

LAC Marketplace Explorer Barbados | Annual Report 2022

Highlights

- Total marketplace traffic reached 2.0 million visits in 2022, down 18.5 per cent from 2021, contracting for the second time since 2019.
- Traffic in transactional marketplaces continued to fall, while the non-transactional sites grew.
- Desert Cart dominates the marketplace landscape, concentrating 52.4 per cent share of total marketplace traffic.

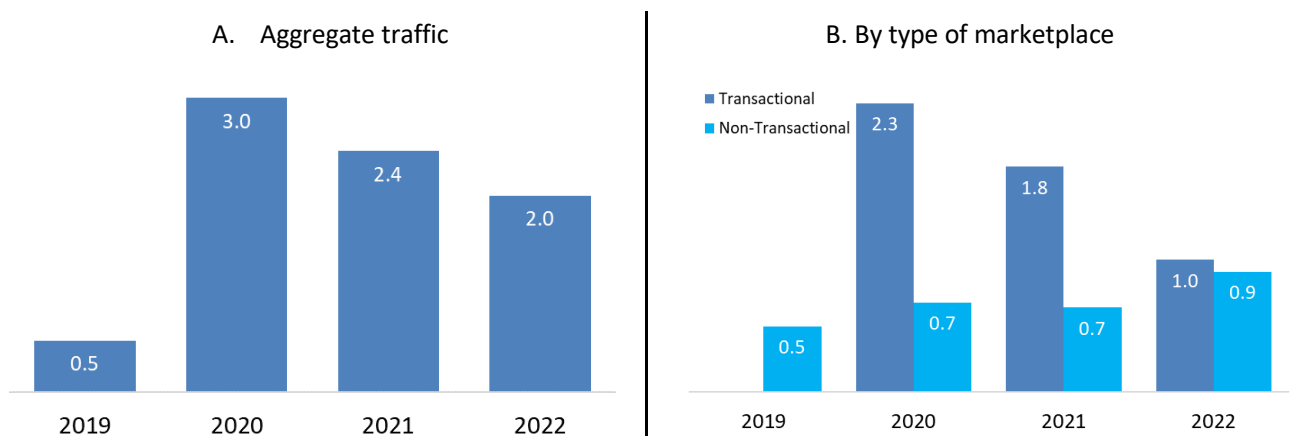
1. Marketplace activity

Marketplace traffic totaled 2.0 million visits in 2022, an 18.5 per cent decrease from the previous year (Figure 1.A). The decline was explained by the evolution of visits to transactional sites, which decreased 41.3 per cent y.o.y (Figure 1.B). On the other hand, visits to non-transactional sites grew 42.1 per cent y.o.y.

Most marketplace activity in Barbados remains concentrated in global and national marketplaces, which account for around 53 and 45 per cent of total traffic in 2022, respectively.

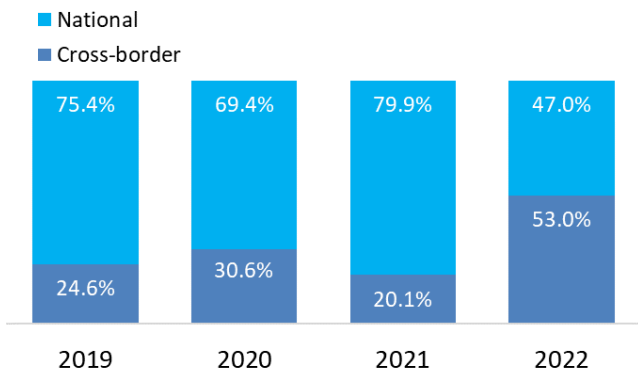
Barbados has a minor impact on the overall regional traffic, accounting for less than 0.05 per cent of the total (Figure 3). In 2022, the percentage of cross-border visits to sites targeting to the country as a share of total visits was 53.0 per cent (Figure 2).

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



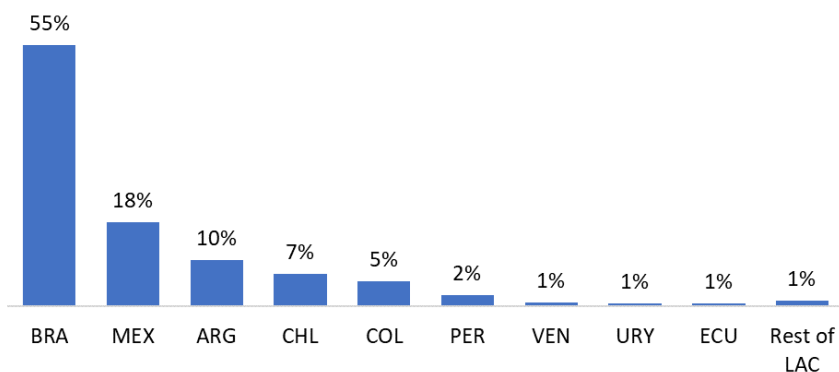
Source: LACME.

