

LAC Marketplace Explorer Cuba | Annual Report 2022

Highlights

- Total marketplace traffic reached 12.7 million visits in 2022, up 35.3 per cent from 2021.
- Cuba only has non-transactional marketplaces.
- Revolico dominates the marketplace landscape, concentrating 76.9 per cent share of total marketplace traffic.

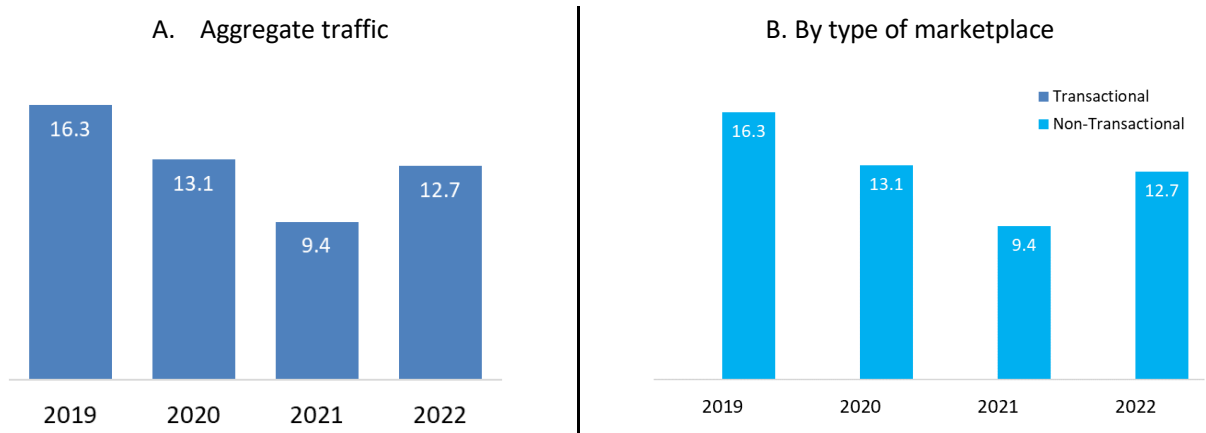
1. Marketplace activity

Marketplace traffic totaled 12.7 million visits in 2022, a 35.3 per cent increase from the previous year (Figure 1.A). The rise was explained by the evolution of visits on non-transactional sites (Figure 1.B).

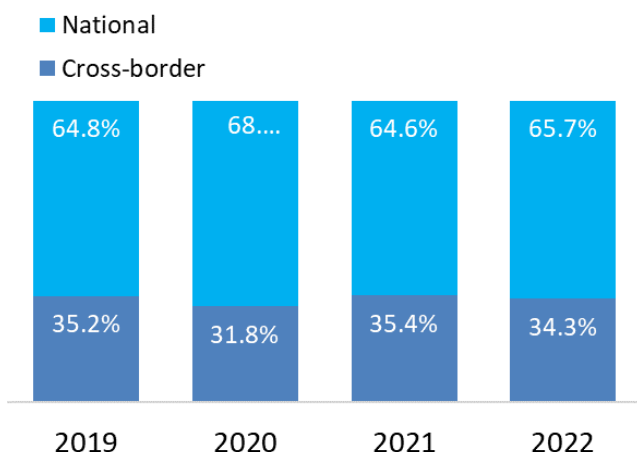
Most marketplace activity in Cuba remains concentrated in national marketplaces, which account for around 94 per cent of total traffic in 2022.

Cuba has a minimal impact on the overall regional traffic, accounting for less than 0.06 per cent of the total (Figure 3). In 2022, the percentage of cross-border visits to sites targeting Cuba as a share of total visits was 34.3 per cent (Figure 2).

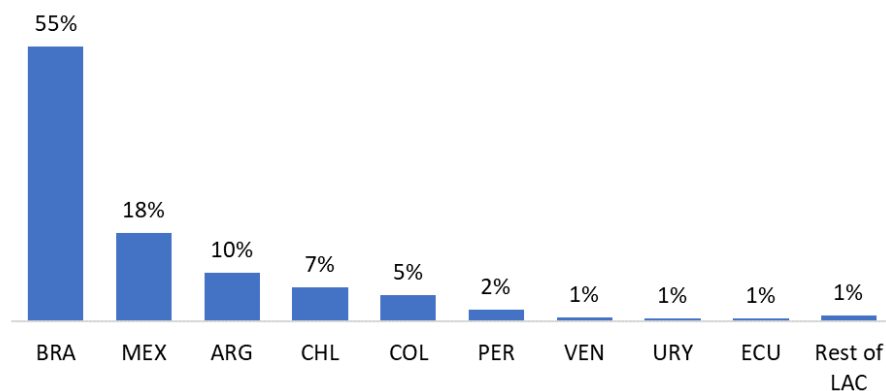
Figure 1. Evolution of marketplace traffic, Cuba, 2019-2022 (million visits)



Source: LACME.

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

Source: LACME.

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

Source: LACME.

