

LAC Marketplace Explorer Saint Kitts and Nevis | Annual Report 2022

Highlights

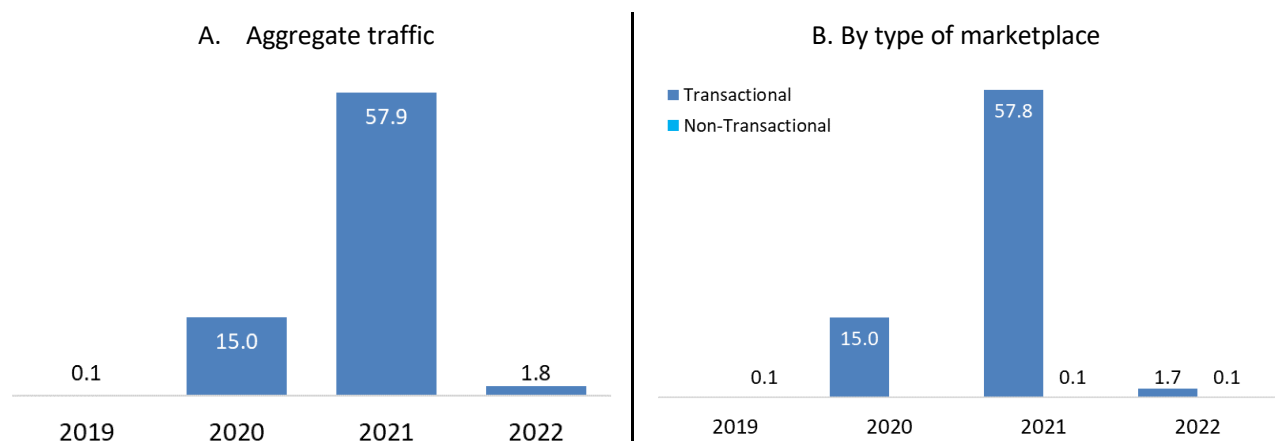
- Total marketplace traffic reached 1.8 thousand visits, decreasing by 96.9 per cent compared to the previous year.
- Almost all of the online traffic in Saint Kitts and Nevis is concentrated on transactional marketplaces.
- Desert Cart dominates the marketplace landscape, concentrating 92.9 per cent share of total marketplace traffic.

1. Marketplace activity

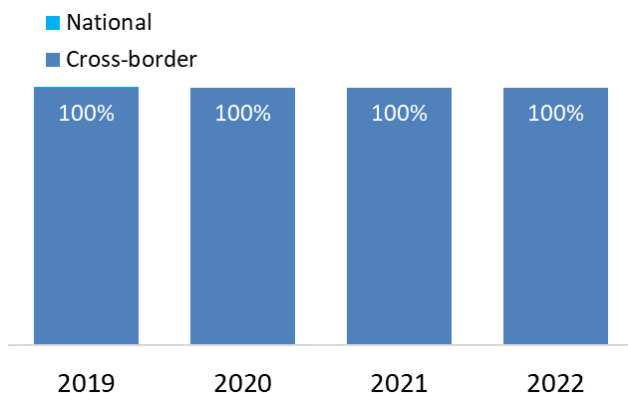
Marketplace traffic in 2022 fell for the first time since 2019. It reached 1.8 thousand visits, down 96.9 per cent from 2021 (Figure 1.A). The decrease is explained by the evolution of visits on transactional sites (Figure 1.B). All marketplace activity in Saint Kitts and Nevis is concentrated in global marketplaces.

Saint Kitts and Nevis has a minimal impact on the overall regional traffic, accounting for less than 0.01 per cent of the total (Figure 3). In 2022, all visits to sites targeting to the country were cross-border (Figure 2).

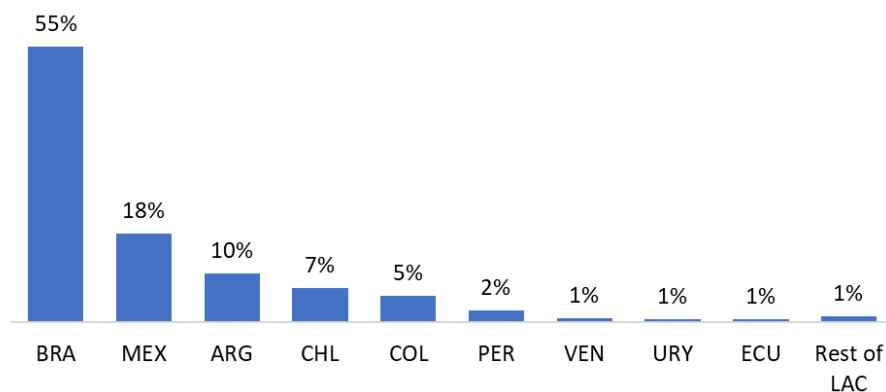
Figure 1. Evolution of marketplace traffic, Saint Kitts and Nevis, 2019-2022 (thousand visits)



Source: LACME.

Figure 2. Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Saint Kitts and Nevis, 2019-2022 (million visits)

Source: LACME.

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

Source: LACME.

2. Marketplace landscape

In 2022, there was information for only two marketplaces in Saint Kitts and Nevis. One of them was Desert Cart, an e-commerce website that specializes in selling products that are often not easily available in certain regions and provides international shipping options. Shoppers can browse a variety of items, from electronics to clothing and accessories, and make online purchases through the platform. The other marketplace was Yaadie, a global classified site.

Table 1. Leading marketplaces in Saint Kitts and Nevis, 2022

Marketplace	Traffic (thousand visits)	Traffic share (%)	Annual growth (%)
Desertcart	1.7	92.9	-97.1
Yaadie.com	0.1	7.1	1.7
Total	1.8	100.0	-96.9

Source: LACME.

Table 2. Selected e-commerce environment indicators, Saint Kitts and Nevis, 2019-2022

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	102.4	96.1	101.7	-
Population using the Internet (%)	79.8	80.4	79.5	-
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	-	-	-	5.6

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

Additional resources

Saint Kitts and Nevis

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/SAINT%20KITTS%20AND%20NEVIS.pdf>

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>.