

# LAC Marketplace Explorer Colombia | Annual Report 2022

## Highlights

- Total marketplace traffic reached 1,384 million visits in 2022, up 3.9 per cent from 2021, expanding for the third time since 2019.
- Traffic in transactional sites grew while visits to non-transactional marketplaces dropped.
- Mercado Libre dominates the marketplace landscape, concentrating 38.1 per cent share of total marketplace traffic.
- Industry data indicate that e-commerce sales increased 38.4 per cent compared to 2021.

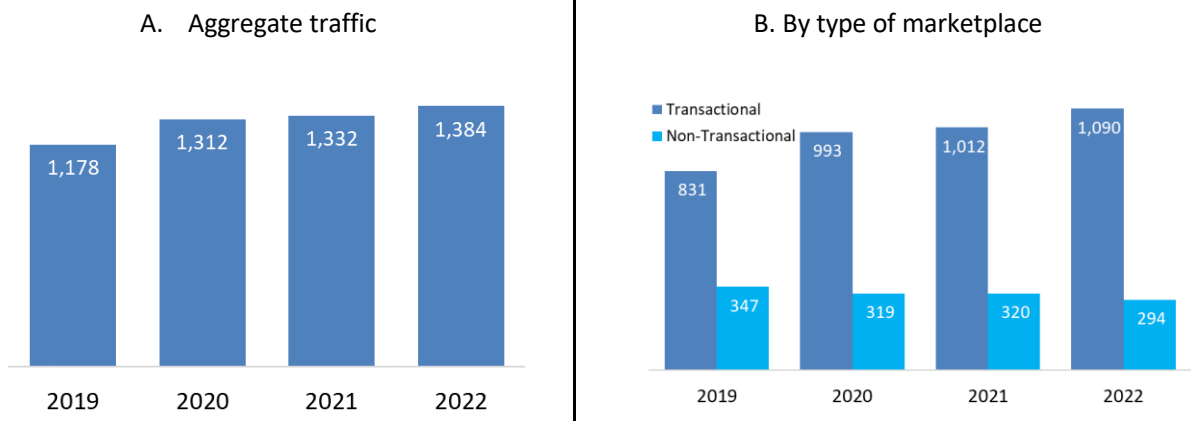
## 1. Marketplace activity

Marketplace traffic totaled 1,384 million visits in 2022, a 3.9 per cent rise from the previous year (Figure 1.A). The increase is explained by the evolution of visits to transactional sites, from 1,012 million visits in 2021 to 1,090 million in 2022 (7.7 per cent, Figure 1.B). On the other hand, visits to non-transactional sites decreased 8.3 per cent. Most marketplace activity in Colombia remains concentrated in intra-continental marketplaces, which account for around 66 per cent of total traffic.

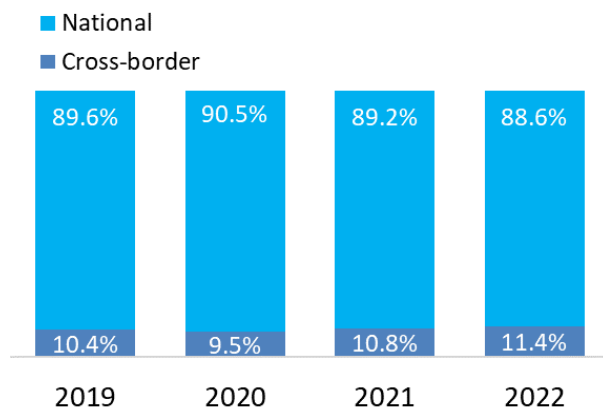
According to the Colombia's Chamber of Electronic Commerce, e-commerce sales in 2022 reached US\$ 12.9 billion, a 38.4 per cent increase compared to 2021 and 94.1 per cent higher than in 2020.

Colombia is the fifth largest LAC country in terms of marketplace traffic, with a 4 per cent share, after Brazil, Mexico, Argentina and Chile (Figure 3). In 2022, the percentage of cross-border visits to sites targeting to the country as a share of total visits was 11.4 per cent (Figure 2).

