

# LAC Marketplace Explorer Bahamas | Annual Report 2022

## Highlights

- Total marketplace traffic reached 2.6 million visits in 2022, increasing by 32.7 per cent compared to the previous year.
- Traffic in both transactional and non-transactional marketplaces grew.
- Desert Cart dominates the marketplace landscape, concentrating 66.6 per cent share of total marketplace traffic.

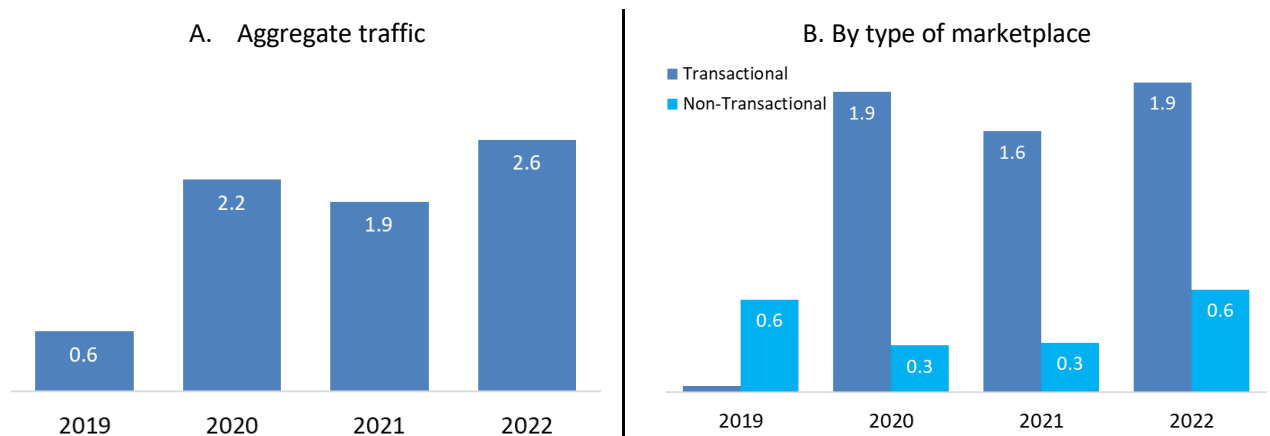
## 1. Marketplace activity

Marketplace traffic totaled 2.6 million visits in 2022, a 32.7 per cent increase from the previous year (Figure 1.A). The rise was observed in both transactional and no-transactional sites, which increased by 18.6 per cent and 107.0 per cent y.o.y, respectively (Figure 1.B).

Most marketplace activity in Bahamas remains concentrated in global marketplaces, which account for around 71 per cent of total traffic in 2022.

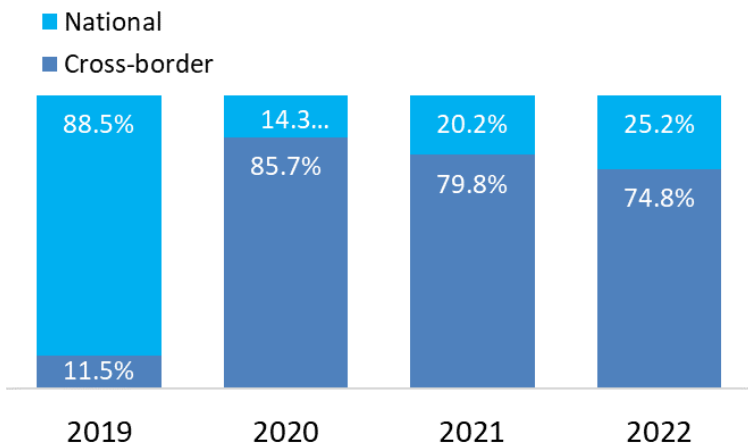
Bahamas has a minimal impact on the overall regional traffic, accounting for less than 0.05 per cent of the total (Figure 3). In 2022, the percentage of cross-border visits to sites targeting to the country as a share of total visits was 74.8 per cent (Figure 2).

**Figure 1. Evolution of marketplace traffic, Bahamas, 2019-2022 (million visits)**



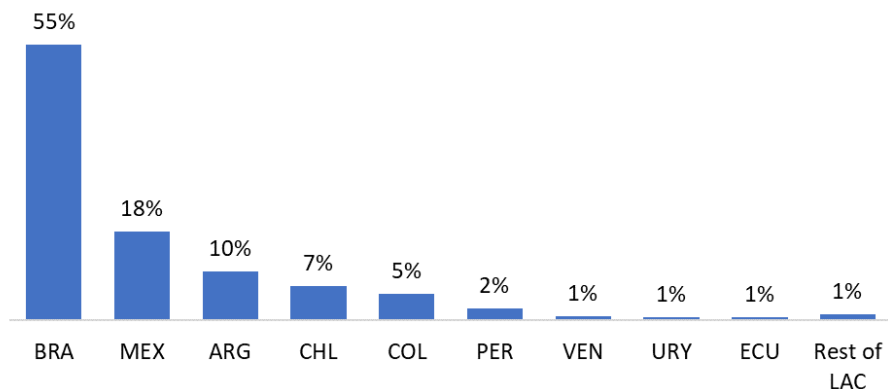
Source: LACME.

