# Nicaragua | Annual Report 2022

Highlights

- Total marketplace traffic reached 11.4 million visits in 2022, up 60.9 per cent from 2021.
- Traffic in both transactional and non-transactional marketplaces grew.
- Wanuncios dominates the marketplace landscape, concentrating 54.5 per cent share of total marketplace traffic.

1. Marketplace activity

Marketplace traffic in 2022 totaled 11.4 million visits, a 60.9 per cent increase from the previous year (Figure 1.A). The rise was observed in both transactional and non-transactional sites, which increased 83.1 per cent and 51.8 per cent y.o.y., respectively (Figure 1.B). Most marketplace activity in Nicaragua remains concentrated in global marketplaces, which account for around 86 per cent of total traffic.

Nicaragua's impact on the overall regional traffic is minor, accounting for a contribution of 0.02 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 25.2 per cent (Figure 2).

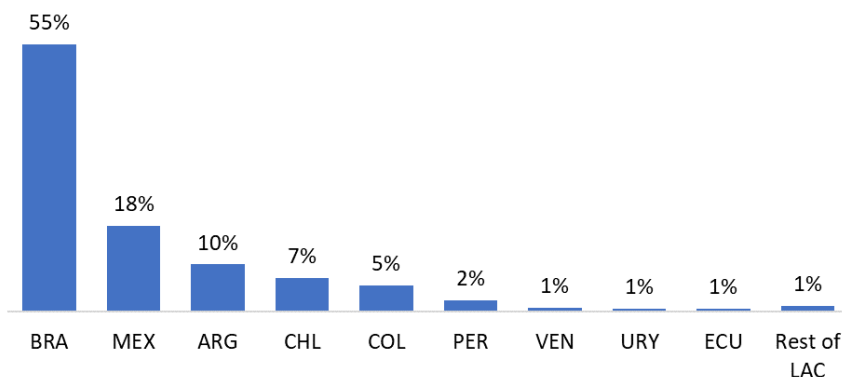**Figure 1. Evolution of marketplace traffic, Nicaragua, 2019-2022 (million visits)**
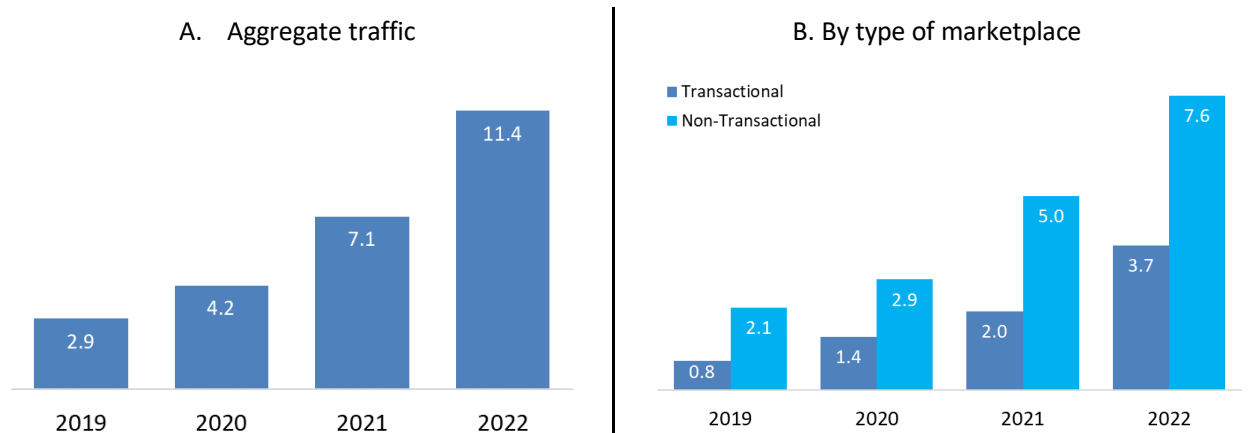
Source: LACME.