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

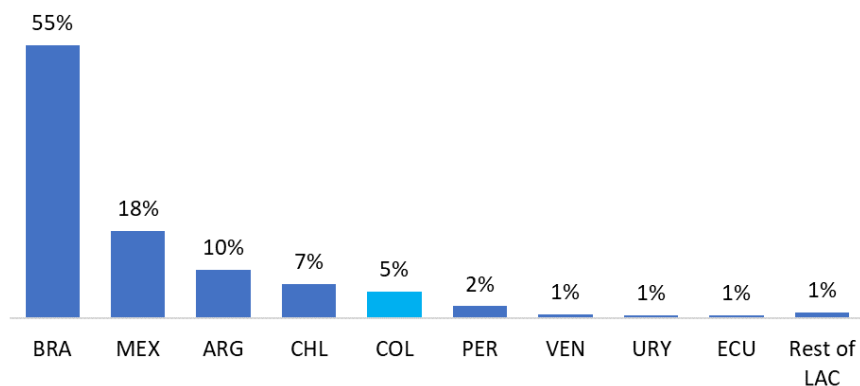


**Figure 2. Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Colombia, 2019-2022**



Source: LACME.

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



Source: LACME.

## 2. Marketplace landscape

In 2022, there were 134 active B2C marketplaces for goods in Colombia. The top 10 most visited marketplaces concentrated 81.3 per cent of total traffic (Table 1). Mercado Libre was the most popular marketplace, with 38.1 per cent of total traffic, followed by Exito, with 7.3 per cent. Traffic from Colombia to foreign global marketplaces stood at 257.6 million, 0.05 per cent lower than in 2021. The most visited global site was Amazon, with 63.1 per cent of total traffic in global marketplaces (Figure 5.B).

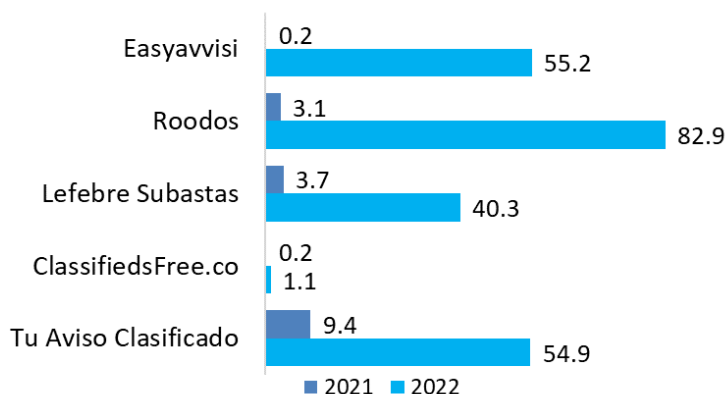
The fastest growing marketplaces in 2022 were Easyavvisi and Roodos, both classifieds sites specialized in cars; Lefebre Subastas, an auctions site specialized in homes; ClassifiedsFree.co and Tu Aviso Clasificado, both global sites (Figure 4).

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

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Mercado Libre	527.4	38.1	-5.4
Éxito	101.2	7.3	42.2
Falabella	98.1	7.1	13.6
Sodimac Homecenter	91.8	6.6	29.0
Tucarro	65.8	4.8	7.3
Carsales.com	60.1	4.3	8.6
OLX	58.3	4.2	-28.1
Linio	54.2	3.9	26.2
Dafiti	36.9	2.7	6.4
Buscalibre	31.6	2.3	34.1
<b>Top-10</b>	<b>1125.4</b>	<b>81.3</b>	<b>3.7</b>

Source: LACME.

