

LAC Marketplace Explorer Dominican Republic | Annual Report 2022

Highlights

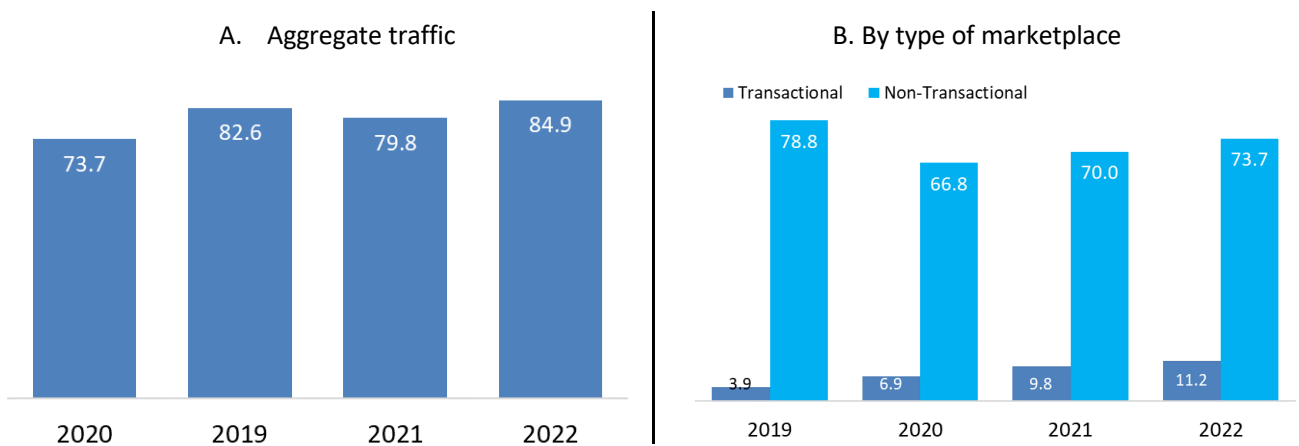
- Total marketplace traffic reached 84.9 million visits in 2022, up 6.3 per cent from 2021
- Traffic in both transactional and non-transactional sites grew.
- Corotos dominates the marketplace landscape, concentrating 29.3 per cent share of total marketplace traffic.

1. Marketplace activity

Marketplace traffic totaled 84.9 million visits in 2022, a 6.3 per cent increase compared to the previous year (Figure 1.A). The rise was observed in both transactional and non-transactional sites, which increased 5.3 per cent and 13.9 per cent y.o.y., respectively (Figure 1.B). Most marketplace activity in Dominican Republic remains concentrated in national marketplaces, which account for around 62 per cent of total traffic.

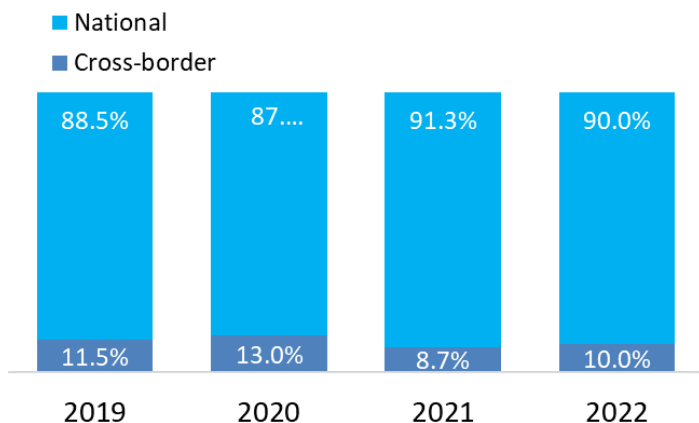
Dominican Republic's impact on the overall regional traffic is minor, accounting for a contribution of 0.35 per cent (Figure 3). In 2022, the percentage of cross-border visits to sites targeting Dominican Republic as a share of total visits was 10.0 per cent (Figure 2).

