

LAC Marketplace Explorer Belize | Annual Report 2022

Highlights

- Total marketplace traffic reached 1.4 million visits in 2022, down 22.6 per cent from 2021, contracting for the first time since 2019.
- Traffic in transactional marketplaces dropped, while the non-transactional sites grew.
- Desert Cart dominates the marketplace landscape, concentrating 71.3 per cent share of total marketplace traffic.

1. Marketplace activity

Marketplace traffic totaled 1.4 million visits in 2022, a 22.6 per cent decreased from the previous year (Figure 1.A). The decline was explained by the evolution of visits to transactional sites, which decreased 37.5 per cent y.o.y (Figure 1.B). On the other hand, visits to non-transactional sites grew from 0.1 million visits in 2021 to 0.3 million in 2022 (Figure 1.B).

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

Belize has a limited 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 67.1 per cent (Figure 2).

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

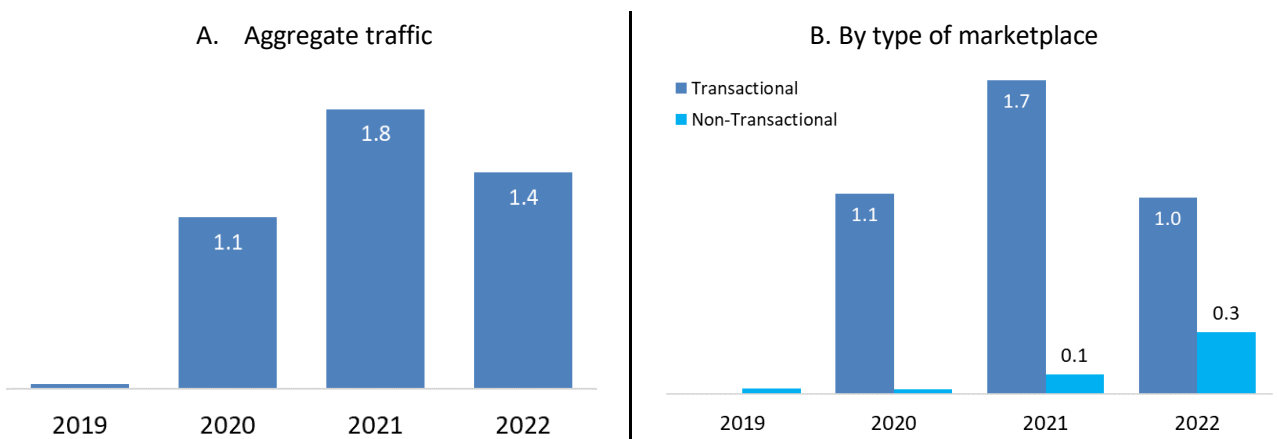
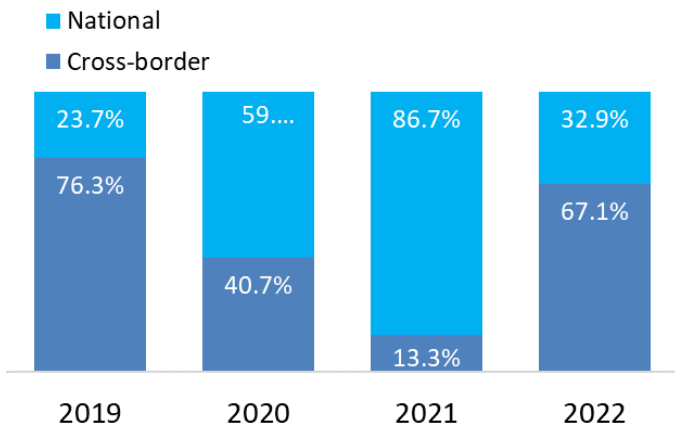
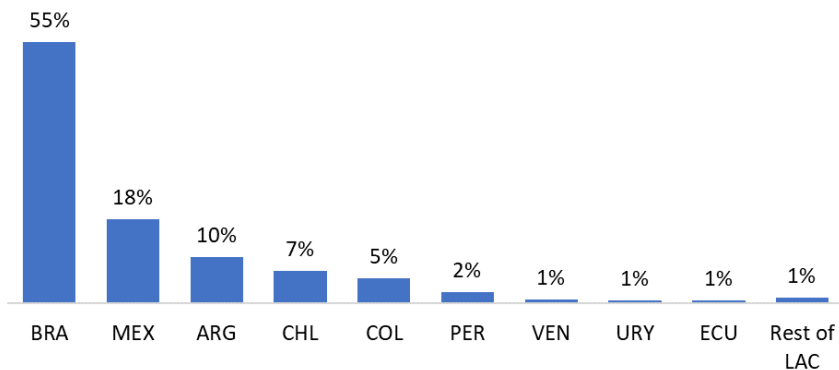


Figure 2. Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Belize, 2019-2022



Source: LACME.

