

LAC Marketplace Explorer Bolivia | Annual Report 2022

Highlights

- Total marketplace traffic reached 40.1 million visits in 2022, down 5.6 per cent from 2021, contracting for the third consecutive year.
- Traffic in transactional marketplaces continued to fall, while the non-transactional sites grew.
- Latam Autos dominates the marketplace landscape, concentrating 40.4 per cent share of total marketplace traffic.

1. Marketplace activity

Marketplace traffic totaled 40.1 million visits in 2022, a 5.6 per cent decrease from the previous year (Figure 1.A). The drop can be attributed to changes in the number of visits to non-transactional websites, which decreased from 39.1 million visits in 2021 to 35.6 million in 2022, marking an 8.8 per cent decline (Figure 1.B). Conversely, visits to transactional websites increased for the first time in four years, going from 3.4 million visits in 2021 to 4.5 million in 2022, representing a 30.9 per cent growth.

Most marketplace activity in Bolivia remains concentrated in intra-continental marketplaces, which account for around 57 per cent of total traffic in 2022.

Bolivia's impact on the overall regional traffic is minor, accounting for 0.19 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 50.7 per cent (Figure 2).

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

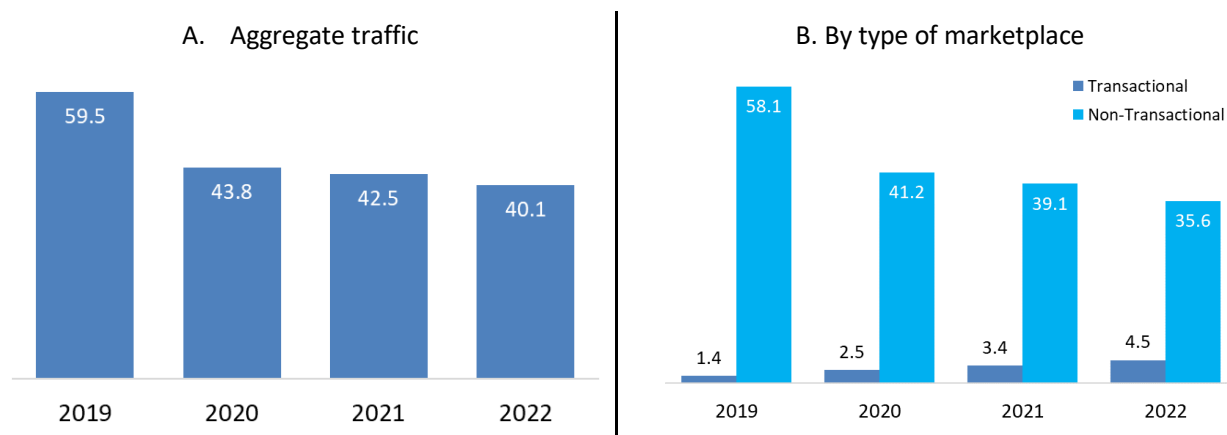
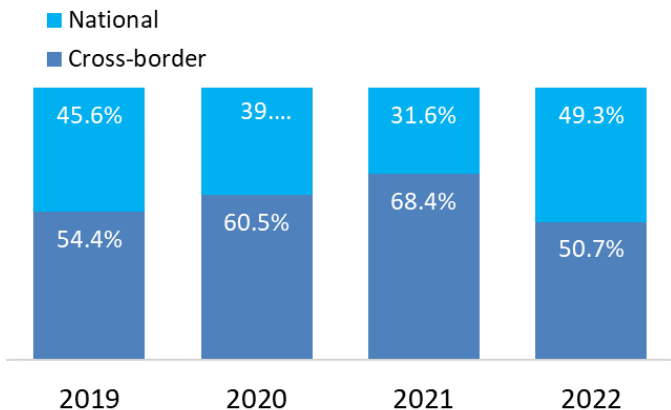
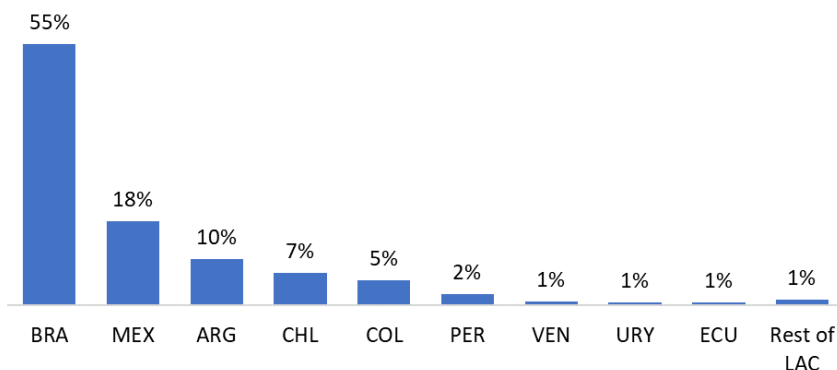


