

LAC Marketplace Explorer Guatemala | Annual Report 2022

Highlights

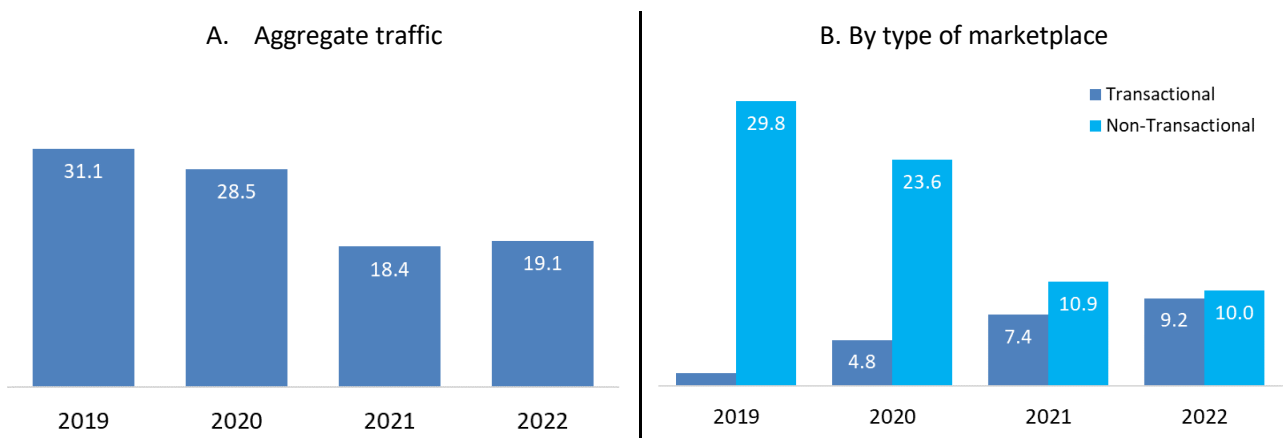
- Total marketplace traffic reached 19.1 million visits in 2022, up 4.2 per cent from 2021, expanding for the first time since 2019.
- Visits in transactional sites grew while non-transactional marketplaces traffic dropped slightly.
- eBay dominates the marketplace landscape, concentrating 40.2 per cent share of total marketplace traffic.

1. Marketplace activity

Marketplace traffic totaled 19.1 million visits in 2022, a 4.2 per cent increase from the previous year (Figure 1.A). The rise can be attributed to transactional sites, which increased 23.1 per cent y.o.y (Figure 1.B). On the other hand, the visits to non-transactional sites decreased 8.6 per cent y.o.y (Figure 1.B). Most marketplace activity in Guatemala remains concentrated in global marketplaces, which account for around 68 per cent of total traffic.

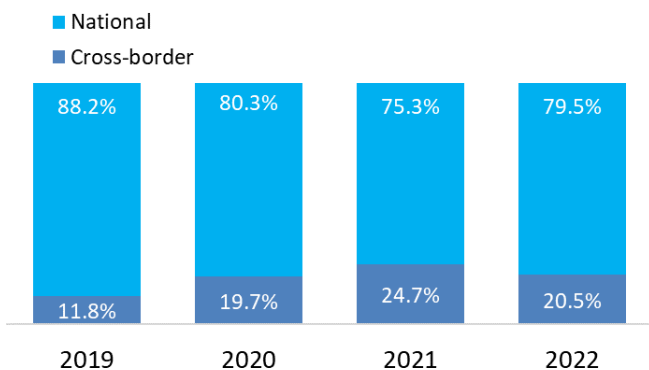
Guatemala's impact on the overall regional traffic is minor, accounting for a contribution of 0.1 per cent (Figure 3). In 2022, the percentage of cross-border visits to sites targeting to the country as a share of total visits was 20.5 per cent (Figure 2).

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



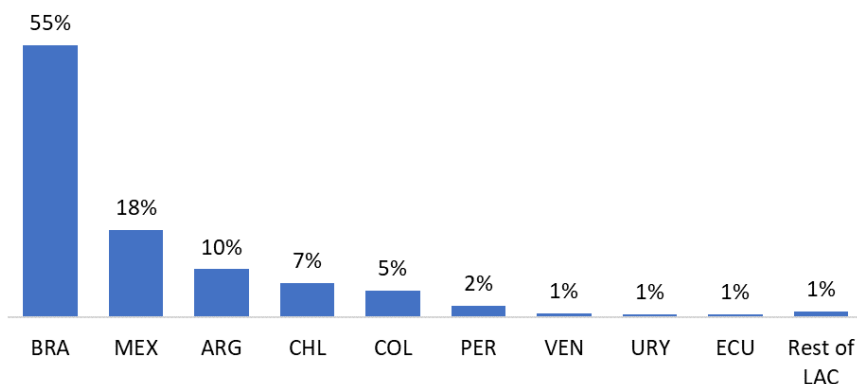
Source: LACME.

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



Source: LACME.

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



Source: LACME.

2. Marketplace landscape

In 2022, there were 40 active B2C marketplaces for goods in Guatemala. The top 10 most visited marketplaces concentrated 86.8 per cent of total traffic (Table 1). eBay was the most popular marketplace, with 40.2 per cent of total traffic, followed by Mercado Libre, with 11.1 per cent. Traffic from Guatemala to foreign global marketplaces stood at 47.5 million, 5.9 percent lower than in 2021. The most visited global site was Amazon, with 62.6 per cent of total traffic in global marketplaces (Figure 5.B).

