

LAC Marketplace Explorer Haiti | Annual Report 2022

Highlights

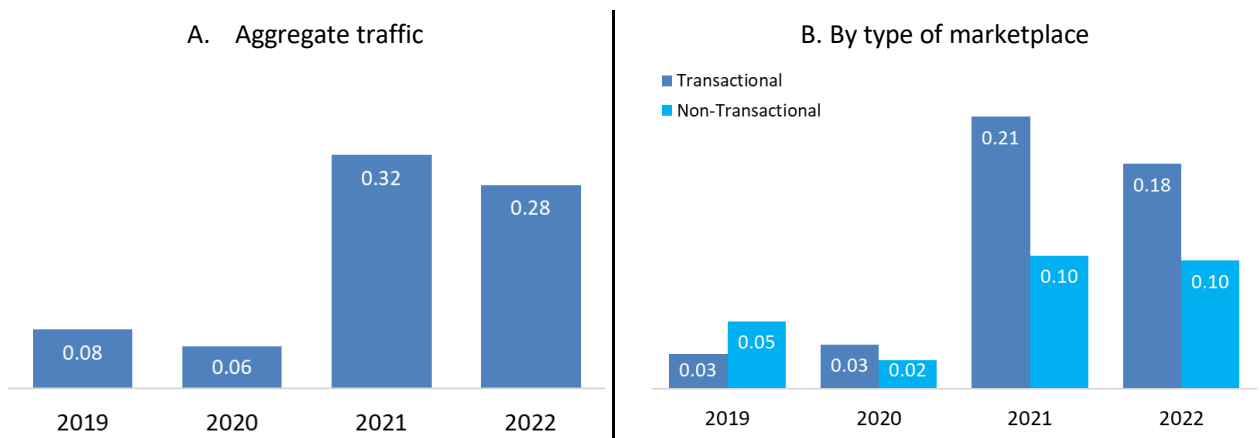
- Total marketplace traffic reached 0.28 million visits in 2022, down 12.8 per cent from 2021.
- Traffic in transactional marketplaces dropped.
- Desert Cart dominates the marketplace landscape, concentrating 59.9 per cent share of total marketplace traffic.

1. Marketplace activity

Marketplace traffic totaled 0.28 million visits in 2022, a 12.8 per cent decrease from the previous year (Figure 1.A). The decline was observed in transactional sites, which decreased 17.4 per cent y.o.y. (Figure 1.B). Most marketplace activity in Haiti remains concentrated in global marketplaces, which account for around 60 per cent of total traffic in 2022.

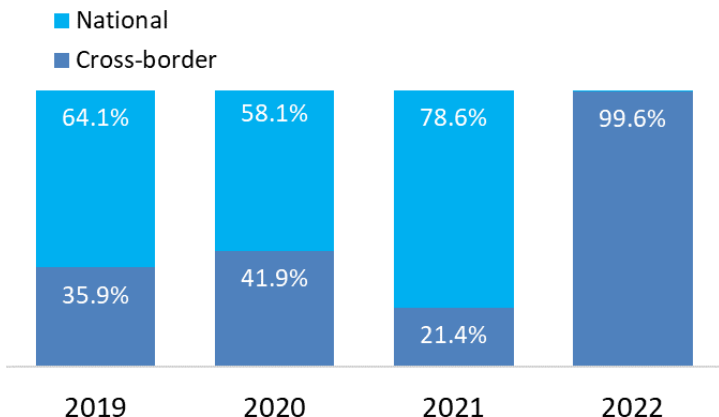
Haiti has a minimal impact on the overall regional traffic, accounting for less than 0.01 per cent of the total (Figure 3). In 2022, the percentage of cross-border visits to sites targeting to the country as a share of total visits was 99.6 per cent (Figure 2).

