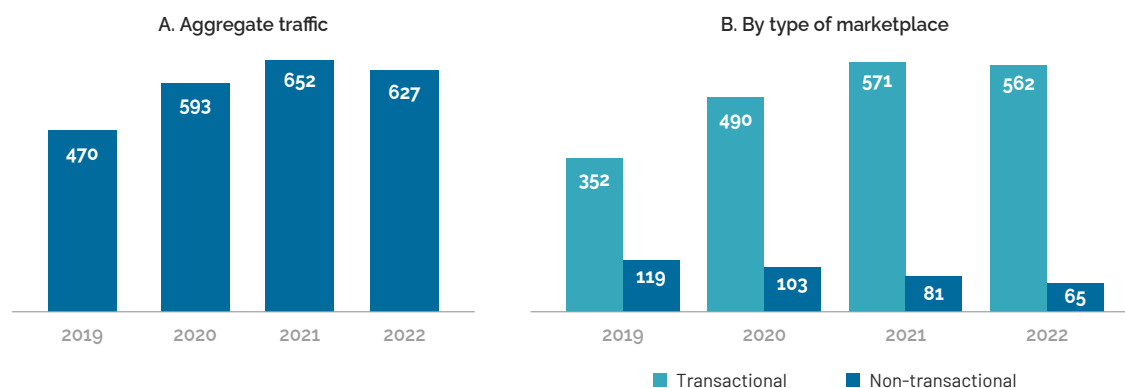
1. Marketplace activity

Marketplace traffic totaled 627 million visits, a 3.9 per cent decrease from the previous year (Figure 1.A). The decline was observed in both transactional and non-transactional sites, which decreased 1.5 per cent and 20.4 per cent y.o.y., respectively (Figure 1.B). Most marketplace activity in Peru is concentrated in intra-continental marketplaces, which account for around 77 per cent of total traffic.

According to the Peruvian Chamber of Electronic Commerce, e-commerce sales in 2022 were $12 billion, a 33 per cent increase with respect to 2021.

Peru is the sixth largest LAC country in terms of marketplace traffic, with a 2 per cent share, after Brazil, Mexico, Argentina, Chile and Colombia (Figure 3). In 2022, the percentage of cross-border visits to sites targeting the country as a share of total visits was 4.9 per cent (Figure 2).

Figure 1
Evolution of marketplace traffic, Peru, 2019-2022
(million visits)

A. Aggregate traffic

Year	Visits
2019	470
2020	593
2021	652
2022	627

B. By type of marketplace

Year	Transactional	Non-transactional
2019	352	119
2020	490	103
2021	571	81
2022	562	65

■ Transactional ■ Non-transactional

Source: LACME.

Figure 2
Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Peru, 2019-2022
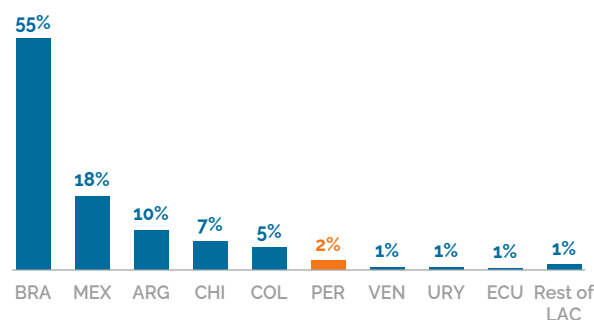*(million visits)*
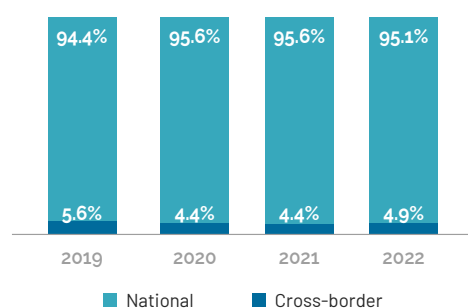
Source: LACME.

Figure 3
Distribution of marketplace traffic across countries, LAC, 2022

Source: LACME.

2. Marketplace landscape

In 2022, there were 87 active B2C marketplaces for goods in Peru. The top 10 most visited marketplaces concentrated 86.2 per cent of total traffic (Table 1). Mercado Libre was the most popular marketplace, with 21.6 per cent of total traffic, followed closely by Falabella, with 20.4 per cent. Traffic from Peru to foreign global marketplaces stood at 129.5 million, 0.02 percent higher than in 2021. The most visited global site was Amazon, with 38.4 per cent of total traffic in global marketplaces (Figure 5.B).

The fastest growing marketplaces in 2022 were Geads, Todoclasificados, Mianuncio, Knasta, and Gugadir, all online classifieds sites that allows individuals and businesses to post and browse advertisements for various products and services (Figure 4).

Table 1
Leading marketplaces in Peru, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Mercado Libre	135.6	21.6	-17.6
Falabella	127.8	20.4	11.2
Ripley	84.7	13.5	-2.0
Linio	59.6	9.5	-5.6
Sodimac Homecenter	50.3	8.0	-2.0
OE	35.4	5.6	20.1
La Curacao	12.6	2.0	-35.5
Real Plaza	11.6	1.8	80.4
OLX	11.4	1.8	-56.1
Locanto	11.1	1.8	20.2
Top-10	540.2	86.2	-5.5

Source: LACME.

