

LAC Marketplace Explorer Antigua and Barbuda | Annual Report 2022

Highlights

- Total marketplace traffic reached 1.6 million visits in 2022, down 10.6 per cent from 2021, contracting for the first time since 2019.
- Traffic in transactional marketplaces dropped.
- Desert Cart dominates the marketplace landscape, concentrating 73.8 per cent share of total marketplace traffic.

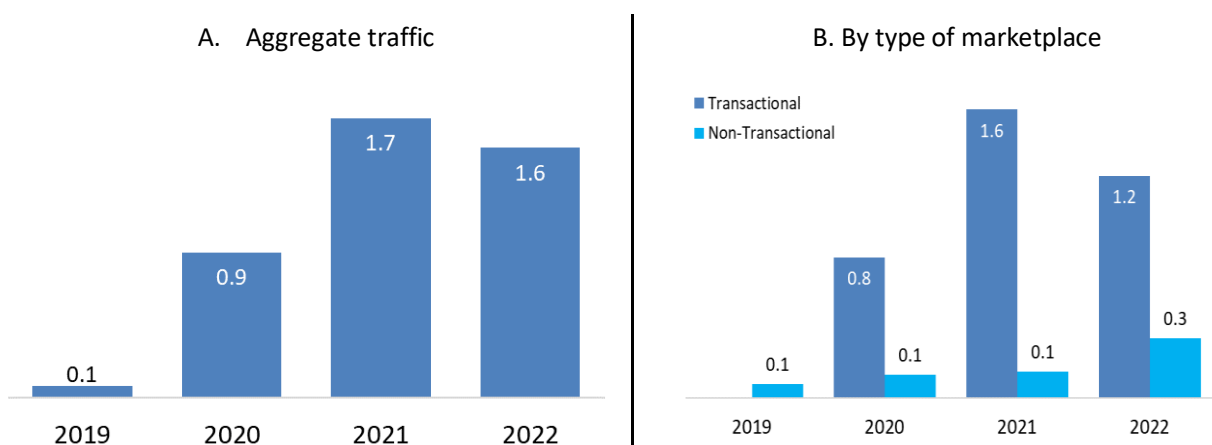
1. Marketplace activity

Marketplace traffic totaled 1.6 million visits in 2022, a 10.6 per cent decreased from the previous year (Figure 1.A). The decline was explained by the evolution of visits to transactional sites, which contracted from 1.6 million visits in 2021 to 1.2 million in 2022 (-23.0 per cent, Figure 1.B). Visits to non-transactional sites grew from 0.1 million visits in 2021 to 0.3 million in 2022.

Most marketplace activity in Antigua and Barbuda remains concentrated in global marketplaces, which account for around 74 per cent of total traffic.

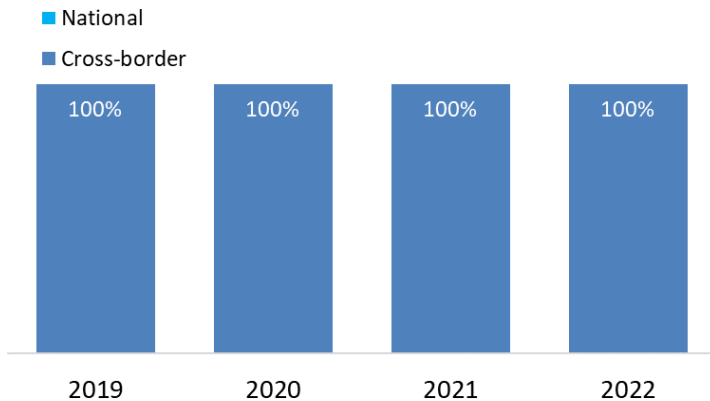
Antigua and Barbuda contributes minimally to the overall regional traffic, accounting for less than 0.05 per cent (Figure 3). In 2022, all visits to sites targeting to the country were cross-border (Figure 2).

Figure 1. Evolution of marketplace traffic, Antigua and Barbuda, 2019-2022 (million visits)



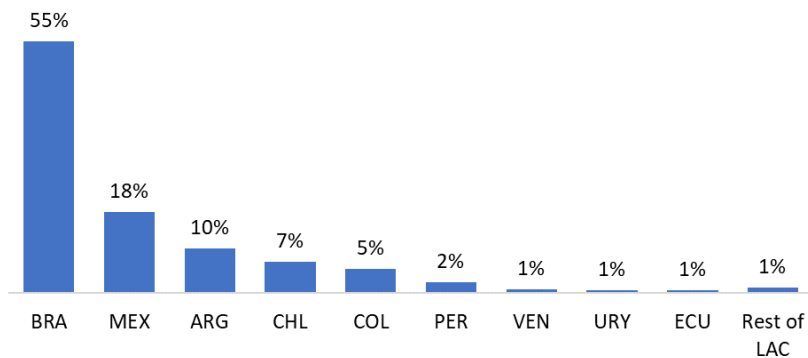
Source: LACME.

Figure 2. Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Antigua and Barbuda, 2019-2022



Source: LACME.

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



Source: LACME.

2. Marketplace landscape

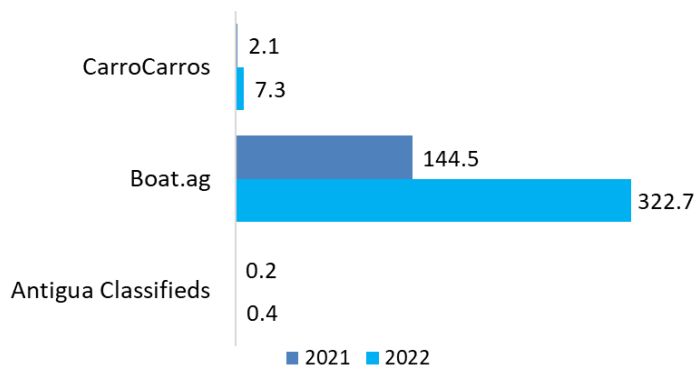
In 2022, there were 9 active B2C marketplaces for goods in Antigua and Barbuda. The top 3 most visited marketplaces concentrated 99.5 per cent of total traffic (Table 1). Desert Cart was by far the most popular marketplace, with 73.8 per cent of total traffic, followed by Boat, with 20.7 per cent.

The fastest growing marketplaces in 2022 were CarroCarros, a classifieds site specialized in automotive vehicles (such as cars, trucks, and motorcycles) and related services and products; Boat.ag and allmartplace, both classifieds sites (Figure 4).

Table 1. Marketplaces in Antigua and Barbuda, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
desertcart.com	1.2	73.8	-25.0
boat.ag	0.3	20.7	123.4
allmartplace.com	0.1	5.0	24.3
Top -3	1.6	99.5	-10.9

Source: LACME.

Figure 4. Traffic of fastest growing marketplaces in Antigua and Barbuda, 2021-2022 (thousand visits)

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

Source: LACME.

Table 2. Selected e-commerce environment indicators, Antigua and Barbuda, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	52.1	51.8	51.5	52.1
Population using the Internet (%)	95.7	95.7	95.7	95.7
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	7.2	9.6	9.3	11.9

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

Additional resources

Antigua and Barbuda

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/ANTIGUA%20AND%20BARBUDA.pdf>

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>.