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



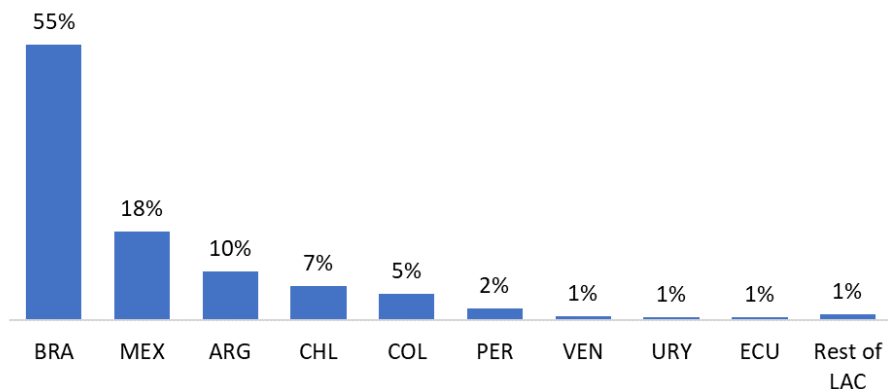
Source: LACME.

Figure 2. Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Haiti, 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 Haiti concentrated 94.8 per cent of total traffic (Table 1). Desert Cart was the most popular marketplace, with 59.9 per cent of total traffic, followed by CarroCarros, with 24.6 per cent. Traffic from Haiti to foreign global marketplaces stood at 0.1 million, 98.9 percent lower than in 2021. The most visited global site was Amazon, with 87.8 per cent of total traffic in global marketplaces (Figure 5.B).

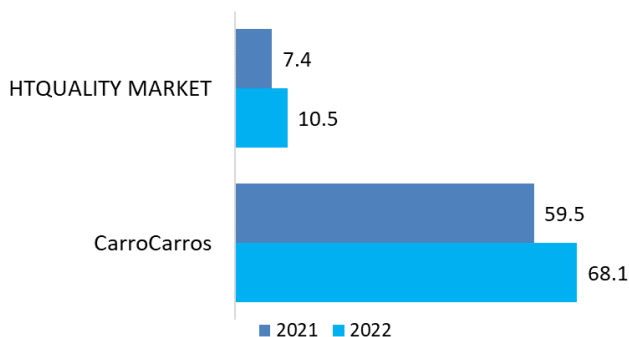
The fastest growing marketplaces in 2022 were Htquality Market, an online shopping mall, and CarroCarros, a classifieds site specialized in automotive vehicles (such as cars, trucks, and motorcycles) and related services and products (Figure 4).

Table 1. Leading marketplaces in Haiti, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Desertcart	0.16	59.9	-19.5
CarroCarros	0.07	24.6	14.3
Haiti Auto Sales	0.03	10.3	-3.4
Top-3	0.28	94.8	-6.2

Source: LACME.

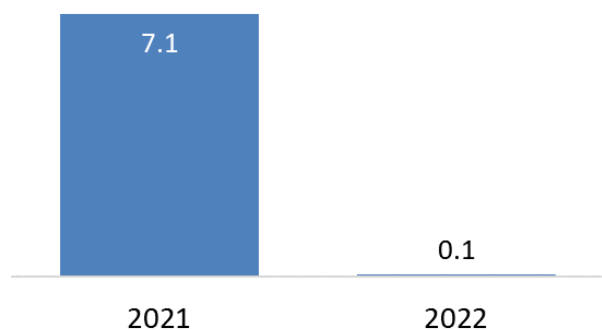
Figure 4. Traffic of fastest growing marketplaces in Haiti, 2021-2022 (thousand visits)



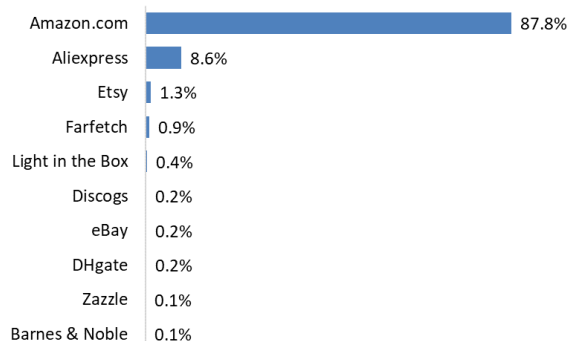
Note: Marketplaces are ordered in decreasing order of percentage annual growth rates.
Source: LACME.

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

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	27.4	28.6	28.2	-
Population using the Internet (%)	32.5	36.4	38.9	-
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	1.2	0.3	0.0	3.5

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

Additional resources

Haiti

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/HAITI.pdf>
- U.S. International Trade Administration Country Commercial Guide
<https://www.trade.gov/country-commercial-guides/haiti-market-overview?section-nav=10532>

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>.