Argentina | Annual Report 2022

Highlights

- Total marketplace traffic reached 2,203 million visits in 2022, down 12.2 per cent from 2021, contracting for the first time since 2019.

- Traffic in both transactional and non-transactional marketplaces dropped.

- Mercado Libre dominates the marketplace landscape, concentrating 78.6 per cent share of total marketplace traffic.

- Industry data indicate that B2C and C2C e-commerce sales fell 7,5 per cent in real terms in 2022.

1. Marketplace activity

Marketplace traffic totaled 2,203 million visits in 2022, a 12.2 per cent decrease from the previous year, marking the first contraction since 2019 (Figure 1.A). The decline was observed in both transactional and non-transactional sites, which decreased 12.2 per cent and 11.8 per cent y.o.y., respectively (Figure 1.B).

According to the Argentine Chamber of Electronic Commerce, total B2C and C2C e-commerce sales were US$ 21.3 billion[1], 87 per cent higher than in 2021. However, taking into account rising inflation, real sales decreased 7.5 per cent. Most marketplace activity in Argentina remains concentrated in intra-continental marketplaces, which   account for around 85 per cent of total traffic.

Argentina is the third largest LAC country in terms of marketplace traffic, with a 10 per cent share, after Brazil and Mexico (Figure 3). In 2022, the percentage of cross-border visits to sites targeting Argentina as a share of total visits was 4.3 per cent (Figure 2).
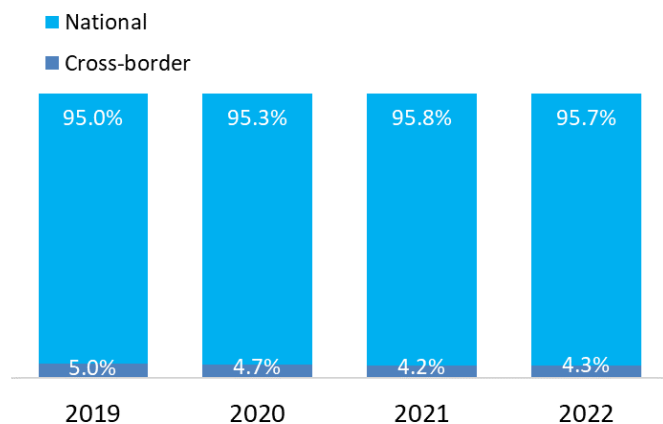
Figure 1. Evolution of marketplace traffic, Argentina, 2019-2022 (million visits)

A.   Aggregate traffic
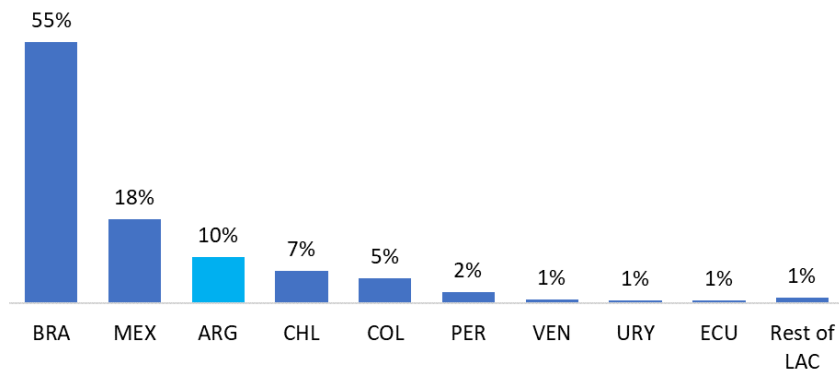
B. By type of marketplace
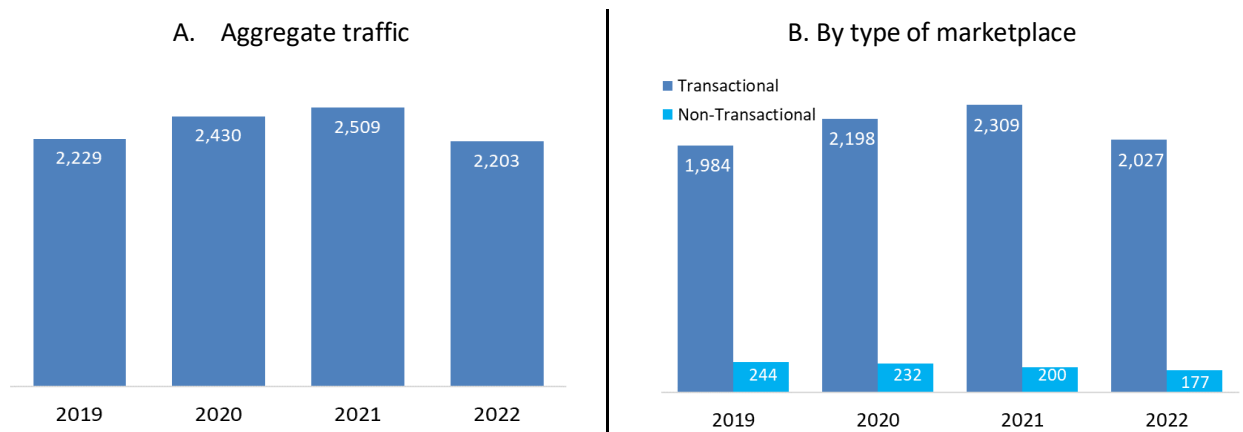
Source: LACME.

