

Latin America and the Caribbean Annual Report 2022

Highlights

- Total marketplace traffic reached 24,063 million visits, contracting for the first time since 2019.
- The six most important markets in terms of traffic in 2022 were Brazil, Mexico, Argentina, Chile, Colombia, and Peru.
- Mercado Libre Brazil is the most popular website in the region.

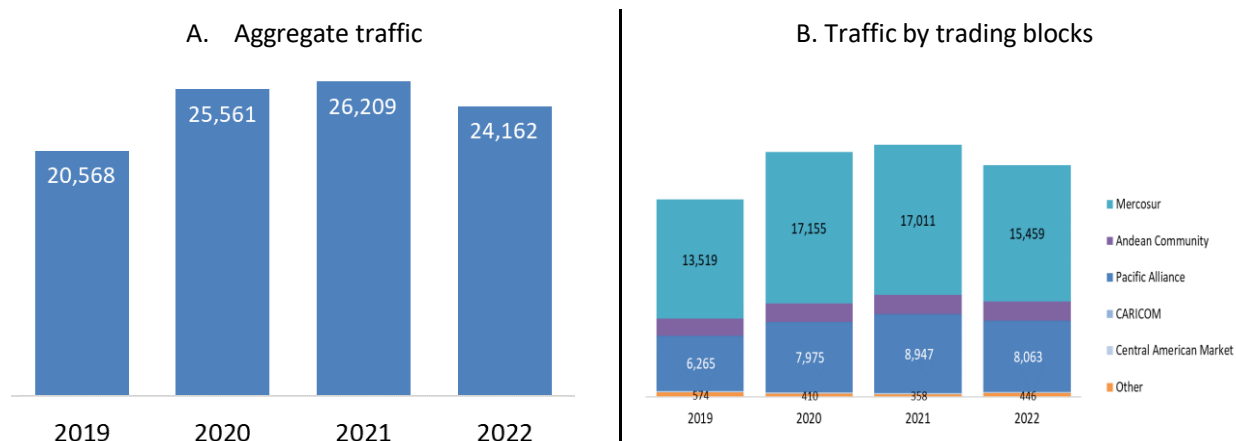
1. Marketplace activity

Total traffic in Latin America and the Caribbean (LAC) reached 24,162 million visits in 2022, 9 per cent below its 2021 level and 6 per cent lower than in 2020 (Figure 1.A). Most marketplace activity is concentrated in marketplaces targeting Mercosur, which accounted for 63 per cent of total traffic in the region in 2022, followed by the Pacific Alliance (Figure 2).

The six most prominent markets in terms of traffic in 2022 comprised 94 per cent of the total: Brazil led with 55 per cent of visits, followed by Mexico (18 per cent), Argentina (10 per cent), Chile (7 per cent), Colombia (5 per cent) and Peru (2 per cent). Caribbean countries recorded the lowest number of visits and collectively accounted for just 0.1 per cent of the total (Figure 2).

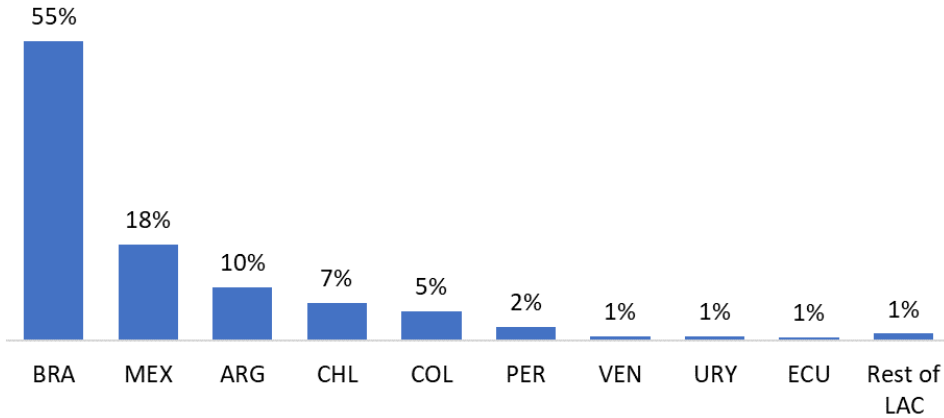
During 2022, Paraguay experienced the highest annual growth rate in website traffic (63 per cent, Figure 3), followed by Caribbean countries. On the other hand, several Latin American countries, including Argentina, Brazil, Bolivia, Peru and Uruguay, made negative contributions to the overall traffic growth.

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



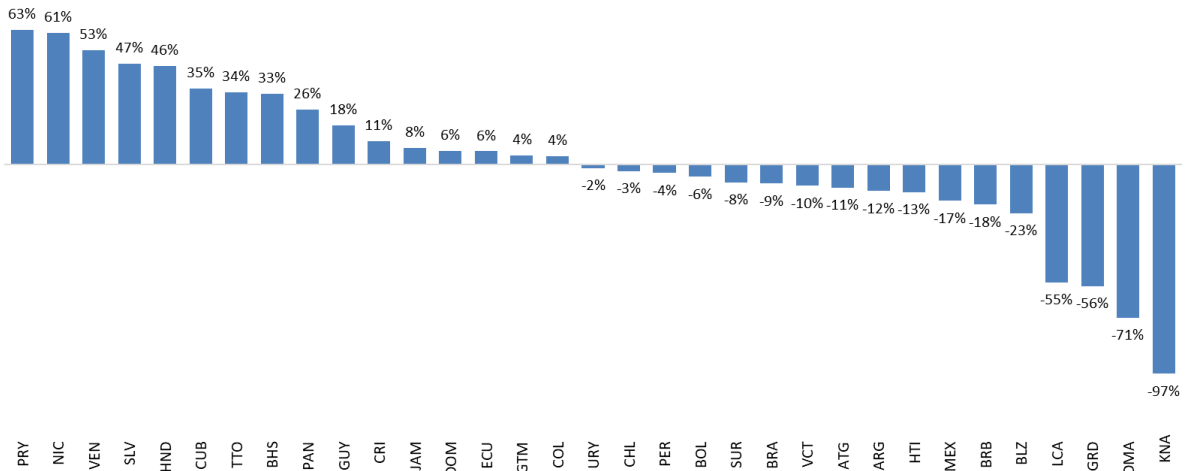
Source: LACME.

