LAC Marketplace Explorer
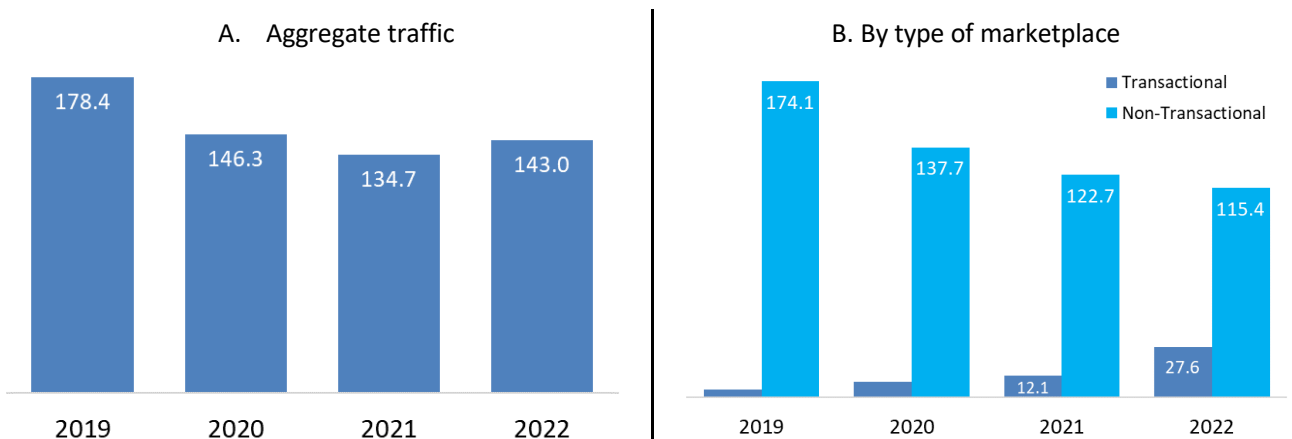# Ecuador | Annual Report 2022

Highlights

- Total marketplace traffic reached 143.0 million visits in 2022, up 6.2 per cent from 2021, expanding for the first time since 2019.
- Visits in transactional sites grew while non-transactional marketplaces traffic dropped.
- Mercado Libre Classifieds dominates the marketplace landscape, concentrating 49.9 per cent share of total marketplace traffic.

1. Marketplace activity

Marketplace traffic totaled 143.0 million visits in 2022, a 6.2 per cent increase from the previous year (Figure 1.A). The rise can be attributed to transactional sites, which increased 129 per cent y.o.y. (Figure 1.B). Most marketplace activity in Ecuador remains concentrated in intra-continental marketplaces, which account for around 71 per cent of total traffic.

Ecuador is the ninth largest LAC country in terms of marketplace traffic, with a 1 per cent share (Figure 3). In 2022, the percentage of cross-border visits to sites targeting Ecuador as a share of total visits was 10.2 per cent (Figure 2).

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

A. Aggregate traffic

2019	2020	2021	2022
178.4	146.3	134.7	143.0

B. By type of marketplace

■ Transactional
■ Non-Transactional

|	2019	2020	2021	2022
Non-Transactional	174.1	137.7	122.7	115.4
Transactional			12.1	27.6

Source: LACME.

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

- ■ National
- ■ Cross-border

2019	2020	2021	2022
93.7%	92….	93.2%	89.8%
6.3%	7.9%	6.8%	10.2%
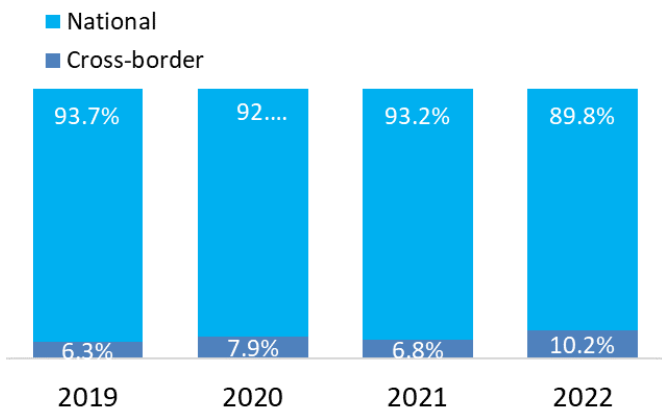
Source: LACME.