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



Source: LACME.

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



Source: LACME.

## 2. Marketplace landscape

In 2022, the top 3 most visited marketplaces in Bahamas concentrated 93.5 per cent of total traffic (Table 1). Desert Cart was by far the most popular marketplace, with 66.6 per cent of total traffic, followed by Tribune 242 with 19.5 per cent. Traffic from Bahamas to foreign global marketplaces stood at 18.8 million, 14.1 per cent lower than in 2021. The most visited global site was Amazon, with 68.3 per cent of total traffic in global marketplaces (Figure 5.B).

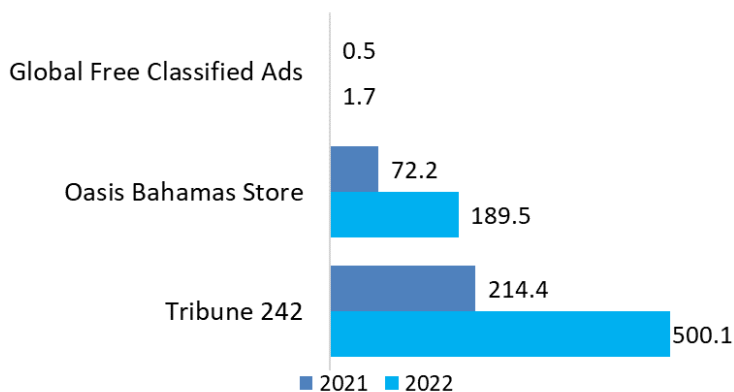
The fastest growing marketplaces in 2022 were Global Free Classified Ad, an online ad site for items for sale, equipment, clothing, jobs, rental, electronics, apartments, and more; Oasis Bahamas Store, an online shopping mall; and Tribune 242, a classifieds site (Figure 4).

**Table 1. Leading marketplaces in Bahamas, 2022**

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Desert Cart	1.7	66.6	12.6
Tribune 242	0.5	19.5	133.2
Oasis Bahamas Store	0.2	7.4	162.6
<b>Top-3</b>	<b>2.4</b>	<b>93.5</b>	<b>32.9</b>

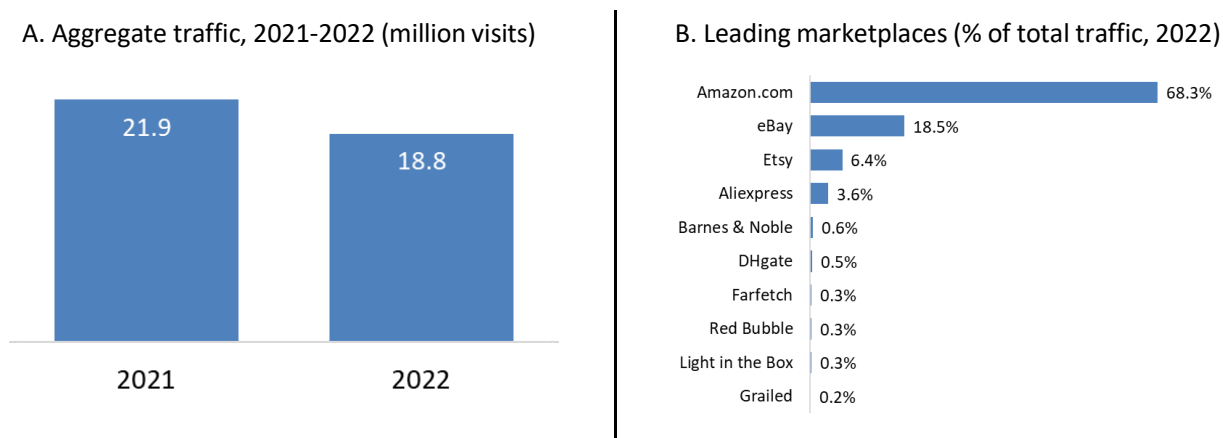
Source: LACME.

**Figure 4. Traffic of fastest growing marketplaces in Bahamas, 2021-2022 (thousand visits)**



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

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



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, Bahamas, 2019-2022**

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	89.6	97.7	97.3	98.5
Population using the Internet (%)	90.7	92.5	94.3	90.7
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	24.0	17.0	8.4	13.2

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

## Additional resources

### Bahamas

- eTrade for all Country Profile  
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/BAHAMAS.pdf>
- U.S. International Trade Administration Country Commercial Guide  
<https://www.trade.gov/country-commercial-guides/bahamas-market-overview?section-nav=12349>

### 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>.