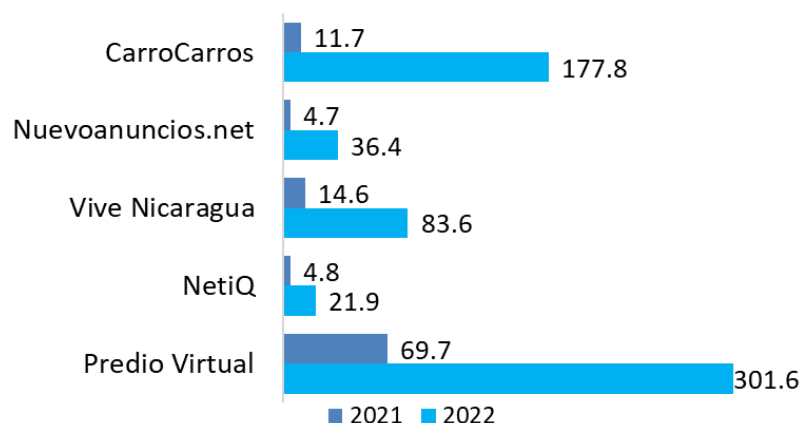
The fastest growing marketplaces in 2022 were CarroCarros, a classifieds site specialized in automotive vehicles (such as cars, trucks, and motorcycles) and related services and products; Nuevo Anuncios, Vive Nicaragua and Predio virtual, all classifieds sites, and NetiQ, a global coupon site (Figure 4).

Table 1. Leading marketplaces in Guatemala, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
eBay	7.7	40.2	35.4
Mercado Libre Classifieds	2.1	11.1	-51.5
Evisos	1.9	9.9	3.7
Wanuncios	1.4	7.3	55.7
Anuncios	0.8	4.3	6.9
PedidosYa	0.7	3.4	16.4
Locanto	0.6	3.2	106.8
Tuugo	0.6	3.0	-4.5
Guateclit	0.5	2.6	-14.5
MiAuto	0.4	1.9	35.3
Top-10	16.6	86.8	5.0

Source: LACME.

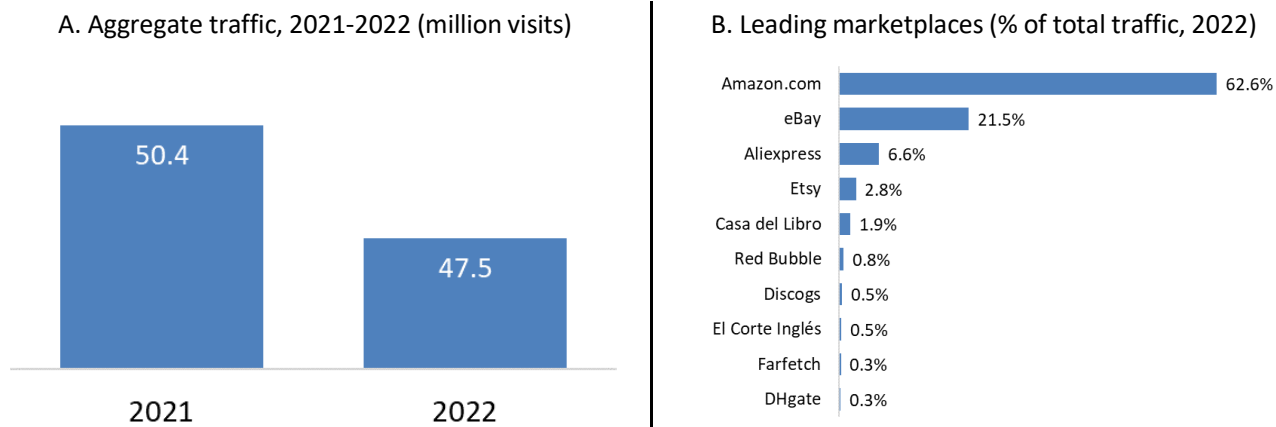
Figure 4. Traffic of fastest growing marketplaces in Guatemala, 2021-2022 (thousand visits)



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

Source: LACME.

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



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

Source: LACME.

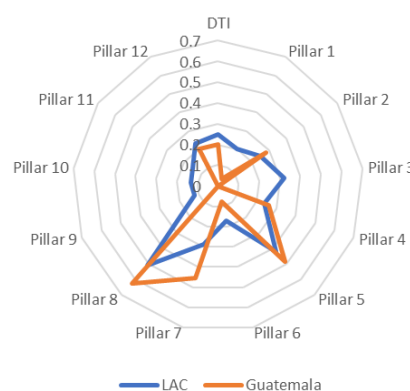
Table 2. Selected e-commerce environment indicators, Guatemala, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	17.0	17.1	17.0	-
Population using the Internet (%)	44.4	47.5	50.8	-
Cross-border e-commerce (% of online sales)	-	-	10.0	16.0
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	-	-	-	0.4

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

	LAC	Guatemala
DTI index	0.25	0.20
Pillar 1: Tariffs and trade defense	0.20	0.04
Pillar 2: Public procurement	0.25	0.28
Pillar 3: Foreign Direct Investment	0.32	0.00
Pillar 4: Intellectual Property Rights (IPRs)	0.24	0.26
Pillar 5: Telecom infrastructure & competition	0.42	0.49
Pillar 6: Cross-border data policies	0.17	0.08
Pillar 7: Domestic Data policies	0.29	0.45
Pillar 8: Intermediary liability	0.51	0.63
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	0.20

Source: Digital Trade Integration Project.

Guatemala's main strengths include
Among the key recommendations,

Additional resources

Guatemala

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/GUATEMALA.pdf>
- U.S. International Trade Administration Country Commercial Guide
<https://www.trade.gov/country-commercial-guides/guatemala-market-overview?section-nav=9117>
- Digital Trade Integration Project Country Profile
<https://dti.eui.eu/database/?country=GT&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>.