

LAC Marketplace Explorer Dominica | Annual Report 2022

Highlights

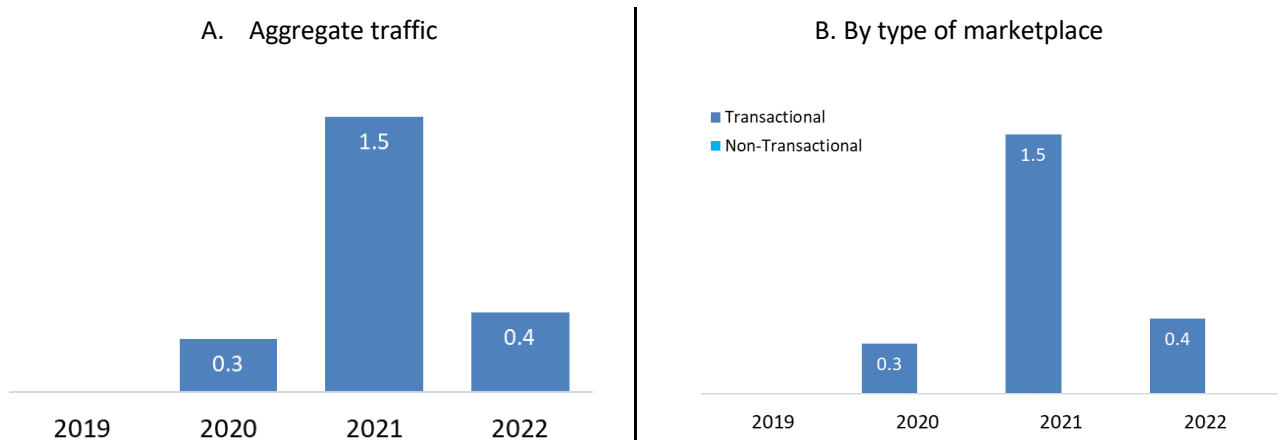
- Total marketplace traffic reached 0.4 million visits in 2022, down 71.0 per cent from 2021, contracting for the first time since 2019.
- Dominica only has transactional marketplaces.
- Desert Cart dominates the marketplace landscape.

1. Marketplace activity

Marketplace traffic totaled 0.4 million visits in 2022, a 71.0 per cent decrease from the previous year (Figure 1.A). The decline was explained by the evolution of visits on transactional sites (Figure 1.B). The entirety of marketplace activity in Dominica continues to be centered in global marketplaces.

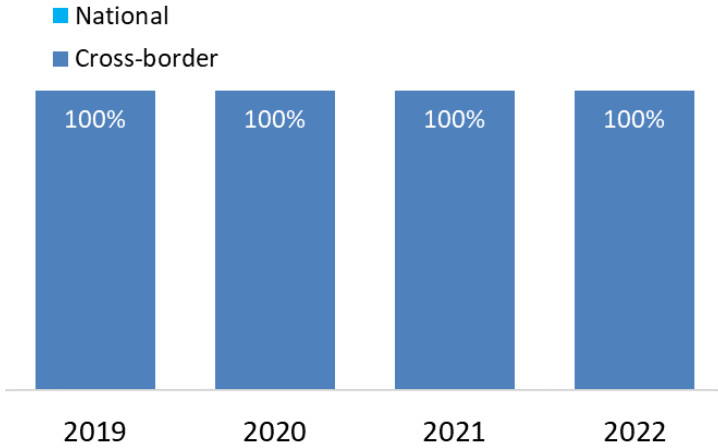
Dominica has a minimal impact on the overall regional traffic, accounting for less than 0.01 per cent of the total (Figure 3). In 2022, all visits to sites targeting to the country were cross-border (Figure 2).

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



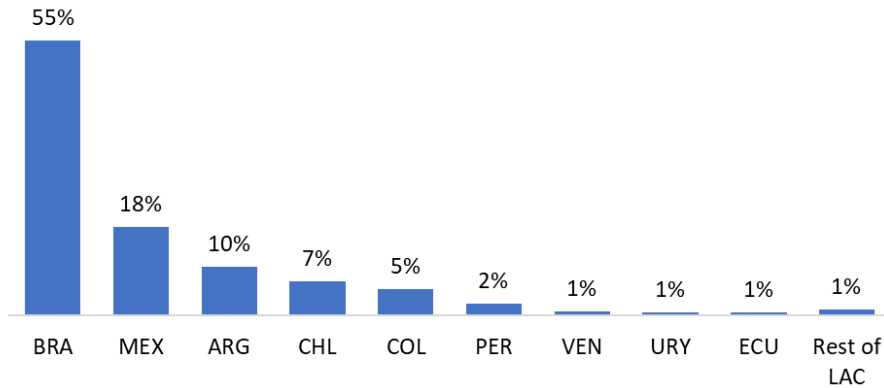
Source: LACME.

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



Source: LACME.

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



Source: LACME.

2. Marketplace landscape

In 2022, there was information for only one marketplace in Dominica: Desert Cart, an e-commerce website that specializes in selling products that are often not easily available in certain regions and provides international shipping options. Shoppers can browse a variety of items, from electronics to clothing and accessories, and make online purchases through the platform.

Table 1. Leading marketplaces in Dominica, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Desertcart	0.4	100.0	-71.0
Total	0.4	100.0	-71.0

Source: LACME.

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

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	82.9	77.1	67.8	-
Population using the Internet (%)	73.4	77.1	80.9	-
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	4.6	3.9	7.4	10.8

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

Additional resources

Dominica

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/DOMINICA.pdf>

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>.