Figure 2. Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Bolivia, 2019-2022



Source: LACME.

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



Source: LACME.

2. Marketplace landscape

In 2022, there were 48 active B2C marketplaces for goods in Bolivia. The three most popular marketplaces accounted for 59.0 per cent of the overall traffic (Table 1). LatAm Autos was the leading marketplace, representing 40.4 per cent of the total traffic, followed by eBay with 9.7 per cent. Traffic from Bolivia to foreign global marketplaces stood at 27.2 million, 6 percent higher than in 2021. The most visited global site was Amazon, with 57.9 per cent of total traffic in global marketplaces (Figure 5.B).

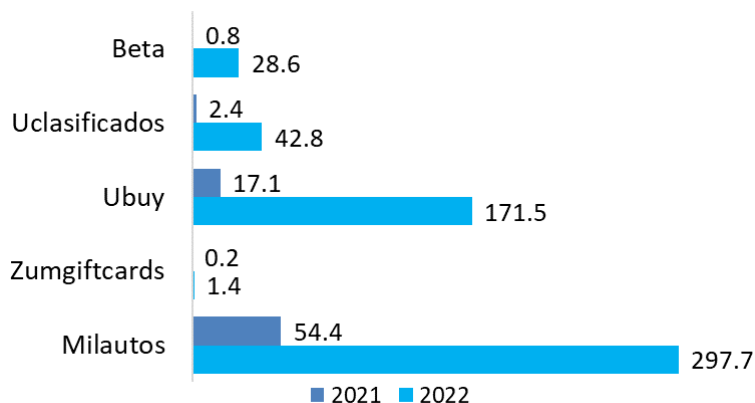
The fastest growing marketplaces in 2022 were Beta, an online shopping mall that offers a variety of products; Ubuy, also an online shopping mall; Uclasificados and Milautos, both global classifieds sites; and Zumgiftcard, a website for giving virtual gift cards (Figure 4).

Table 1. Leading marketplaces in Bolivia, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
LatAm Autos	16.2	40.4	-30.1
eBay	3.9	9.7	41.0
El Diario S.A.	3.6	8.9	-16.7
Top-3	23.7	59.0	-21.7