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[1] Sales were AR$ 2,846 billion pesos and the average official nominal exchange during 2022 rate was 133.2 AR$/US$.

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

Source: LACME.

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

Source: LACME.

2. Marketplace landscape

In 2022, there were 145 active B2C marketplaces for goods in Argentina. The top 10 most visited marketplaces concentrated 91.4 per cent of total traffic (Table 1). Mercado Libre was by far the most popular marketplace, with 78.6 per cent of total traffic, followed by Fravega, with 5.2 per cent. Traffic from Argentina to foreign global marketplaces stood at 167.5 million, 8 percent higher than in 2021. The most visited global site was Amazon, with 59.9 per cent of total traffic in global marketplaces (Figure 5.B).

The fastest growing marketplaces in 2022 were Subastas Electronicas, an auction site specialized in judiciary auctions; Shopee, a global marketplace that sells a wide range of products, including electronics, fashion, beauty and personal care items and home decor; Waa2, a search engine for cars, homes, and boats; Napsix (a classifieds site) and Superbid (auctions site) (Figure 4).

Table 1. Leading marketplaces in Argentina, 2022

| Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Mercado Libre	1,732.3	78.6	-14.1
Frávega	115.4	5.2	12.2
Dafiti	44.1	2.0	6.5
PedidosYa	35.9	1.6	-7.6
Locanto	17.6	0.8	5.1
OLX	15.3	0.7	-38.1
Tiendeo	14.8	0.7	-24.9
Dia	14.0	0.6	12.9
Sodimac Homecenter	13.4	0.6	-8.9
Coppel	12.1	0.5	-27.7
Top-10	**2,014.9**	**91.4**	**-12.2**

Source: LACME.

Figure 4. Traffic of fastest growing marketplaces in Argentina, 2021-2022 (thousand visits)
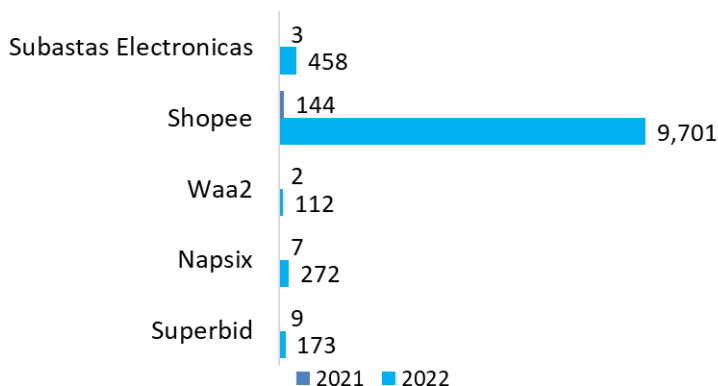
Note: Marketplaces are ordered in decreasing order of percentage annual growth rates.
Source: LACME.

