

LAC Marketplace Explorer Panama | Annual Report 2022

Highlights

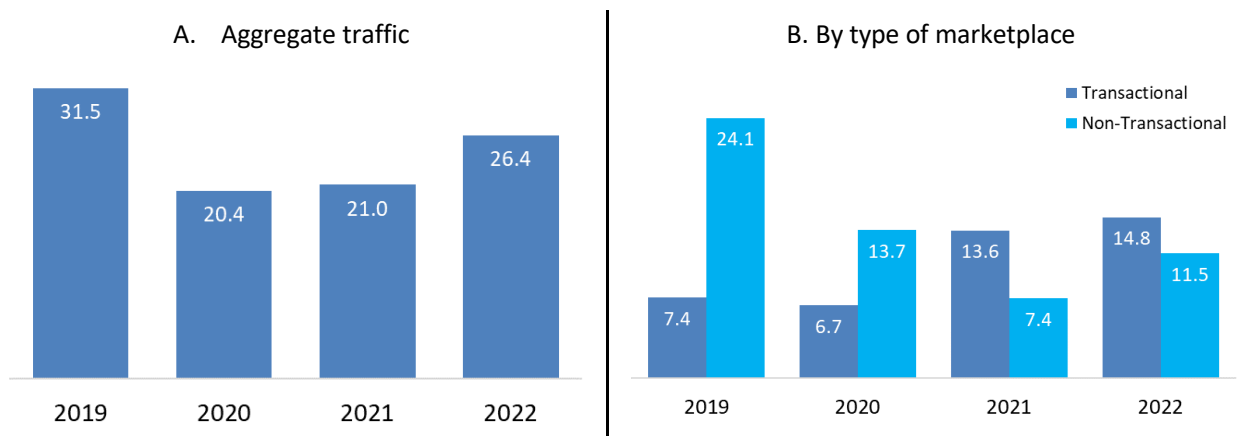
- Total marketplace traffic reached 26.4 million visits in 2022, up 25.5 per cent from 2021, expanding for the second time since 2019.
- Traffic in both transactional and non-transactional marketplaces grew.
- Oferta Simple dominates the marketplace landscape, concentrating 27.5 per cent share of total marketplace traffic.

1. Marketplace activity

Marketplace traffic totaled 26.4 million visits, a 25.5 per cent increase from the previous year (Figure 1.A). The rise was observed in both transactional and non-transactional sites, which increased 8.8 per cent and 56.4 per cent y.o.y., respectively (Figure 1.B). Most marketplace activity in Panama remains concentrated in global marketplaces, which account for around 48 per cent of total traffic.

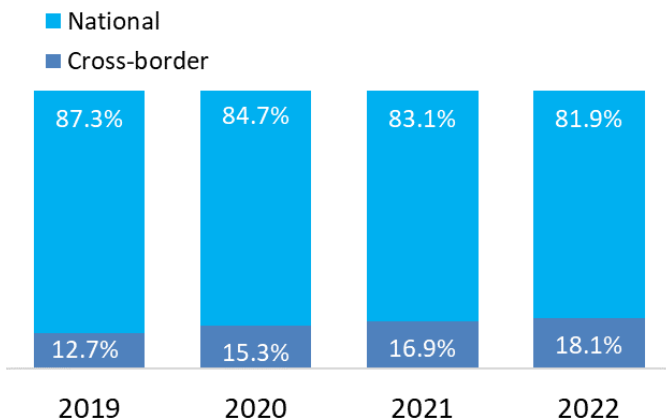
Panama's impact on the overall regional traffic is minor, accounting for a contribution of 0.10 per cent (Figure 3). In 2022, the percentage of cross-border visits to sites targeting to the country as a share of total visits was 18.1 per cent (Figure 2).

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



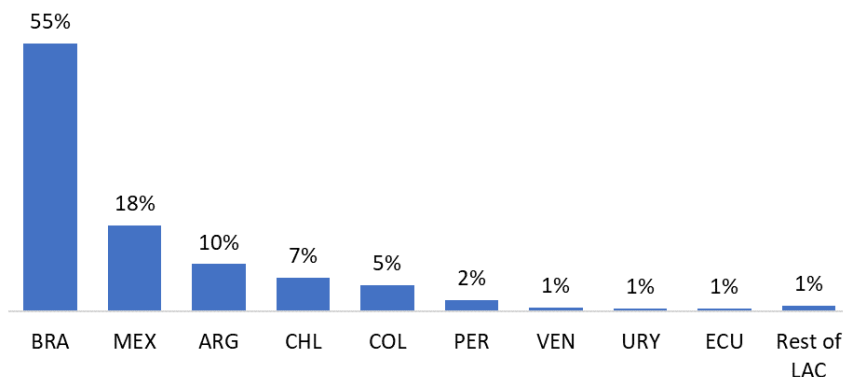
Source: LACME.

Figure 2. Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Panama, 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 43 active B2C marketplaces for goods in Panama. The top 10 most visited marketplaces concentrated 87.8 per cent of total traffic (Table 1). OfertaSimple was the most popular marketplace, with 27.5 per cent of total traffic, followed by eBay, with 18.0 per cent. Traffic from Panama to foreign global marketplaces stood at 65.7 million, 5.2 percent lower than in 2021. The most visited global site was Amazon, with 68.9 per cent of total traffic in global marketplaces (Figure 5.B).

