

CARICOM | Annual Report 2022

Highlights

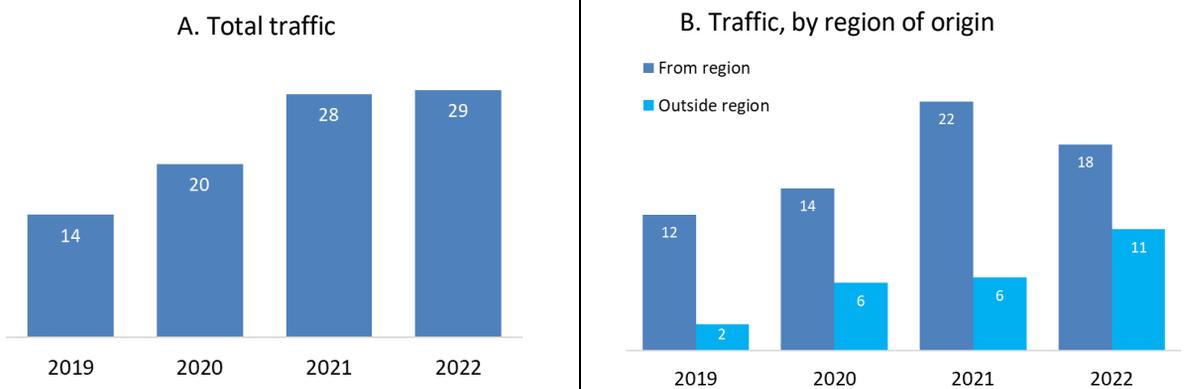
- Total marketplace traffic reached 29 million visits, a 1.8 per cent increase from 2021.
- Traffic from countries outside the region continues to represent 37 per cent of total traffic.
- Jamaica remains the largest market, with 35 per cent of the region’s total traffic. Jamaica Classified Online is the most popular website in the Community.

1. Marketplace activity

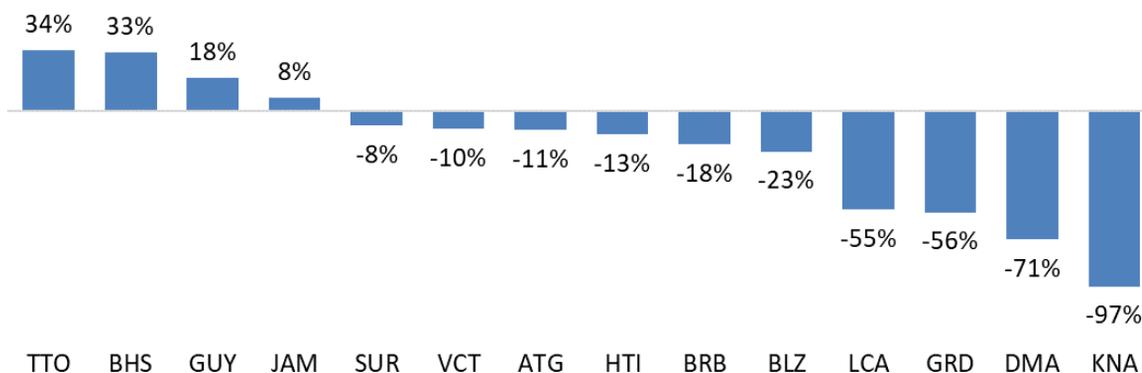
Marketplace traffic grew for the third consecutive year in 2022, reaching 29 million visits, a 1.8 per cent increase from 2021 (Figure 1.A). The number of visits from countries outside the region represented 37 per cent of total traffic (10.5 million visits) and registered a 66.3 per cent increase compared to the previous year. Trinidad and Tobago, Bahamas, Guyana and Jamaica were the only countries to enjoy positive growth rates in marketplace visits, while the rest showed decreases of between 8 per cent (Suriname) and 96 per cent (Saint Kitts and Nevis) (Figure 2).

The majority of marketplace engagement within the CARICOM is centered around marketplaces from Jamaica and Trinidad and Tobago, which combined make up 62 percent of the overall traffic in the region (Figure 3). The rest of the countries in the region have significantly lower share, below 10 per cent.

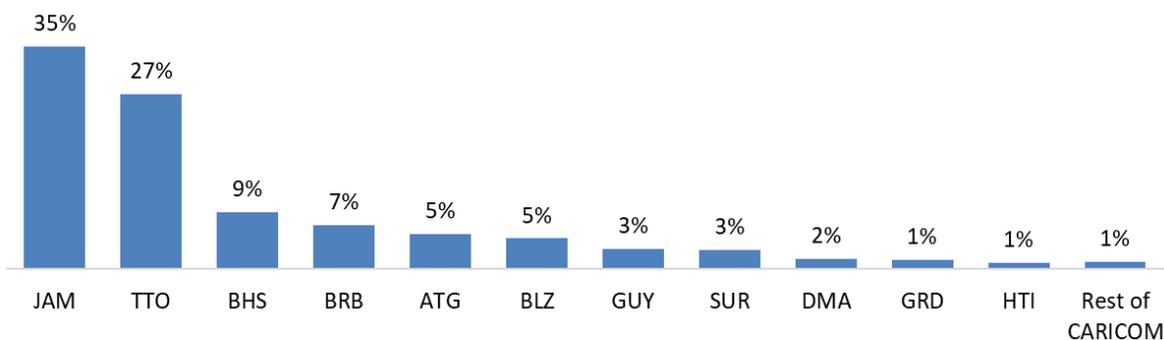
Figure 1. Evolution of marketplace traffic, CARICOM, 2019-2022 (million visits)



Source: LACME.

