



## LAC Marketplace Explorer Chile | Annual Report 2022

### Highlights

- Total marketplace traffic reached 1,776 million visits in 2022, down 2.9 per cent from 2021, contracting for the first time since 2019.
- Traffic in transactional marketplaces dropped slightly, while that to non-transactional sites continued to fall for the fourth consecutive year.
- Falabella dominates the marketplace landscape, concentrating 22.6 per cent share of total marketplace traffic.
- Industry data indicate that B2C e-commerce sales fell for the first time in 2022, down 13 per cent from 2021.

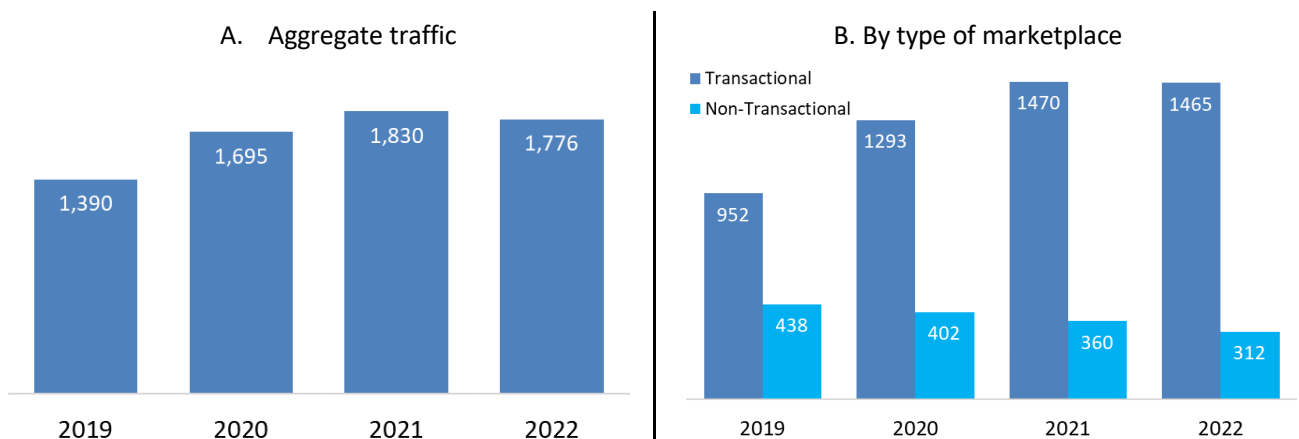
### 1. Marketplace activity

Marketplace traffic totaled 1,776 million visits, a 2.9 per cent decrease from the previous year (Figure 1.A). Most of the decrease is explained by the evolution of visits to non-transactional sites, which contracted for the fourth consecutive year, from 360 million visits in 2021 to 312 million in 2022 (-13.5 per cent, Figure 1.B). Most marketplace activity in Chile remains concentrated in intra-continental marketplaces, which account for around 80 per cent of total traffic.

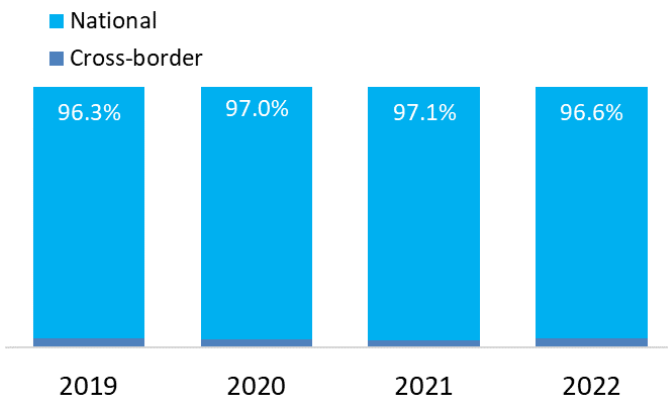
According to the Santiago Chamber of Commerce, B2C e-commerce sales in 2022 decreased for the first time ever. After reaching a record high of USD 11,967 million in 2021, sales were down 13 per cent to USD 10,453, although still higher than in 2020.

Chile is the fourth largest LAC country in terms of marketplace traffic, with a 7 per cent share, after Brazil, Mexico, and Argentina respectively (Figure 3). In 2022, the percentage of cross-border visits to sites targeting Chile as a share of total visits was 3.4 per cent (Figure 2).