Table 2

Selected e-commerce environment indicators, Peru, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	79.5	78.7	80.3	85.3
Population using the Internet (%)	60.0	65.3	71.1	74.7
Cross-border e-commerce (% of online sales)	–	–	7.0	23.0
Credit card ownership (% of adults)	–	–	12.9	–
Digital Trade Restrictiveness Index	0.2	–	–	–
Integrated Index of Postal Development	26.2	36.6	26.3	26.5

*Source: OECD, ECLAC, World Bank, Ebanx, UPU, DTI Project.*

Figure 5

Traffic from Peru in foreign global marketplaces
that ship to Peru, 2021-2022

A. Aggregate traffic, 2021-2022
(million visits)

B. Leading marketplaces
(% of total traffic, 2022)
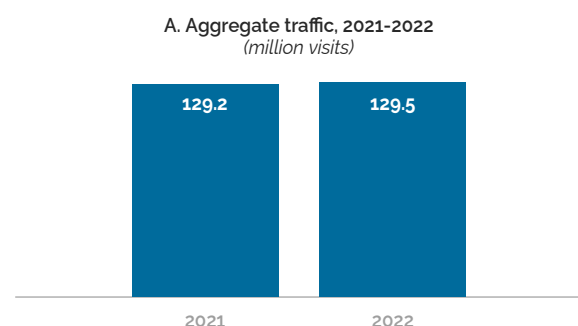
*Note: Marketplaces include all their country domains
(e.g., Amazon includes amazon.es and amazon.fr).
Source: LACME.*

Figure 4

Traffic of fastest growing marketplaces in Peru,
2021-2022
(thousand visits)
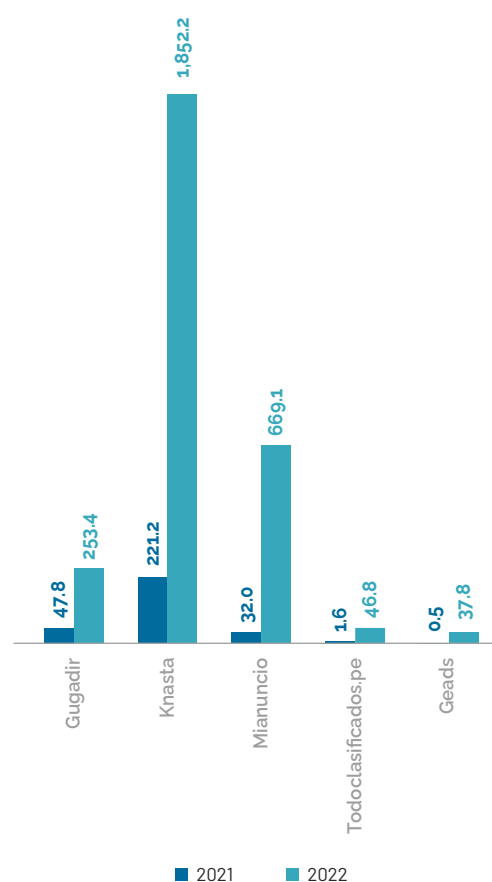
*Note: Marketplaces are ordered in decreasing order of
percentage annual growth rates.
Source: LACME.*

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 Peru's performance compared to other LAC countries. 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.
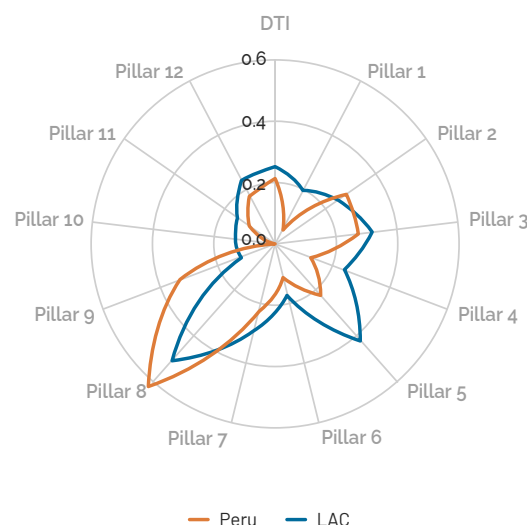
Figure 6

RDTI – Pillars scores, Peru and LAC

— Peru   — LAC

Table 3

RDTI – Pillars scores

	LAC	Peru
DTI index	0.25	0.21
Pillar 1: Tariffs and trade defense	0.20	0.05
Pillar 2: Public procurement	0.25	0.28
Pillar 3: Foreign Direct Investment	0.32	0.27
Pillar 4: Intellectual Property Rights (IPRs)	0.24	0.13
Pillar 5: Telecom infrastructure & competition	0.42	0.22
Pillar 6: Cross-border data policies	0.17	0.12
Pillar 7: Domestic Data policies	0.29	0.23
Pillar 8: Intermediary liability	0.51	0.63
Pillar 9: Content access	0.12	0.33
Pillar 10: Quantitative trade restrictions	0.13	0.00
Pillar 11: Technical standards	0.15	0.10
Pillar 12: Online sales and transactions	0.23	0.18

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

Peru
• eTrade for all Country Profile

• Peru eTrade Readiness Assessment

• U.S. International Trade Administration Country Commercial Guide

• Digital Trade Integration Project Country Profile

• Peruvian Association of Online Sales

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