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



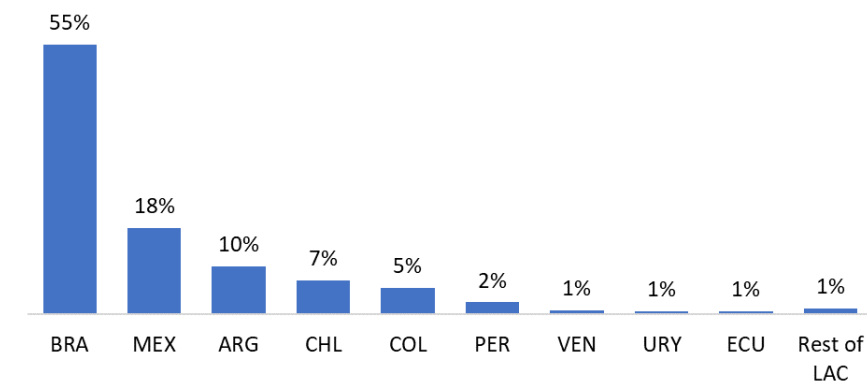
Source: LACME.

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



Source: LACME.

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



Source: LACME.

2. Marketplace landscape

In 2022, there were 51 active B2C marketplaces for goods in Dominican Republic. The top 10 most visited marketplaces concentrated 91.2 per cent of total traffic (Table 1). Corotos was the most popular marketplace, with 29.3 per cent of total traffic, followed closely by SuperCarros, with 22.9 per cent. Traffic from Dominican Republic to foreign global marketplaces stood at 143.2 million, 0.7 percent higher than in 2021. The most visited global site was Amazon, with 59.9 per cent of total traffic in global marketplaces (Figure 5.B).

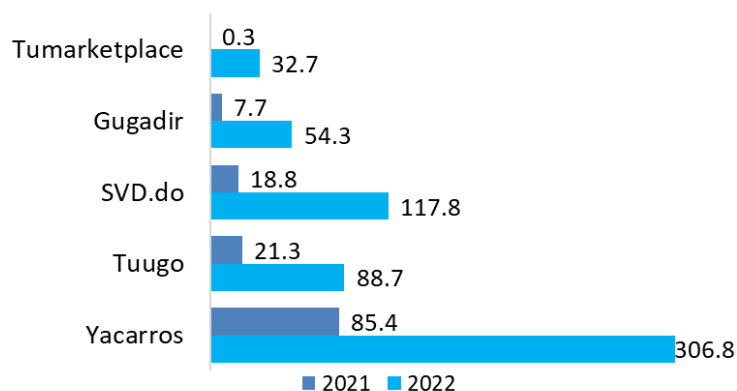
The fastest growing marketplaces in 2022 were Tumarketplace, SVD.do and Yacarros, all national classifieds sites; and Gugadir and Tuugo, both global classifieds sites (Figure 4).

Table 1. Leading marketplaces in Dominican Republic, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Corotos	24.9	29.3	-2.8
SuperCarros.com	19.4	22.9	37.3
Mercado Libre Classifieds	15.2	18.0	-11.3
eBay	7.2	8.5	28.7
Wanuncios	2.4	2.9	3.1
SuperCarros1	2.2	2.6	71.7
PedidosYa	1.7	2.0	-13.4
Lapulga	1.7	2.0	-38.5
CarrosRD	1.4	1.6	119.8
Locanto	1.2	1.4	-49.7
Top-10	77.4	91.2	4.7

Source: LACME.