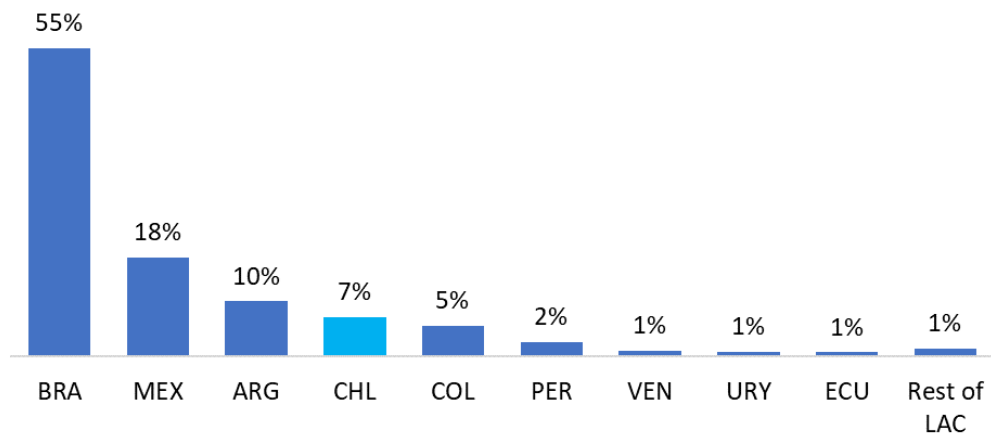
**Figure 1. Evolution of marketplace traffic, Chile, 2019-2022 (million visits)**



Source: LACME.

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

Source: LACME.

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

Source: LACME.

## 2. Marketplace landscape

In 2022, there were 124 active B2C marketplaces for goods in Chile. The top 10 most visited marketplaces concentrated 86.8 per cent of total traffic (Table 1). Falabella was the most popular marketplace, with 22.6 per cent of total traffic, followed closely by Mercado Libre, with 22.5 per cent. Traffic from Chile to foreign global marketplaces stood at 279.6 million, 9 percent lower than in 2021. The most visited global site was Amazon, with 45.6 per cent of total traffic in global marketplaces (Figure 5.B).

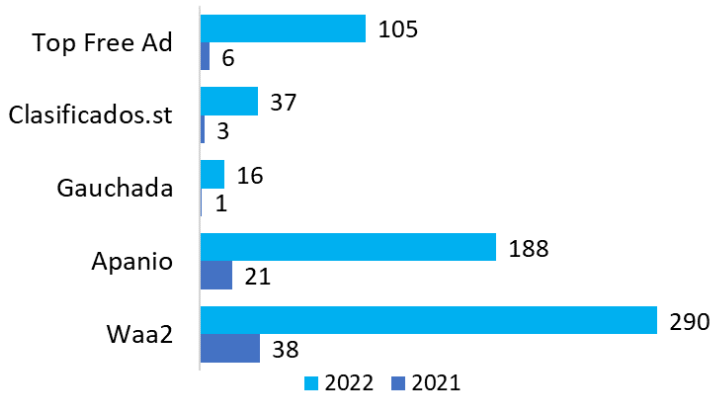
The fastest growing marketplaces in 2022 were Waa2, a classifieds site specialized in homes and cars; Apanio, a local marketplace specialized in products offered by SMEs and small entrepreneurs; and Gauchada, Clasificados.st, and Top Free Ads, all classifieds sites (Figure 4).

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

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Falabella	400.8	22.6	24.1
Mercadolibre	399.5	22.5	-4.1
Ripley	190.7	10.7	-4.2
Paris	189.2	10.7	3.7
Yapo	123.6	7.0	-26.0
Sodimac	73.2	4.1	-54.0
Buscalibre	52.3	2.9	10.0
Dafiti	47.4	2.7	21.7
Linio	36.2	2.0	-20.1
Knasta	29.0	1.6	33.5
<b>Top-10</b>	<b>1,541.9</b>	<b>86.8</b>	<b>-3.7</b>