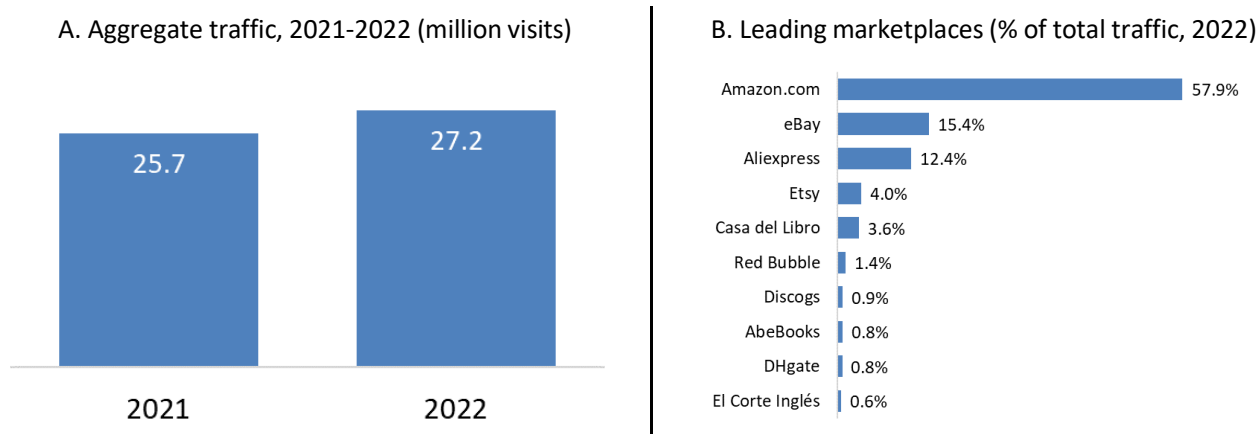
Source: LACME.

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



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

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



Note: Marketplaces include all their country domains (e.g., Amazon includes amazon.es and amazon.fr).
Source: LACME.

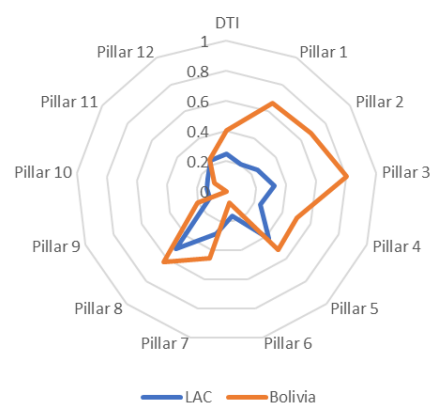
Table 2. Selected e-commerce environment indicators, Bolivia, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	81.2	82.3	86.7	-
Population using the Internet (%)	47.5	59.9	66.0	-
Cross-border e-commerce (% of online sales)	-	-	20.0	60.0
Credit card ownership (% of adults)	-	-	12.6	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	81.2	82.3	86.7	81.2

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 Bolivia'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, Bolivia and LAC**Table 3. RDTI – pillars scores**

	LAC	Bolivia
DTI index	0.25	0.41
Pillar 1: Tariffs and trade defense	0.20	0.66
Pillar 2: Public procurement	0.25	0.68
Pillar 3: Foreign Direct Investment	0.32	0.81
Pillar 4: Intellectual Property Rights (IPRs)	0.24	0.50
Pillar 5: Telecom infrastructure & competition	0.42	0.51
Pillar 6: Cross-border data policies	0.17	0.08
Pillar 7: Domestic Data policies	0.29	0.45
Pillar 8: Intermediary liability	0.51	0.63
Pillar 9: Content access	0.12	0.21
Pillar 10: Quantitative trade restrictions	0.13	0.00
Pillar 11: Technical standards	0.15	0.10
Pillar 12: Online sales and transactions	0.23	0.24

Source: Digital Trade Integration Project.

Bolivia's main strengths include
Among the key recommendations,

Additional resources

Bolivia

- eTrade for all Country Profile
[https://etradeforall.org/wp-content/uploads/countryprofiles/2021/BOLIVIA%20\(PLURINATIONAL%20STATE%20OF\).pdf](https://etradeforall.org/wp-content/uploads/countryprofiles/2021/BOLIVIA%20(PLURINATIONAL%20STATE%20OF).pdf)
- U.S. International Trade Administration Country Commercial Guide
<https://www.trade.gov/country-commercial-guides/bolivia-market-overview?section-nav=16837>
- Digital Trade Integration Project Country Profile
<https://dti.eui.eu/database/?country=BO&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>.