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



Source: LACME.

2. Marketplace landscape

In 2022, there were 11 active B2C marketplaces for goods in Belize. The top 3 most visited marketplaces concentrated 98.6 per cent of total traffic (Table 1). Desert Cart was the most popular marketplace, with 71.3 per cent of total traffic, followed by Belize.ai, with 22.6 per cent. Traffic from Belize to foreign global marketplaces stood at 12.6 million, 5 percent higher than in 2021. The most visited global site was Amazon, with 74.8 per cent of total traffic in global marketplaces (Figure 5.B).

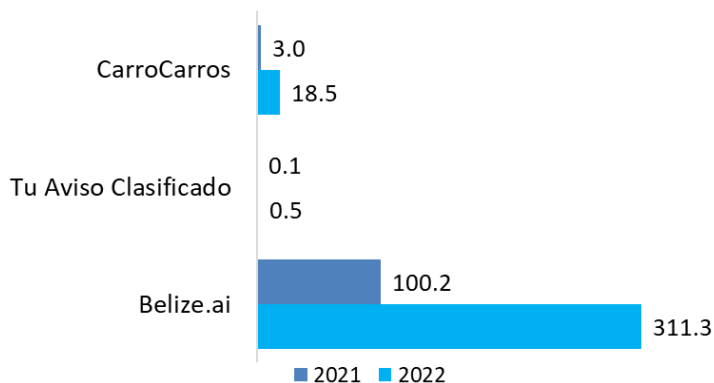
The fastest growing marketplaces in 2022 were CarroCarros, a classifieds site specialized in automotive vehicles (such as cars, trucks, and motorcycles) and related services and products; Tu Aviso Clasificado and Belize.ai, both classifieds sites (Figure 4).

Table 1. Leading marketplaces in Belize, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Desert Cart	1.0	71.3	-40.0
Belize.ai	0.3	22.6	210.8
Belizeon	0.1	4.8	71.5
Top-3	1.4	98.6	-23.5

Source: LACME.

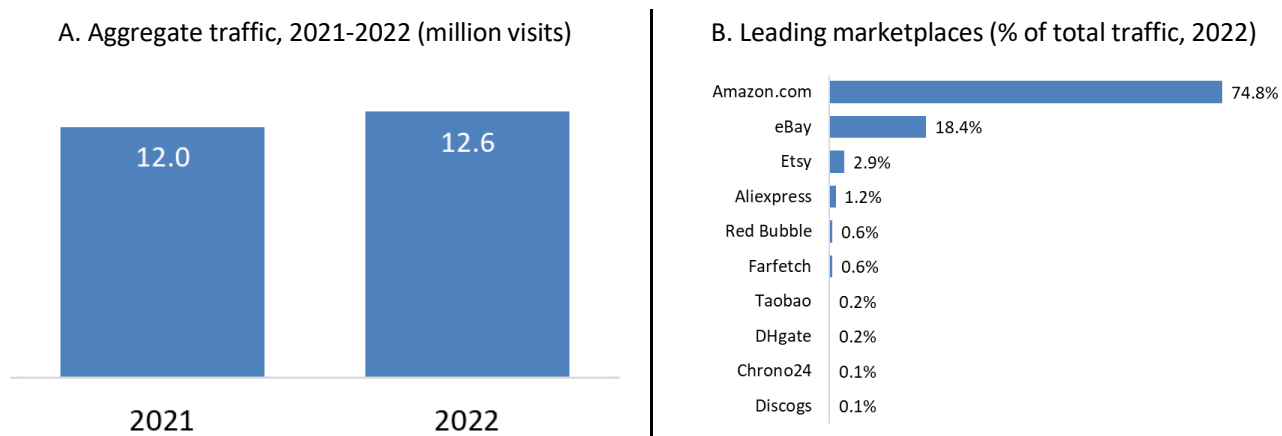
Figure 4. Traffic of fastest growing marketplaces in Belize, 2021-2022 (thousand visits)



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

Source: LACME.

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

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	44.0	44.8	44.2	-
Population using the Internet (%)	57.1	59.5	62.0	-
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	18.7	16.0	14.1	12.5

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

Additional resources

Belize

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/BELIZE.pdf>
- U.S. International Trade Administration Country Commercial Guide
<https://www.trade.gov/country-commercial-guides/belize-market-overview?section-nav=12485>

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>.