

Andean Community | Annual Report 2022

Highlights

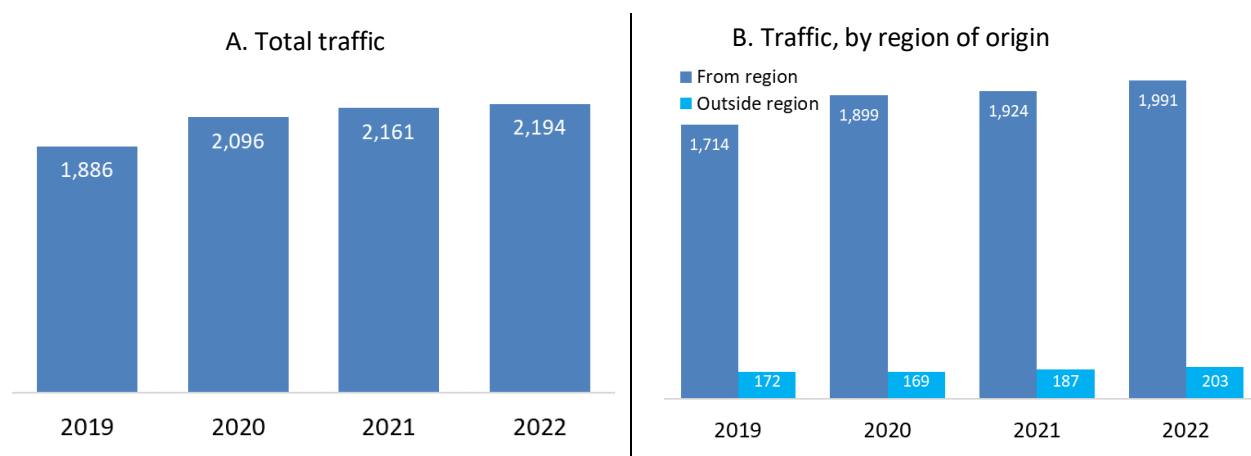
- Total marketplace traffic reached 2,194 million visits in 2022, a 1.5 per cent increase from 2021.
- Traffic from countries outside the region keeps increasing its importance and stood at 9,2 per cent in 2022.
- Colombia remains the largest market, with more than 60 per cent of the region's total traffic. Mercado Libre Colombia is the most popular website in the Community.

1. Marketplace activity

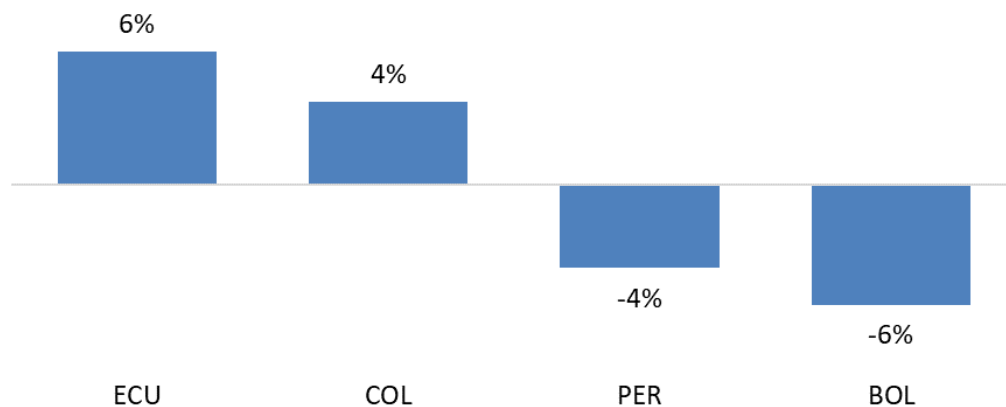
Marketplace traffic grew for the third consecutive year in 2022, reaching 2,194 million visits, a 1.5 per cent increase from 2021 (Figure 1.A). The number of visits from countries outside the region represented 9,2 per cent of total traffic (203 million visits) and registered an 8.5 per cent increase compared to the previous year. Ecuador and Colombia enjoyed positive growth rates in marketplace visits (6 and 4 per cent, respectively), while Peru and Bolivia suffered declines of 4 and 6 per cent, respectively (Figure 2).