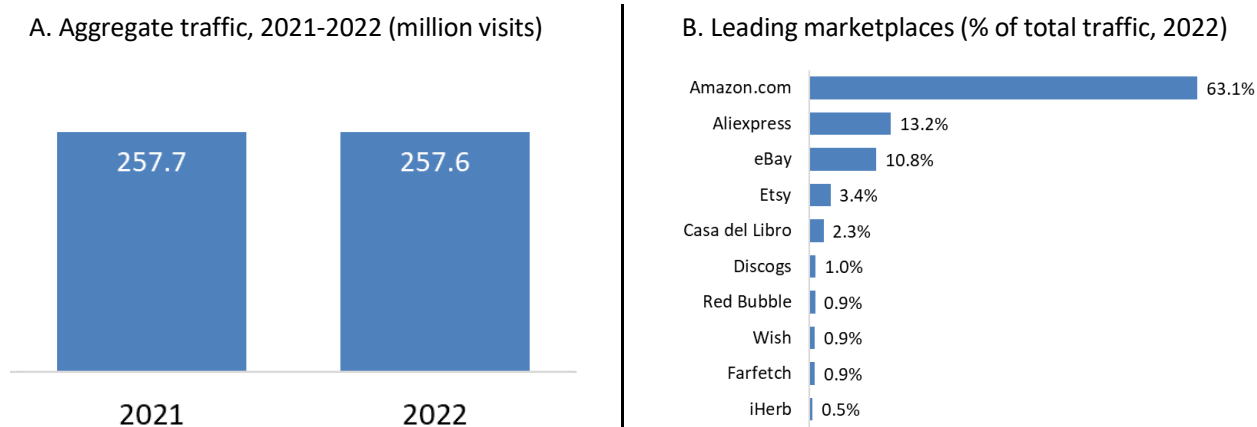
**Figure 4. Traffic of fastest growing marketplaces in Colombia, 2021-2022 (thousand visits)**



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

Source: LACME.

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



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

Source: LACME.

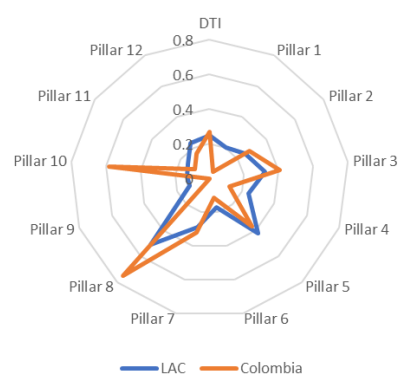
**Table 2. Selected e-commerce environment indicators, Colombia, 2019-2022**

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	58.8	61.8	71.4	76.2
Population using the Internet (%)	65.0	69.8	73.0	72.8
Cross-border e-commerce (% of online sales)	24.0	19.0	11.0	15.0
Credit card ownership (% of adults)	-	-	13.2	-
Digital Trade Restrictiveness Index	0.2	-	-	-
Integrated Index of Postal Development	47.2	44.4	45.6	53.2

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

	LAC	Colombia
DTI index	0.25	0.27
Pillar 1: Tariffs and trade defense	0.20	0.04
Pillar 2: Public procurement	0.25	0.28
Pillar 3: Foreign Direct Investment	0.32	0.41
Pillar 4: Intellectual Property Rights (IPRs)	0.24	0.13
Pillar 5: Telecom infrastructure & competition	0.42	0.37
Pillar 6: Cross-border data policies	0.17	0.12
Pillar 7: Domestic Data policies	0.29	0.32
Pillar 8: Intermediary liability	0.51	0.75
Pillar 9: Content access	0.12	0.00
Pillar 10: Quantitative trade restrictions	0.13	0.58
Pillar 11: Technical standards	0.15	0.10
Pillar 12: Online sales and transactions	0.23	0.16

Source: Digital Trade Integration Project.

Colombia's main strengths include  
Among the key recommendations,

## Additional resources

### Colombia

- eTrade for all Country Profile  
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/COLOMBIA.pdf>
- U.S. International Trade Administration Country Commercial Guide  
<https://www.trade.gov/knowledge-product/exporting-colombia-market-overview?section-nav=5277>
- Digital Trade Integration Project Country Profile  
<https://dti.eui.eu/database/?country=CO&country2=&chapter=&enablingOrRestrictions=ER&v=2>
- Colombian Chamber of Electronic Commerce  
<https://www.ccce.org.co/>

### 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>.