Figure 2. Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Nicaragua, 2019-2022 (million visits)
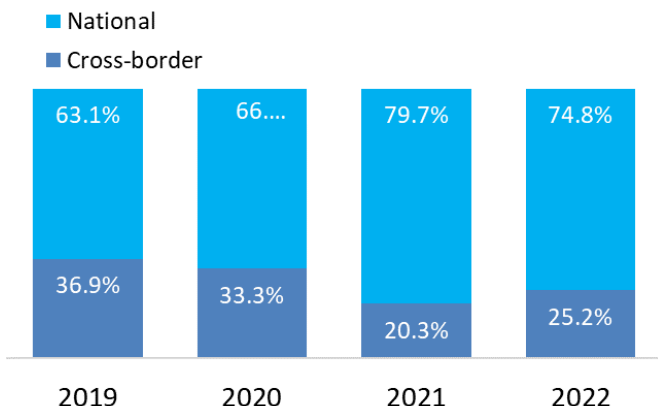
Source: LACME.

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

Source: LACME.

2. Marketplace landscape

In 2022, there were 28 active B2C marketplaces for goods in Nicaragua. The top 10 most visited marketplaces concentrated 97.5 per cent of total traffic (Table 1). Wanuncios was the most popular marketplace, with 54.5 per cent of total traffic, followed distantly by eBay, with 15.5 per cent. Traffic from Nicaragua to foreign global marketplaces stood at 12.9 million, 2.3 percent higher than in 2021. The most visited global site was Amazon, with 52.8 per cent of total traffic in global marketplaces (Figure 5.B).

The fastest growing marketplaces in 2022 were PedidosYa, an online food delivery platform; followed by Anutonet, OLX, Gugadir and Tu Aviso Clasificado, all online classifieds platforms that allows individuals and businesses to post and browse advertisements for various products and services (Figure 4).

Table 1. Leading marketplaces in Nicaragua, 2022

| Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
Wanuncios	6.2	54.5	54.6
eBay	1.8	15.5	18.0
PedidosYa	0.9	7.7	905.7
Ubuy	0.6	5.6	258.3
Mercado Libre Classifieds	0.6	5.2	203.9
Desertcart	0.5	4.1	61.1
Craigslist	0.3	2.9	-19.1
Tuugo	0.1	0.7	-21.5
Clasificados.com	0.1	0.7	-19.9
CarroCarros	0.1	0.7	228.5
Top-10	**11.1**	**97.5**	**61.0**

Source: LACME.

Figure 4. Traffic of fastest growing marketplaces in Nicaragua, 2021-2022 (thousand visits)
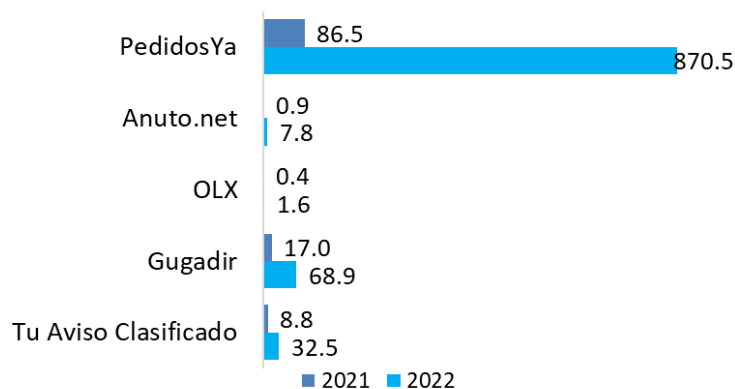
Note: Marketplaces are ordered in decreasing order of percentage annual growth rates.
Source: LACME.

