

LAC Marketplace Explorer Guyana | Annual Report 2022

Highlights

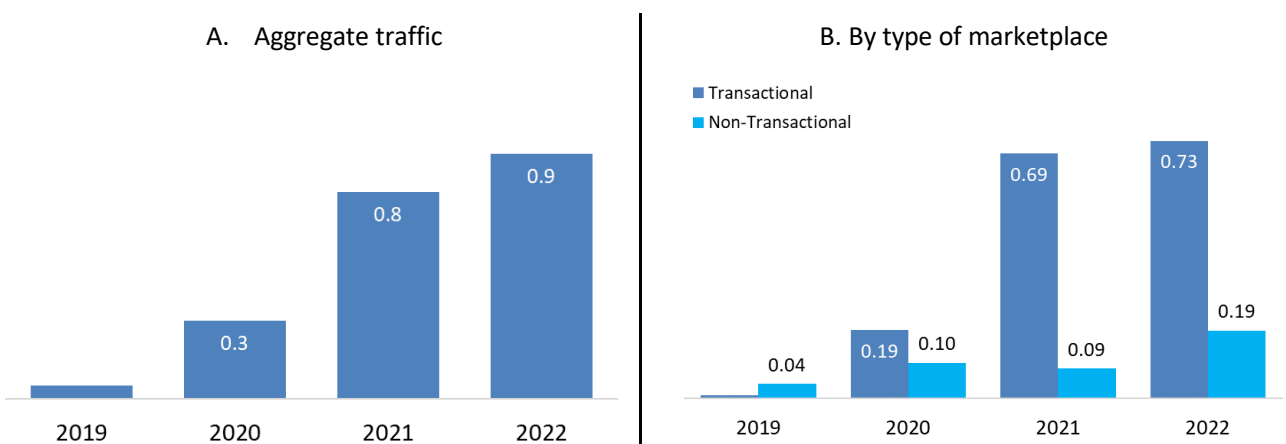
- Total marketplace traffic reached 0.9 million visits in 2022, up 18.3 per cent from 2021, making the third increase since 2019.
- Traffic in both transactional and non-transactional marketplaces grew.
- Desert Cart dominates the marketplace landscape, concentrating 78.6 per cent share of total marketplace traffic.

1. Marketplace activity

Marketplace traffic totaled 0.9 million visits in 2022, a 18.3 per cent increase from the previous year (Figure 1.A). The rise was observed in both transactional and non-transactional sites, which increased 5.2 per cent and 124.4 per cent y.o.y., respectively (Figure 1.B). Most marketplace activity in Guyana remains concentrated in global marketplaces, which account for around 79 per cent of total traffic in 2022.

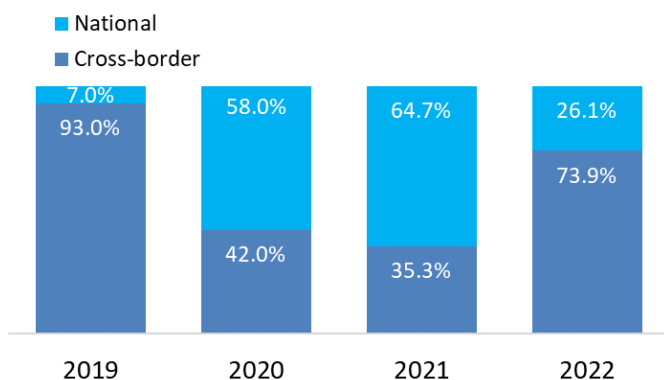
Guyana has a minimal impact on the overall regional traffic, accounting for less than 0.01 per cent of the total (Figure 3). In 2022, the percentage of cross-border visits to sites targeting to the country as a share of total visits was 73.9 per cent (Figure 2).

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



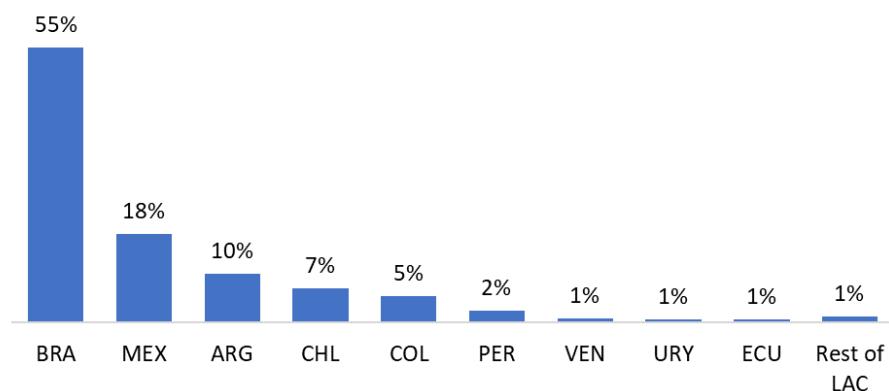
Source: LACME.