The majority of marketplace engagement within the Andean Community is centered around Colombian marketplaces, which make up approximately 63 per cent of the overall traffic in the region (Figure 3). Visits to Peruvian marketplaces follow, at a 29 per cent share in 2022. Ecuador and Bolivia concentrate 7 and 2 per cent, respectively.

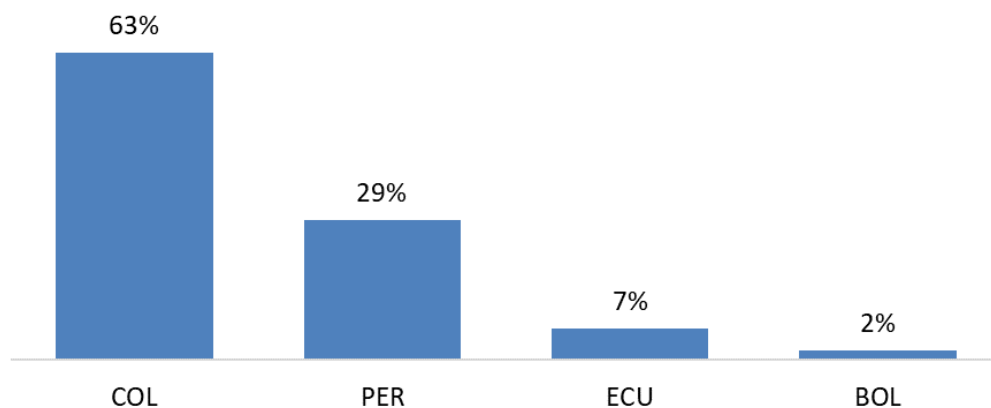
Figure 1. Evolution of marketplace traffic, Andean Community, 2019-2022 (million visits)



Source: LACME.

Figure 2. Marketplace traffic annual growth across countries in Andean Community, 2021-2022

Source: LACME.

Figure 3. Distribution of marketplace traffic across countries in Andean Community, 2022

Source: LACME.

2. Marketplace landscape

In 2022, there were 322 B2C active marketplaces for goods in the Andean Community. The top 5 most visited marketplaces concentrated 45.1 per cent of total traffic (Table 1). Mercado Libre Colombia was the most popular marketplace, with 24.0 per cent of total traffic, followed by Mercado Libre Peru (6.2 per cent). Among global sites that ship to the Andean Community, the most visited one was Amazon, with 56.6 per cent of total traffic directed to those sites.

The fastest growing marketplaces in 2022 were Mi Anuncio, a classifieds sites that allow individuals and businesses to post and browse advertisements for various products and services; Tipti and Ubuy, both online shopping malls; Knasta, a price comparisons site; and Roodos, a classifieds sites specialized in cars (Figure 4).

Table 1. Leading marketplaces targeting the Andean Community, 2022

| Marketplace | Traffic (mill. visits) | Traffic share (%) | Annual growth (%) |
|------------------------|------------------------|-------------------|-------------------|
| Mercado Libre Colombia | 527.4 | 24.0 | -5.4 |
| Mercado Libre Peru | 135.6 | 6.2 | -17.6 |
| Falabella Peru | 127.8 | 5.8 | 11.2 |
| Exito Colombia | 101.2 | 4.6 | 42.2 |
| Falabella Colombia | 98.1 | 4.5 | 13.6 |
| Top-5 | 990.1 | 45.1 | -0.5 |

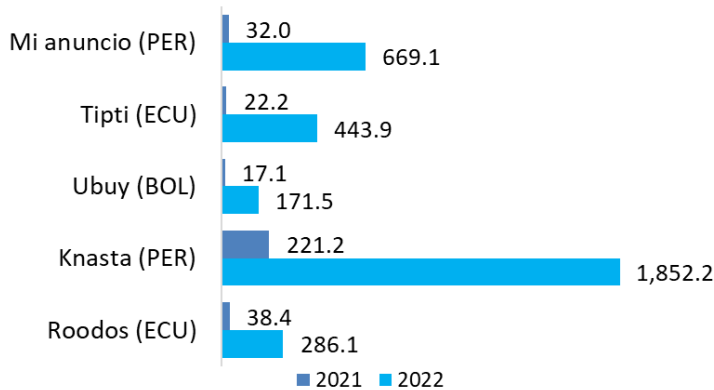
Source: LACME.