2. Marketplace landscape

In 2022, the top 3 most visited in Cuba concentrated 93.5 per cent of total traffic (Table 1). Revolico was the most popular marketplace, with 76.9 per cent of total traffic, followed by PorlaLivre, with 12.1 per cent. Traffic from Cuba to foreign global marketplaces stood at 0.06 million, 24.6 percent higher than in 2021. The most visited global site was DHgate, with 47.7 per cent of total traffic in global marketplaces (Figure 5.B).

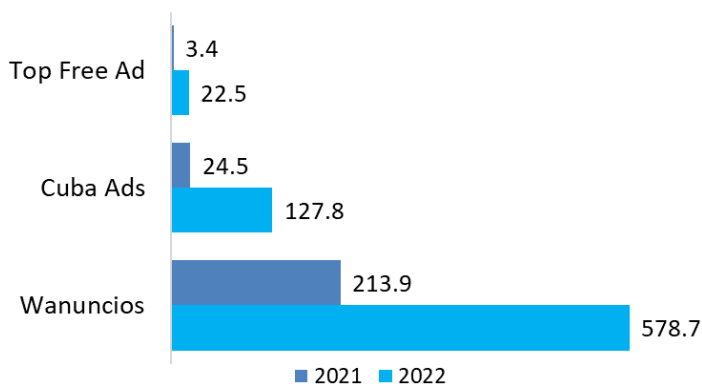
The fastest growing marketplaces in 2022 were Top Free Ad, Cuba Ads and Wanuncios, all classifieds sites (Figure 4).

Table 1. Leading marketplaces in Cuba, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Revolico	9.8	76.9	24.1
PorlaLivre	1.5	12.1	147.8
Wanuncios	0.6	4.6	170.5
Top-3	12.7	93.5	45.9

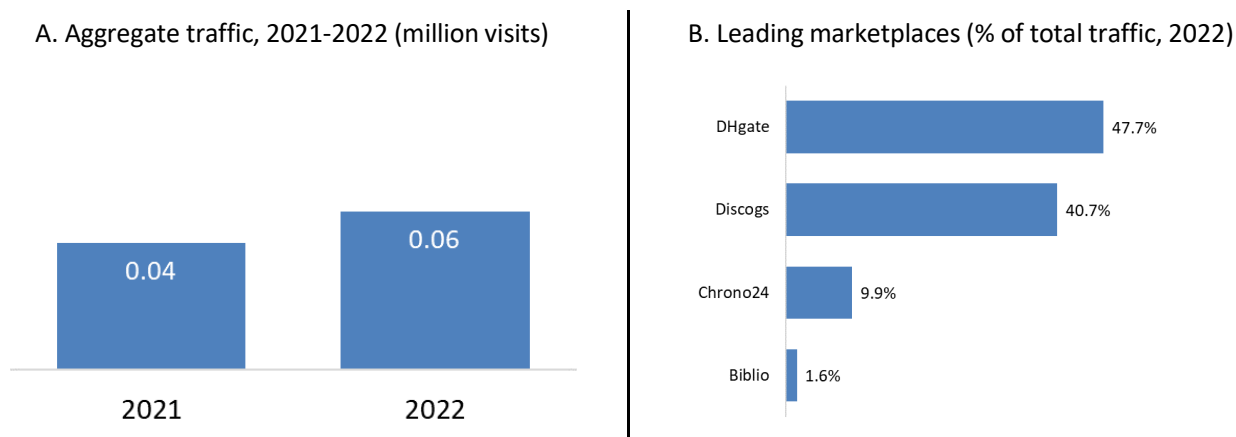
Source: LACME.

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



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

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



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

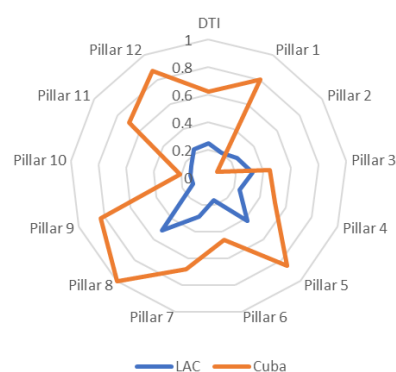
Table 2. Selected e-commerce environment indicators, Cuba, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	25.8	30.8	33.1	42.2
Population using the Internet (%)	68.0	71.1	71.1	-
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	24.8	31.7	23.1	16.0

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

	LAC	Cuba
DTI index	0.25	0.62
Pillar 1: Tariffs and trade defense	0.20	0.80
Pillar 2: Public procurement	0.25	0.08
Pillar 3: Foreign Direct Investment	0.32	0.45
Pillar 4: Intellectual Property Rights (IPRs)	0.24	0.51
Pillar 5: Telecom infrastructure & competition	0.42	0.85
Pillar 6: Cross-border data policies	0.17	0.46
Pillar 7: Domestic Data policies	0.29	0.68
Pillar 8: Intermediary liability	0.51	1.00
Pillar 9: Content access	0.12	0.83
Pillar 10: Quantitative trade restrictions	0.13	0.21
Pillar 11: Technical standards	0.15	0.70
Pillar 12: Online sales and transactions	0.23	0.88

Source: Digital Trade Integration Project.

Cuba's main strengths include
Among the key recommendations,

Additional resources

Cuba

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/CUBA.pdf>
- Digital Trade Integration Project Country Profile
<https://dti.eui.eu/database/?country=CU&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>.