Figure 2. Marketplace traffic annual growth across countries in CARICOM, 2021-2022

Source: LACME.

Figure 3. Distribution of marketplace traffic across countries in CARICOM, 2022

Source: LACME.

2. Marketplace landscape

In 2022, there were 146 marketplaces B2C active marketplaces for goods in the CARICOM. The top 5 most visited marketplaces concentrated 40.9 per cent of total traffic (Table 1). Jamaica Classified Online was the most popular marketplace, with 12.1 per cent of total traffic, followed by pin.tt, with 11.8 per cent. Among global sites that ship to the CARICOM, the most visited one was Amazon, with 69.7 per cent of total traffic.

The fastest growing marketplaces in 2022 were Barter Hutt, Clicksmart, On Mark and Oasis Bahamas Store, all online shopping malls; and Belize.ai, a classifieds site (Figure 4).

Table 1. Leading marketplaces targeting CARICOM, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Jamaica Classified Online	3.5	12.1	19.5
Pin.tt	3.4	11.8	23.1
TriniCarsForSale	2.1	7.1	33.3
Desertcart (Bahamas)	1.7	5.9	12.6
Desertcart (Antigua)	1.2	4.0	-25.0
Top-5	11.8	40.9	14.9

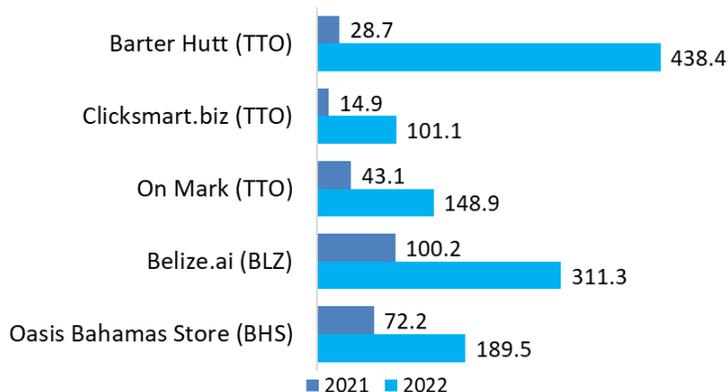
Source: LACME.

Table 2. Leading global marketplaces that ship to CARICOM, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Amazon.com	113.5	69.7	-7.8
eBay	31.6	19.4	-0.3
Aliexpress	7.7	4.8	-19.7
Etsy	5.0	3.1	-12.3
Red Bubble	0.7	0.4	-34.8
Top-5	158.5	97.4	-7.4

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

Source: LACME.

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

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

Source: LACME.

Table 3. Selected e-commerce environment indicators, CARICOM, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	58.9	61.3	68.3	78.2
Population using the Internet (%)	72.7	75.6	77.9	-
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	11.8	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	15.5	15.0	12.9	12.5

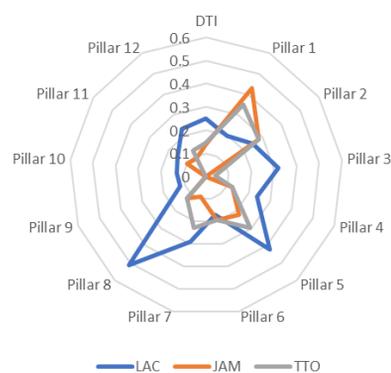
Note: The indexes are calculated based on the average of the available indexes for each country in the sub-region.

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 the CARICOM countries' performance compared to the LAC average. This 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, CARICOM (by country)



TBC by CEPAL

- Main strengths of member countries.
- Key recommendations.

Table 3. RDTI – pillars scores

	CARICOM	LAC
DTI index	0.14	0.25
Pillar 1: Tariffs and trade defense	0.39	0.20
Pillar 2: Public procurement	0.28	0.25
Pillar 3: Foreign Direct Investment	0.02	0.32
Pillar 4: Intellectual Property Rights (IPRs)	0.13	0.24
Pillar 5: Telecom infrastructure & competition	0.26	0.42
Pillar 6: Cross-border data policies	0.19	0.17
Pillar 7: Domestic Data policies	0.16	0.29
Pillar 8: Intermediary liability	0.13	0.51
Pillar 9: Content access	0.00	0.12
Pillar 10: Quantitative trade restrictions	0.00	0.13
Pillar 11: Technical standards	0.05	0.15
Pillar 12: Online sales and transactions	0.11	0.23

Note: The pillars are calculated based on the average of the available pillars for each country in the sub-region.

Source: Digital Trade Integration Project.

Additional resources

CARICOM

- CARICOM digital agenda
<https://today.caricom.org/tag/caricom-digital-agenda-2025/>

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>.