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

BRA	MEX	ARG	CHL	COL	PER	VEN	URY	ECU	Rest of LAC
55%	18%	10%	7%	5%	2%	1%	1%	1%	1%
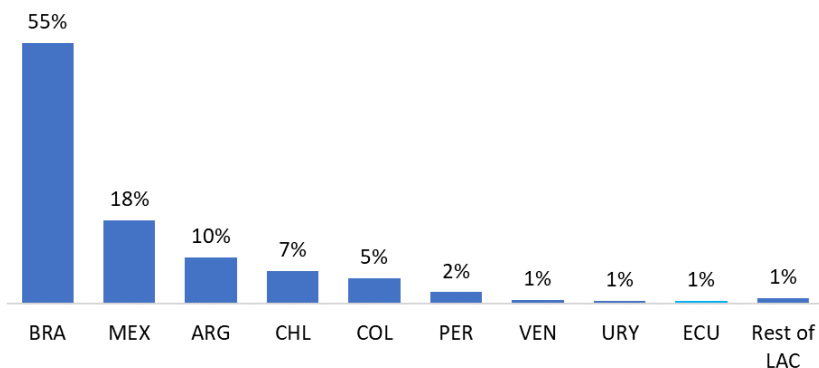
Source: LACME.

2. Marketplace landscape

In 2022, there were 53 active B2C marketplaces for goods in Ecuador. The top 10 most visited marketplaces concentrated 92.4 per cent of total traffic (Table 1). Mercado Libre was the most popular marketplace, with 49.0 per cent of total traffic, followed by OLX, with 10.0 per cent. Traffic from Ecuador to foreign global marketplaces stood at 90.1 million, 4.6 percent higher than in 2021. The most visited global site was Amazon, with 63.9 per cent of total traffic in global marketplaces (Figure 5.B).

The fastest growing marketplaces in 2022 were Tripti, a site that offers grocery delivery service; Casinuevo, a second-hand classifieds website, and Roodos, Carreraautos and Expo Autos, all classifieds sites specialized in cars (Figure 4).

Table 1. Leading marketplaces in Ecuador, 2022

| Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Mercado Libre Classifieds	70.0	49.0	-6.4
OLX	14.3	10.0	-41.5
LatAm Autos	13.0	9.1	122.4
yaesta	11.1	7.7	493.7
eBay	5.8	4.1	69.3
Créditos Económicos	5.7	4.0	52.4
Mitula	3.9	2.7	-14.5
Locanto	3.4	2.4	159.6
Trovit	2.6	1.8	0.9
Tiendeo	2.4	1.7	-30.4
Top-10	**132.2**	**92.4**	**4.9**

Source: LACME.

Figure 4. Traffic of fastest growing marketplaces in Ecuador, 2021-2022 (thousand visits)
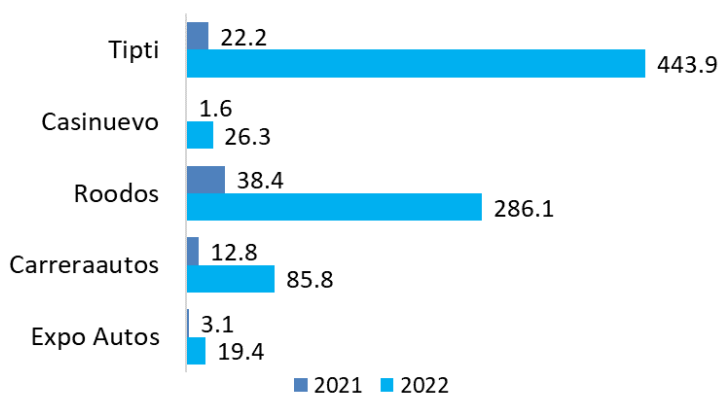
Note: Marketplaces are ordered in decreasing order of percentage annual growth rates.
Source: LACME.