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

A. Aggregate traffic, 2021-2022 (million visits)

B. Leading marketplaces (% of total traffic, 2022)
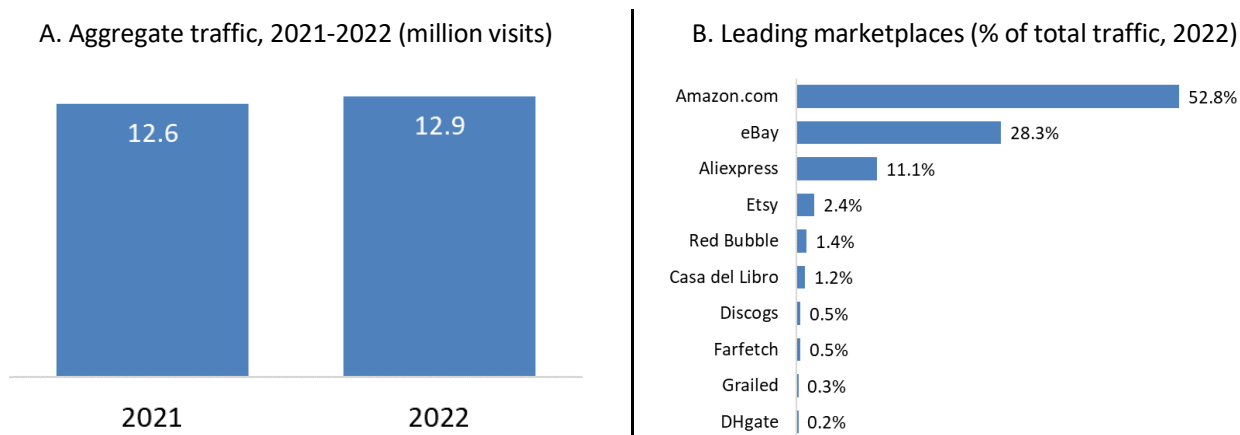
Note: Marketplaces include all their country domains (e.g., Amazon includes amazon.es and amazon.fr).
Source: LACME.

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

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	17.7	49.7	62.8	-
Population using the Internet (%)	44.9	53.4	57.1	-
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	2.9	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	-	-	-	7.8

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 Nicaragua'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, Nicaragua and LAC
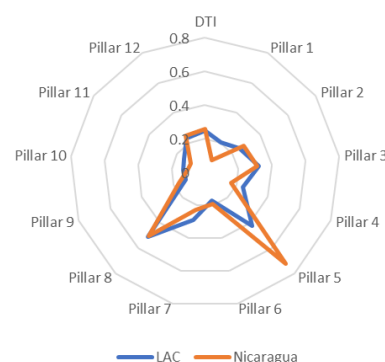
Table 3. RDTI – pillars scores

	LAC	Nicaragua
DTI index	0.25	0.26
Pillar 1: Tariffs and trade defense	0.20	0.09
Pillar 2: Public procurement	0.25	0.28
Pillar 3: Foreign Direct Investment	0.32	0.31
Pillar 4: Intellectual Property Rights (IPRs)	0.24	0.17
Pillar 5: Telecom infrastructure & competition	0.42	0.72
Pillar 6: Cross-border data policies	0.17	0.19
Pillar 7: Domestic Data policies	0.29	0.23
Pillar 8: Intermediary liability	0.51	0.50
Pillar 9: Content access	0.12	0.17
Pillar 10: Quantitative trade restrictions	0.13	0.10
Pillar 11: Technical standards	0.15	0.10
Pillar 12: Online sales and transactions	0.23	0.25

Source: Digital Trade Integration Project.

Nicaragua's main strengths include
Among the key recommendations,

Additional resources

Nicaragua
- eTrade for all Country Profile
  https://etradeforall.org/wp-content/uploads/countryprofiles/2021/NICARAGUA.pdf

- U.S. International Trade Administration Country Commercial Guide
  https://www.trade.gov/country-commercial-guides/nicaragua-market-overview?section-nav=9584

- Digital Trade Integration Project Country Profile
  https://dti.eui.eu/database/?country=NI&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.