Figure 2. Distribution of marketplace traffic across LAC countries, 2022



Source: LACME.

Figure 3. Marketplace traffic annual growth across LAC countries, 2022



Source: LACME.

2. Marketplace landscape

According to data from LACME based on 2,876 platforms that recorded visits, the top 5 websites accounted for 36.4 per cent of the total traffic in 2022 (Table 1). Mercado Libre Brazil was the website with the highest number of visits, comprising 12.0 per cent of the total in 2022. Mercado Libre Argentina followed closely with 7.2 per cent. Amazon Brazil, Mercado Libre Mexico and Americanas Brazil round out the top 5 platforms in the region. The most visited global site was Amazon, with 41.9 per cent of total traffic directed for countries in the LAC to foreign marketplaces (Table 2).

The fastest growing marketplaces in 2022 were Easyavvisi, Buscomiauto and Venta de autos Panama, all classifieds sites specialized in cars; Tumarketplace, a classified site from Dominican Republic and Avisos Panama, a website specialized in selling houses, renting apartments, and offering jobs (Figure 4).

Table 1. Leading marketplaces targeting the LAC region, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth
Mercado Libre (Brazil)	2,893.0	12.0	-10.1
Mercado Libre (Argentina)	1,732.3	7.2	-14.1
Amazon (Brazil)	1,699.8	7.0	45.8
Mercado Libre (Mexico)	1,358.9	5.6	-27.0
Americanas (Brazil)	1,121.7	4.6	-25.4
Top-5	8,805.6	36.4	9.8

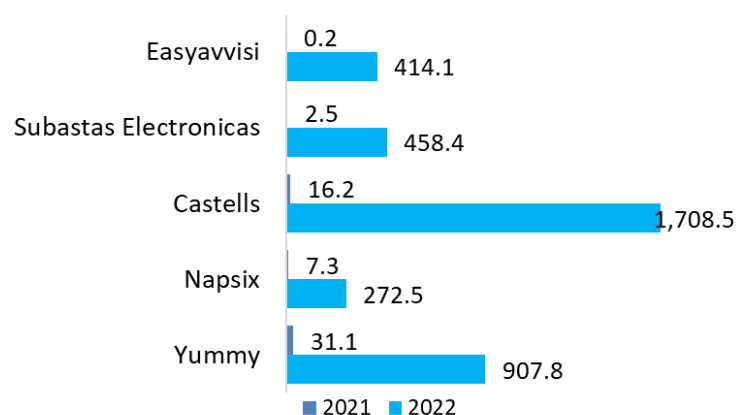
Source: LACME.

Table 2. Leading global marketplaces that ship to the LAC region, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth
Amazon.com	1,310.7	41.9	-4.4
Aliexpress	1,007.5	32.2	-6.5
eBay	390.5	12.5	-15.9
Etsy	111.0	3.5	13.4
Casa del Libro	44.1	1.4	40.9
Top-5	2,863.7	91.6	3.1

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

Source: LACME.

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

Note: Marketplaces are ordered in decreasing order of percentage annual growth rates. They include all their country domains.

Source: LACME.

Table 3. Selected e-commerce environment indicators, LAC, 2019-2022

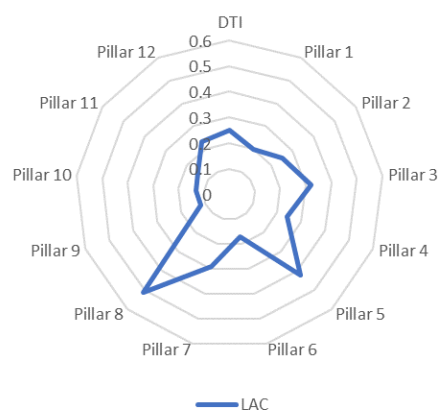
Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	58.9	61.3	68.3	78.2
Population using the Internet (%)	67.8	71.9	75.1	79.4
Cross-border e-commerce (% of online sales)	20.5	15.8	31.5	38.9
Credit card ownership (% of adults)	-	-	15.2	-
Digital Trade Restrictiveness Index	0.3	-	-	-
Integrated Index of Postal Development	24.3	25.4	19.8	20.0

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 Latin America and the Caribbean's performance. This 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, LAC



- Main strengths.

- Key recommendations.

Table 3. RDTI – pillars scores

	LAC	World / Comparator region
DTI index	0.25	
Pillar 1: Tariffs and trade defense	0.20	
Pillar 2: Public procurement	0.25	
Pillar 3: Foreign Direct Investment	0.32	
Pillar 4: Intellectual Property Rights (IPRs)	0.24	
Pillar 5: Telecom infrastructure & competition	0.42	
Pillar 6: Cross-border data policies	0.17	
Pillar 7: Domestic Data policies	0.29	
Pillar 8: Intermediary liability	0.51	
Pillar 9: Content access	0.12	
Pillar 10: Quantitative trade restrictions	0.13	
Pillar 11: Technical standards	0.15	
Pillar 12: Online sales and transactions	0.23	

Source: Digital Trade Integration Project.

Additional resources

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>.