

LAC Marketplace Explorer Grenada | Annual Report 2022

Highlights

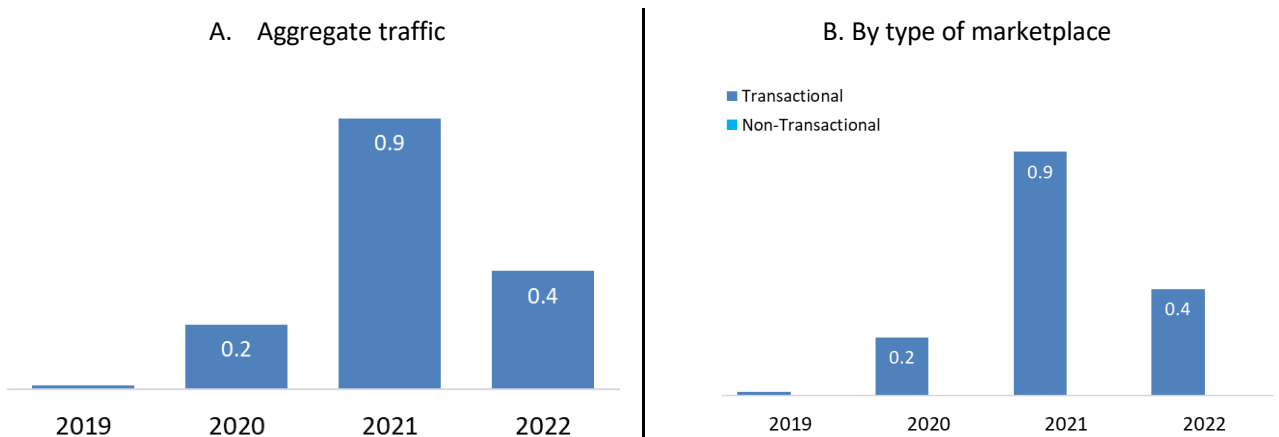
- Total marketplace traffic reached 0.4 million visits in 2022, down 56.2 per cent from 2021, contracting for the first time since 2019.
- Traffic in transactional marketplaces dropped.
- Desert Cart dominates the marketplace landscape, concentrating 94.8 per cent share of total marketplace traffic.

1. Marketplace activity

Marketplace traffic totaled 0.4 million visits in 2022, a 56.2 per cent decrease from the previous year (Figure 1.A). The decline can be attributed to changes in the number of visits to transactional websites, which decreased from 0.9 million visits in 2021 to 0.4 million in 2022 (Figure 1.B). Almost all marketplace activity in Grenada remains concentrated in global marketplaces, which account for around 96 per cent of total traffic. All traffic on sites targeting the country are originated outside of Grenada, so cross-border visits comprise 100.0 per cent of total traffic (Figure 2).

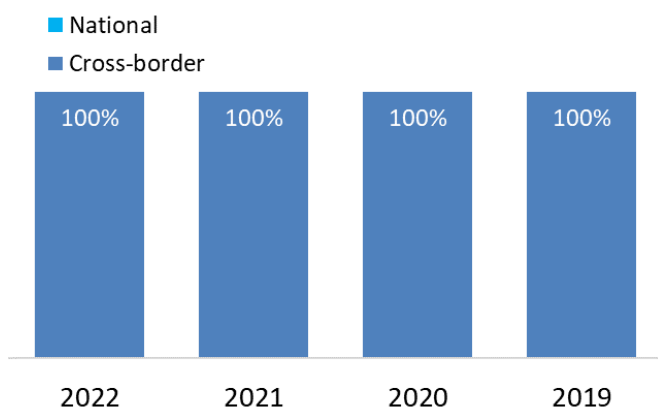
Grenada's impact on the overall regional traffic is minimal, accounting for a contribution of 0.01 per cent (Figure 3).

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



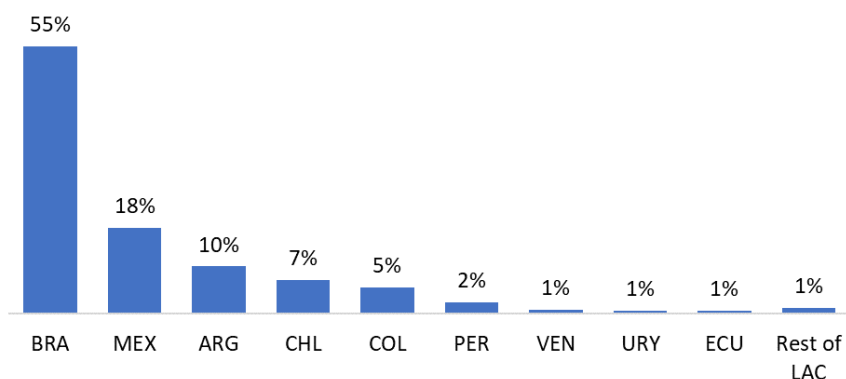
Source: LACME.

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



Source: LACME.

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



Source: LACME.

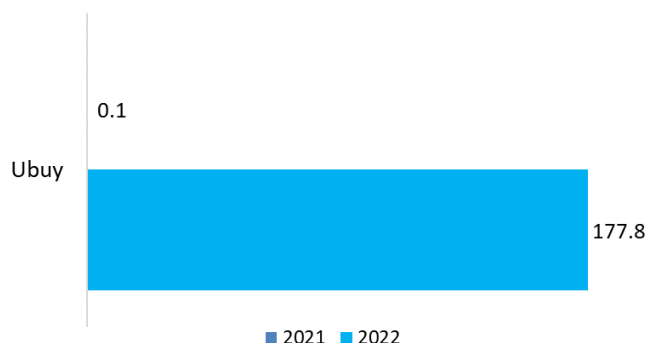
2. Marketplace landscape

In 2022, there were 4 active B2C marketplaces for goods in Grenada. The top 3 most visited marketplaces concentrated 100.0 per cent of total traffic (Table 1). Desert Cart was the most popular marketplace, with 94.8 per cent of total traffic. The only marketplace with growth in 2022 was Ubuy, a global online shopping mall (Figure 4).

Table 1. Leading marketplaces in Grenada, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Desertcart	0.4	94.8	-56.5
Grenada Market	0.0	4.4	-57.3
Ubuy	0.003	0.8	3199.5
Top-3	0.4	100.0	-0.6

Source: LACME.

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

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

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

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	75.4	72.4	76.6	-
Population using the Internet (%)	69.6	74.7	77.8	-
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	-	-	-	-

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

Additional resources

Grenada

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