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

A. Aggregate traffic, 2021-2022 (million visits)

B. Leading marketplaces (% of total traffic, 2022)
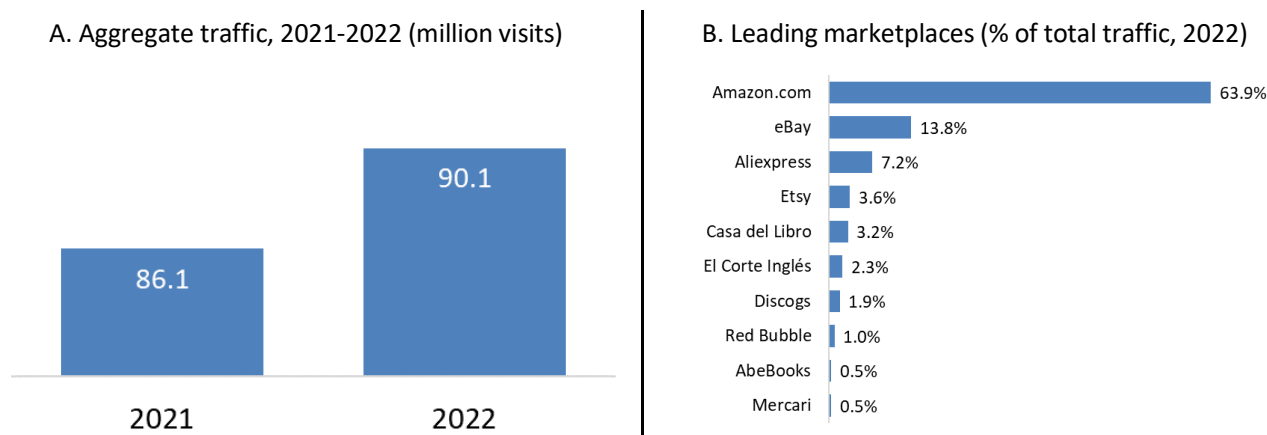
Note: Marketplaces include all their country domains (e.g., Amazon includes amazon.es and amazon.fr).
Source: LACME.

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

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	53.8	56.0	56.7	59.4
Population using the Internet (%)	59.2	70.7	76.2	69.7
Cross-border e-commerce (% of online sales)	-	-	50.0	56.0
Credit card ownership (% of adults)	-	-	14.8	-
Digital Trade Restrictiveness Index	0.3	-	-	-
Integrated Index of Postal Development	-	-	-	-

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 Ecuador'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, Ecuador and LAC
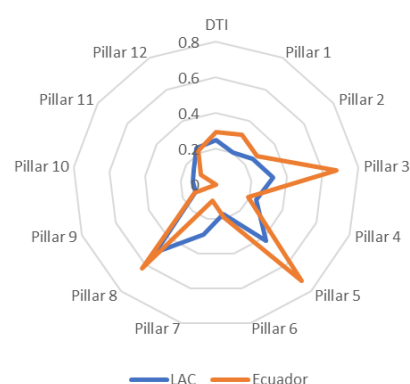
Table 3. RDTI – pillars scores

	LAC	Ecuador
DTI index	0.25	0.29
Pillar 1: Tariffs and trade defense	0.20	0.31
Pillar 2: Public procurement	0.25	0.28
Pillar 3: Foreign Direct Investment	0.32	0.68
Pillar 4: Intellectual Property Rights (IPRs)	0.24	0.19
Pillar 5: Telecom infrastructure & competition	0.42	0.72
Pillar 6: Cross-border data policies	0.17	0.19
Pillar 7: Domestic Data policies	0.29	0.09
Pillar 8: Intermediary liability	0.51	0.63
Pillar 9: Content access	0.12	0.13
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	0.21

Source: Digital Trade Integration Project.

Ecuador's main strengths include
Among the key recommendations,

Additional resources

Ecuador
- eTrade for all Country Profile
  https://etradeforall.org/wp-content/uploads/countryprofiles/2021/ECUADOR.pdf

- Digital Trade Integration Project Country Profile
  https://dti.eui.eu/database/?country=EC&country2=&chapter=&enablingOrRestrictions=ER&v=2

- Ecuadorian Chamber of Electronic Commerce
  https://cece.ec/

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.