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



Source: LACME.

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



Source: LACME.

2. Marketplace landscape

In 2022, there were 15 active B2C marketplaces for goods in Barbados. The top 3 most visited marketplaces concentrated 97.4 per cent of total traffic (Table 1). Desert Cart was the most popular marketplace, with 52.4 per cent of total traffic, followed closely by Nation News Classifieds, with 42.6 per cent. Traffic from Barbados to foreign global marketplaces stood at 21.5 million, 4.5 percent lower than in 2021. The most visited global site was Amazon, with 53.2 per cent of total traffic in global marketplaces (Figure 5.B).

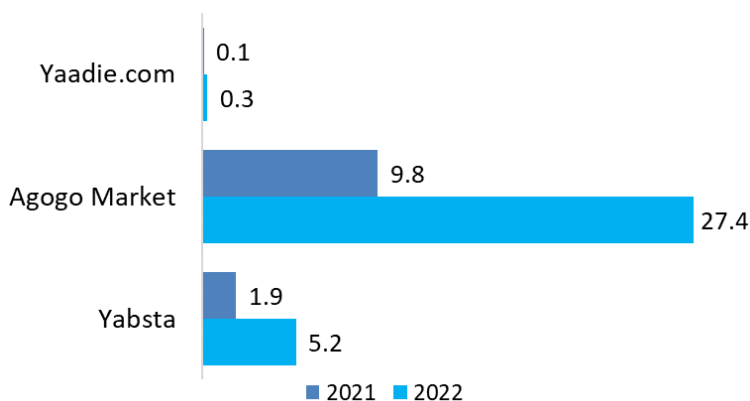
The fastest growing marketplaces in 2022 were Yaadie and Yabsta, both global classifieds sites; and Agogo Market, a national classifieds site (Figure 4).

Table 1. Leading marketplaces in Barbados, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Desert Cart	1.0	52.4	-41.3
Nation News Classifieds	0.9	42.6	44.4
CarroCarros	0.1	2.5	51.2
Top-3	2.0	97.4	-19.0

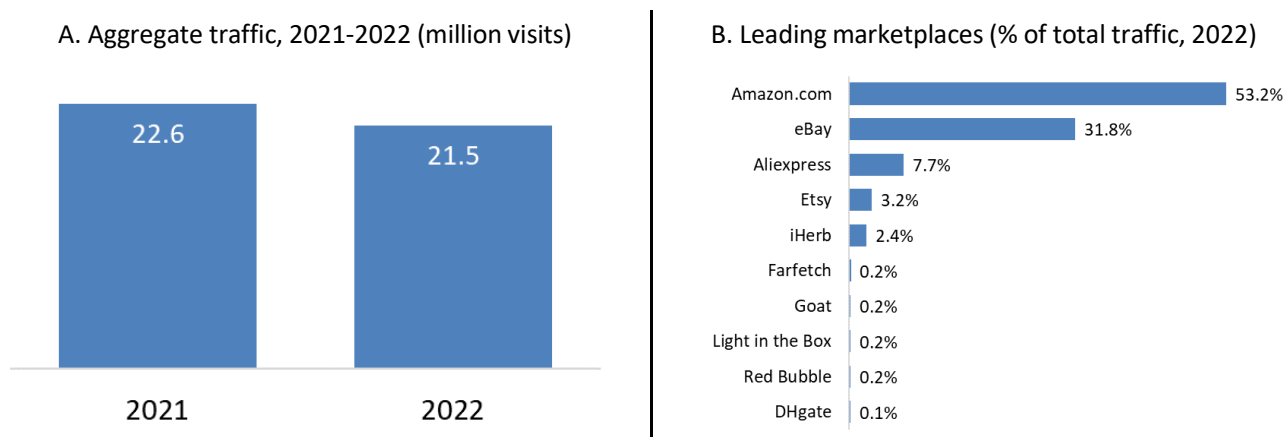
Source: LACME.

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



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

Figure 5. Traffic from Barbados in foreign global marketplaces that ship to Barbados, 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, Barbados, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	43.3	41.0	67.4	64.8
Population using the Internet (%)	83.2	82.5	85.8	-
Cross-border e-commerce (of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	29.2	27.5	22.3	17.1

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

Additional resources

Barbados

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/BARBADOS.pdf>
- U.S. International Trade Administration Country Commercial Guide
<https://www.trade.gov/country-commercial-guides/barbados-market-overview?section-nav=12379>

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>.