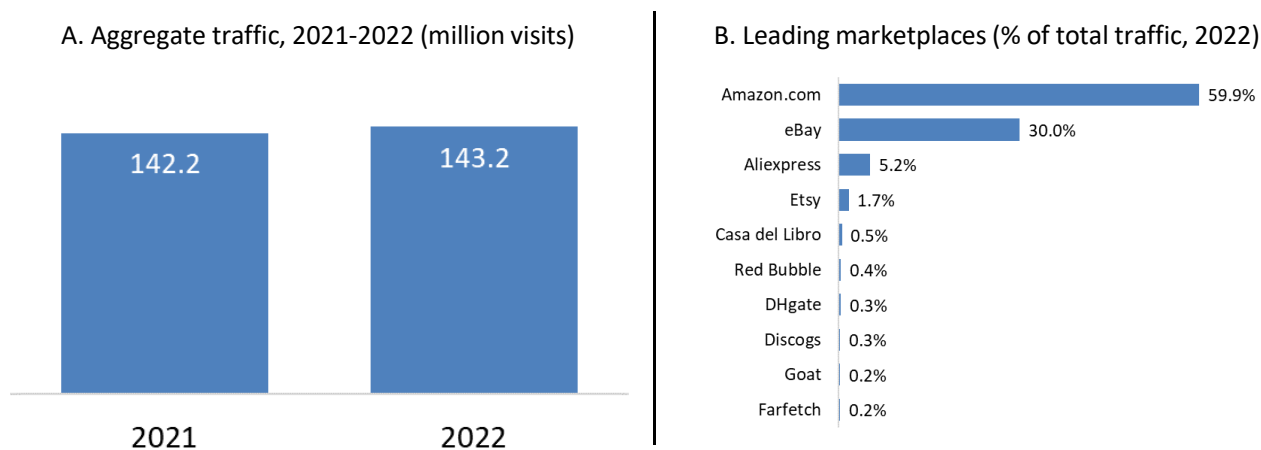
Figure 4. Traffic of fastest growing marketplaces in Dominican Republic, 2021-2022 (thousand visits)



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

Source: LACME.

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



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

Source: LACME.

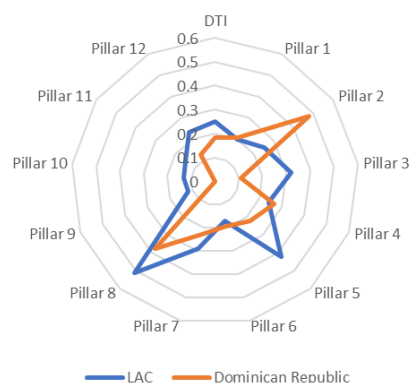
Table 2. Selected e-commerce environment indicators, Dominican Republic, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	66.3	69.9	66.7	71.6
Population using the Internet (%)	79.7	82.2	85.2	-
Cross-border e-commerce (% of online sales)	-	-	73.0	57.0
Credit card ownership (% of adults)	-	-	10.7	-
Digital Trade Restrictiveness Index	41.6	39.7	-	25.1
Integrated Index of Postal Development	66.3	69.9	66.7	71.6

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

	LAC	Dominican Republic
DTI index	0.25	0.18
Pillar 1: Tariffs and trade defense	0.20	0.20
Pillar 2: Public procurement	0.25	0.48
Pillar 3: Foreign Direct Investment	0.32	0.11
Pillar 4: Intellectual Property Rights (IPRs)	0.24	0.26
Pillar 5: Telecom infrastructure & competition	0.42	0.22
Pillar 6: Cross-border data policies	0.17	0.19
Pillar 7: Domestic Data policies	0.29	0.23
Pillar 8: Intermediary liability	0.51	0.38
Pillar 9: Content access	0.12	0.00
Pillar 10: Quantitative trade restrictions	0.13	0.00
Pillar 11: Technical standards	0.15	0.00
Pillar 12: Online sales and transactions	0.23	0.13

Source: Digital Trade Integration Project.

Dominican Republic's main strengths include
Among the key recommendations,

Additional resources

Dominican Republic

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/DOMINICAN%20REPUBLIC.pdf>
- U.S. International Trade Administration Country Commercial Guide
<https://www.trade.gov/country-commercial-guides/dominican-republic-market-overview?section-nav=4748>
- Digital Trade Integration Project Country Profile
<https://dti.eui.eu/database/?country=DO&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>.