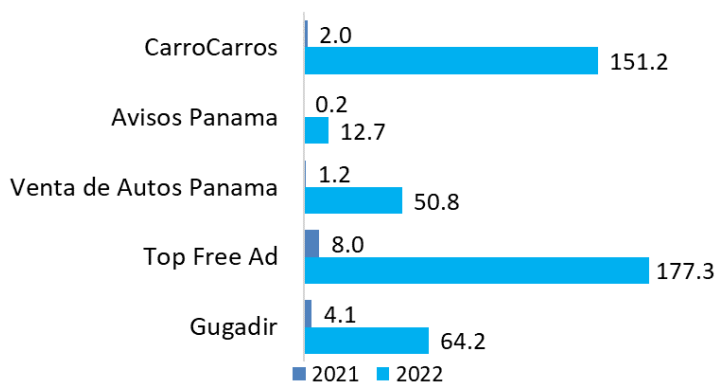
The fastest growing marketplaces in 2022 were CarroCarros and Venta de Autos Panama, both classifieds sites specialized in automotive vehicles; Avisos Panama, a classifieds website specialized in selling houses, renting apartments, offering jobs, and promoting products and services; and Top Free Ads and Gugadir, both global classifieds sites (Figure 4).

Table 1. Leading marketplaces in Panama, 2022

Marketplace	Traffic (mill. visits)	Traffic share (%)	Annual growth (%)
OfertaSimple	7.2	27.5	44.7
eBay	4.8	18.0	41.0
Wanuncios	3.4	13.1	95.6
PedidosYa	1.9	7.1	-49.7
Mercado Libre Classifieds	1.6	6.2	-5.3
Locanto	1.4	5.4	53.8
Mitula	0.9	3.5	-9.1
Craigslist	0.7	2.5	10.0
Evisos	0.6	2.4	833.5
Trovit	0.6	2.1	17.4
Top-10	23.1	87.8	23.9

Source: LACME.

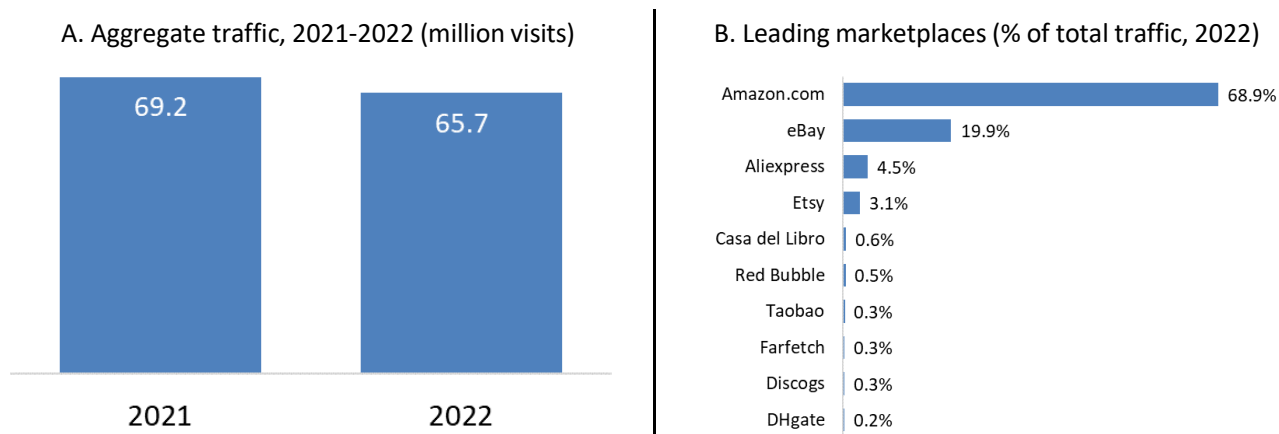
Figure 4. Traffic of fastest growing marketplaces in Panama, 2021-2022 (thousand visits)



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

Source: LACME.

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



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

Source: LACME.

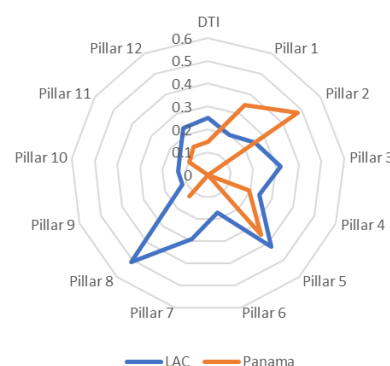
Table 2. Selected e-commerce environment indicators, Panama, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	79.6	82.4	96.4	96.8
Population using the Internet (%)	63.6	65.5	67.5	-
Cross-border e-commerce (% of online sales)	-	-	70.0	67.0
Credit card ownership (% of adults)	-	-	7.2	-
Digital Trade Restrictiveness Index	0.13	-	-	-
Integrated Index of Postal Development	17.8	16.2	9.6	14.0

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

	LAC	Panama
DTI index	0.25	0.14
Pillar 1: Tariffs and trade defense	0.20	0.35
Pillar 2: Public procurement	0.25	0.48
Pillar 3: Foreign Direct Investment	0.32	0.00
Pillar 4: Intellectual Property Rights (IPRs)	0.24	0.19
Pillar 5: Telecom infrastructure & competition	0.42	0.35
Pillar 6: Cross-border data policies	0.17	0.00
Pillar 7: Domestic Data policies	0.29	0.00
Pillar 8: Intermediary liability	0.51	0.13
Pillar 9: Content access	0.12	0.00
Pillar 10: Quantitative trade restrictions	0.13	0.00
Pillar 11: Technical standards	0.15	0.10
Pillar 12: Online sales and transactions	0.23	0.14

Source: Digital Trade Integration Project.

Panama's main strengths include
Among the key recommendations,

Additional resources

Panama

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/PANAMA.pdf>
- U.S. International Trade Administration Country Commercial Guide
<https://www.trade.gov/country-commercial-guides/panama-ecommerce>
- Digital Trade Integration Project Country Profile
<https://dti.eui.eu/database/?country=PA&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>.