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



Source: LACME.

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



Source: LACME.

2. Marketplace landscape

In 2022, the top 3 most visited marketplaces in Guyana concentrated 99.4 per cent of total traffic (Table 1). Desert Cart was the most popular marketplace, with 78.6 per cent of total traffic, followed by Stabroek Classifieds, with 19.5 per cent. Traffic from Guyana to foreign global marketplaces stood at 7.8 million, 15.2 percent lower than in 2021. The most visited global site was Amazon, with 87.9 per cent of total traffic in global marketplaces (Figure 5.B).

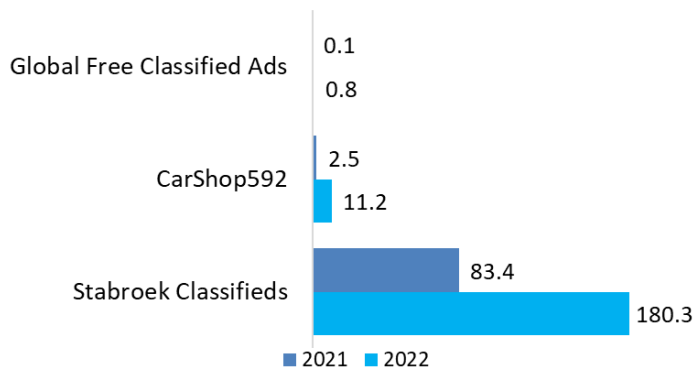
The fastest growing marketplaces in 2022 were Global Free Classified Ad, an online ads site for items for sale, equipment, clothing, jobs, rental, electronics, apartments, and more; followed by Carshoop 592 and Stabroek Classifieds, both national classifieds sites (Figure 4).

Table 1. Leading marketplaces in Guyana, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Desertcart	0.7	78.6	7.3
Stabroek Classifieds	0.2	19.5	116.2
CarShop592	0.0	1.2	353.5
Top-3	0.9	99.4	20.3

Source: LACME.

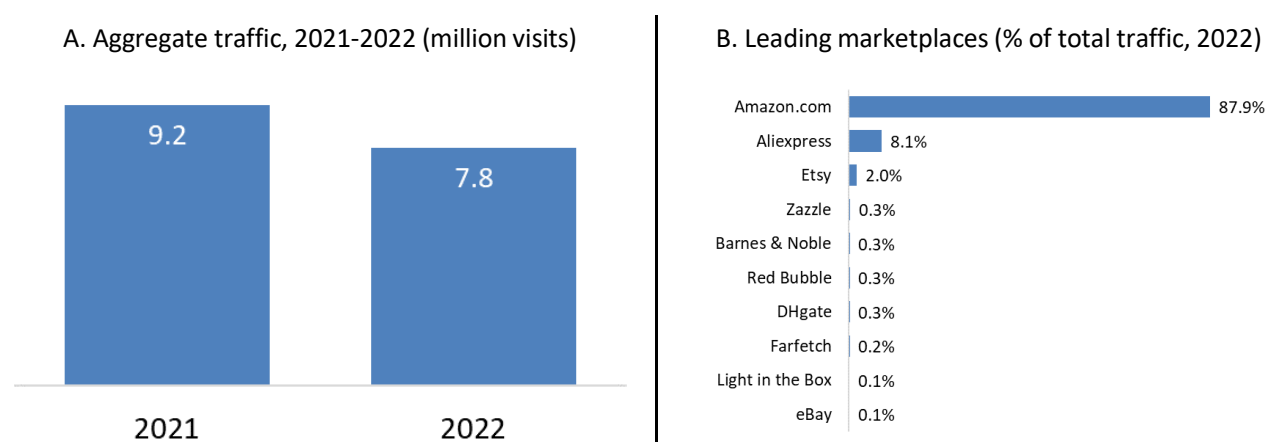
Figure 4. Traffic of fastest growing marketplaces in Guyana, 2021-2022 (thousand visits)



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

Source: LACME.

Figure 5. Traffic from Guyana in foreign global marketplaces that ship to Guyana, 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, Guyana, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	31.0	34.1	33.8	-
Population using the Internet (%)	78.6	81.8	84.8	-
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	13.5	12.2	14.1	12.0

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

Additional resources

Guyana

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/GUYANA.pdf>
- U.S. International Trade Administration Country Commercial Guide
<https://www.trade.gov/country-commercial-guides/guyana-market-overview?section-nav=12451>

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>.