Figure 5. Traffic from Argentina in foreign global marketplaces that ship to Argentina, 2021-2022

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

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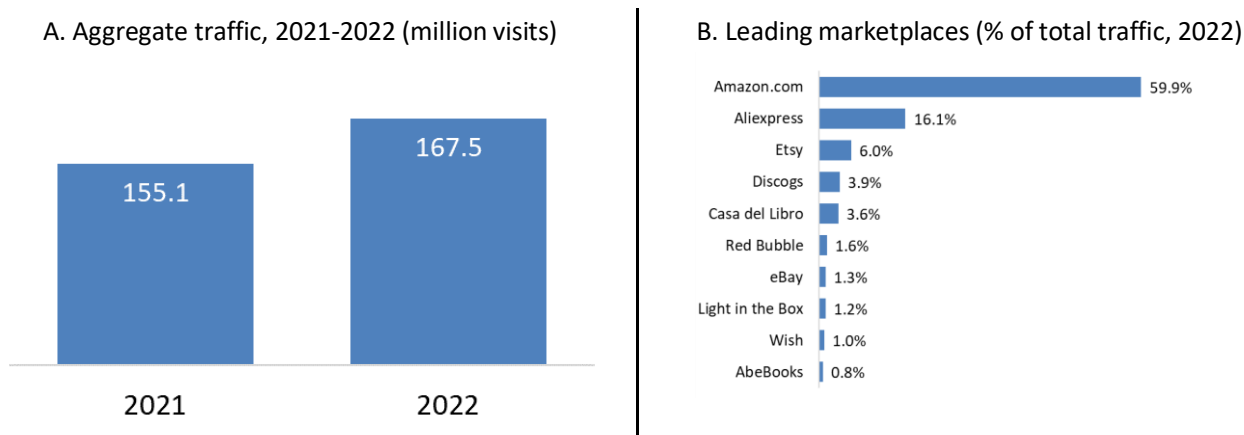
Note: Marketplaces include all their country domains (e.g., Amazon includes amazon.es and amazon.fr).
Source: LACME.

**Table 2. Selected e-commerce environment indicators, Argentina, 2019-2022**

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	72.1	68.9	72.9	-
Population using the Internet (%)	80.0	85.5	87.2	88.4
Cross-border e-commerce (% of online sales)	-	-	2.0	3.0
Credit card ownership (% of adults)	-	-	28.9	-
Digital Trade Restrictiveness Index	0.4	-	-	-
Integrated Index of Postal Development	24.7	27.9	28.4	30.0

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 Argentina's performance compared to other LAC countries. The 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, Argentina and LAC
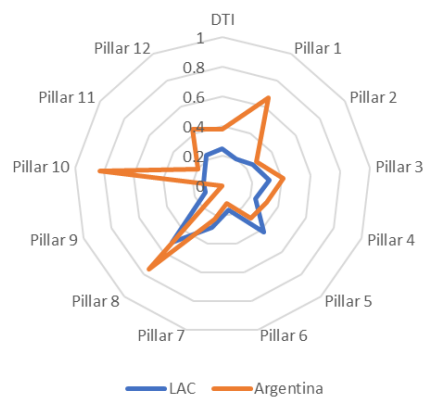
Table 3. RDTI – pillars scores

	LAC	Argentina
DTI index	0.25	0.38
Pillar 1: Tariffs and trade defence	0.20	0.67
Pillar 2: Public procurement	0.25	0.28
Pillar 3: Foreign Direct Investment	0.32	0.41
Pillar 4: Intellectual Property Rights (IPRs)	0.24	0.32
Pillar 5: Telecom infrastructure & competition	0.42	0.29
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	0.75
Pillar 9: Content access	0.12	0.00
Pillar 10: Quantitative trade restrictions	0.13	0.83
Pillar 11: Technical standards	0.15	0.20
Pillar 12: Online sales and transactions	0.23	0.43

Source: Digital Trade Integration Project.

CEPAL team:
- Argentina's main strengths include
- Among the key recommendations,

Additional resources

Argentina

- eTrade for all Country Profile
  https://etradeforall.org/wp-content/uploads/countryprofiles/2021/ARGENTINA.pdf

- Argentine Chamber of Electronic Commerce
  https://cace.org.ar/

- U.S. International Trade Administration Country Commercial Guide
  https://www.trade.gov/country-commercial-guides/argentina market-overview?section-nav=3338

- Digital Trade Integration Project Country Profile
  https://dti.eui.eu/database/?country=AR&country2=&chapter=&enablingOrRestrictions=ER&v=2

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.