Table 2. Traffic on leading global marketplaces that ship to the Andean Community, 2022

| Marketplace | Traffic (mill. visits) | Traffic share (%) | Annual growth (%) |
|----------------|------------------------|-------------------|-------------------|
| Amazon | 285.5 | 56.6 | 1.7 |
| Aliexpress | 84.6 | 16.8 | 2.9 |
| eBay | 60.7 | 12.0 | -2.5 |
| Etsy | 18.3 | 3.6 | 13.5 |
| Casa del Libro | 14.8 | 2.9 | 10.2 |
| Top-5 | 464.0 | 92.0 | 2.0 |

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 Sub-region, 2021-2022 (thousand visits)

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

Source: LACME.

Table 3. Selected e-commerce environment indicators, Andean Community, 2019-2022

| Indicator | 2019 | 2020 | 2021 | 2022 |
|--|------|------|------|------|
| Active mobile-broadband subscriptions (per 100 inh.) | 67.9 | 70.1 | 75.3 | 74.5 |
| Population using the Internet (%) | 57.2 | 66.8 | 71.7 | 71.3 |
| Cross-border e-commerce (% of online sales) | 24.1 | 19.0 | 27.0 | 43.7 |
| Credit card ownership (% of adults) | | | 13.5 | |
| Digital Trade Restrictiveness Index | 0.3 | | | |
| Integrated Index of Postal Development | 47.2 | 44.4 | 45.6 | 53.2 |

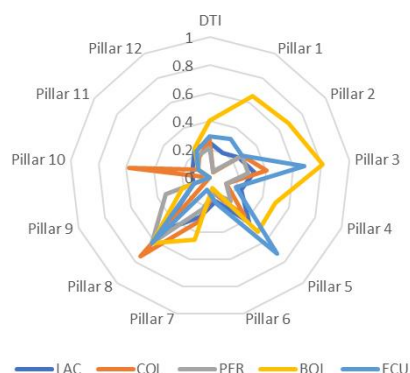
Note: Indexes are calculated as the average of the available indexes for each country in the sub-region.

Source: OECD, ECLAC, World Bank, Ebanx, UPU, DTI Project. Calculated from the mean of the subregion countries indexes.

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 Andean Community countries' performance 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, Andean Community (by country)



TBC by CEPAL

- Main strengths of member countries.
- Key recommendations.

Table 3. RDTI – pillars scores

| | Andean Community | LAC |
|--|------------------|------|
| DTI index | 0.30 | 0.25 |
| Pillar 1: Tariffs and trade defense | 0.27 | 0.20 |
| Pillar 2: Public procurement | 0.38 | 0.25 |
| Pillar 3: Foreign Direct Investment | 0.54 | 0.32 |
| Pillar 4: Intellectual Property Rights (IPRs) | 0.24 | 0.24 |
| Pillar 5: Telecom infrastructure & competition | 0.46 | 0.42 |
| Pillar 6: Cross-border data policies | 0.13 | 0.17 |
| Pillar 7: Domestic Data policies | 0.27 | 0.29 |
| Pillar 8: Intermediary liability | 0.66 | 0.51 |
| Pillar 9: Content access | 0.17 | 0.12 |
| Pillar 10: Quantitative trade restrictions | 0.15 | 0.13 |
| Pillar 11: Technical standards | 0.10 | 0.15 |
| Pillar 12: Online sales and transactions | 0.20 | 0.23 |

Note: The pillars are calculated based on the average of the available pillars for each country in the sub-region

Source: Digital Trade Integration Project.

Additional resources

Andean Community

- Andean Community digital agenda
<https://www.comunidadandina.org/agenda-digital-andina/>

Latin America and the Caribbean

- Digital Agenda for Latin America and the Caribbean (eLAC 2024)
<https://www.cepal.org/en/projects/digital-agenda-latin-america-and-caribbean-elac2024>
- eTrade for all news and resources
<https://etradeforall.org/es/noticias/>
- International Trade Centre Country Profiles
<https://marketanalysis.intracen.org/en/country-profile>

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 <https://www.cepal.org/en/notes/latin-america-and-caribbean-marketplace-explorer-lacme>.