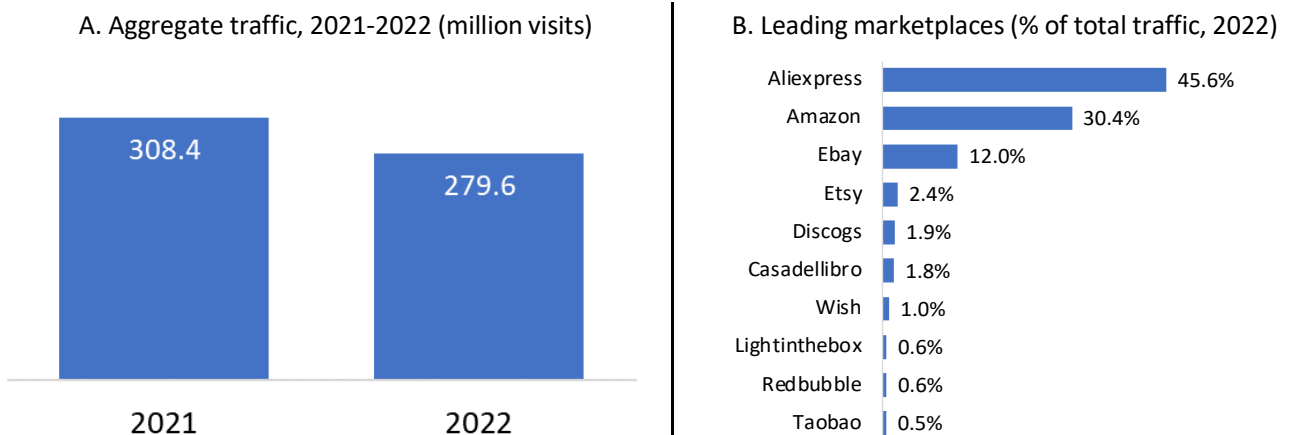
Source: LACME.

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



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

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

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	94.2	99.6	108.1	-
Population using the Internet (%)	72.7	80.0	-	-
Cross-border e-commerce (% of online sales)	30.0	19.0	11.0	22.0
Credit card ownership (% of adults)	-	-	21.0	24.0
Digital Trade Restrictiveness Index	0.28	-	-	-
Integrated Index of Postal Development	34.7	36.6	34.8	38.4

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

### 3. Regional digital trade integration index

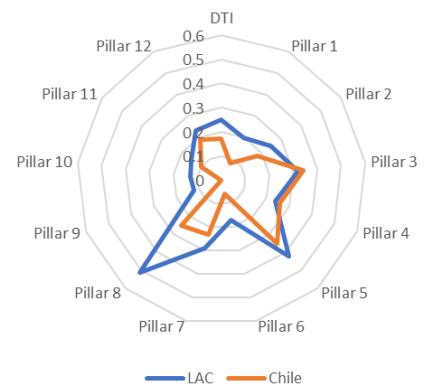
From the analysis of relevant policies for the integration of digital trade, the Regional Digital Trade Integration Index (RDTII) shows Chile's performance, compared to other LAC countries. The analysis integrates the scores of 12 pillars using a simple average method, where each pillar of the DTII is 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.

**Table 3. RDTI – pillars scores**

	LAC	Chile
DTI index	0.25	0.17
Pillar 1: Tariffs and trade defense	0.20	0.08
Pillar 2: Public procurement	0.25	0.18
Pillar 3: Foreign Direct Investment	0.32	0.34
Pillar 4: Intellectual Property Rights (IPRs)	0.24	0.26
Pillar 5: Telecom infrastructure & competition	0.42	0.35
Pillar 6: Cross-border data policies	0.17	0.06
Pillar 7: Domestic Data policies	0.29	0.23
Pillar 8: Intermediary liability	0.51	0.25
Pillar 9: Content access	0.12	0.00
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	0.19

Source: Digital Trade Integration Project.

**Figure 6. RDTI – pillar scores, Chile and LAC**

Chile's main strengths include a low tariff rate for ICT goods, the average applied tariff rate is 0.03%, while 92.9% of ICT goods imports are duty-free. The country is also generally open to FDI and ensures equal treatment of foreign capital investment. Furthermore, the country presents an open regime for cross-border data flows and an open regime for access to commercial web content.

Among the key recommendations, the analysis includes the promotion of adequate online copyright enforcement and to implementation of a safe harbor regime for intermediaries beyond copyright infringement. Furthermore, it is encouraged to establish a de minimis threshold above the 200 USD threshold (the actual one in Chile is 30 USD,) recommended in the guidelines of the ICC to support e-commerce transactions. Finally, it is recommended that the country join the WTO GPA.

## Additional resources

### Chile

- eTrade for all Country Profile  
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/CHILE.pdf>
- Santiago Chamber of Commerce E-commerce Committee  
<https://www.ecommerceccs.cl/>
- U.S. International Trade Administration Country Commercial Guide  
<https://www.trade.gov/country-commercial-guides/chile-ecommerce>
- Digital Trade Integration Project Country Profile  
<https://dti.eui.eu/database/?country=CL&country2=&chapter=>

### 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>.