

LAC Marketplace Explorer Saint Lucia | Annual Report 2022

Highlights

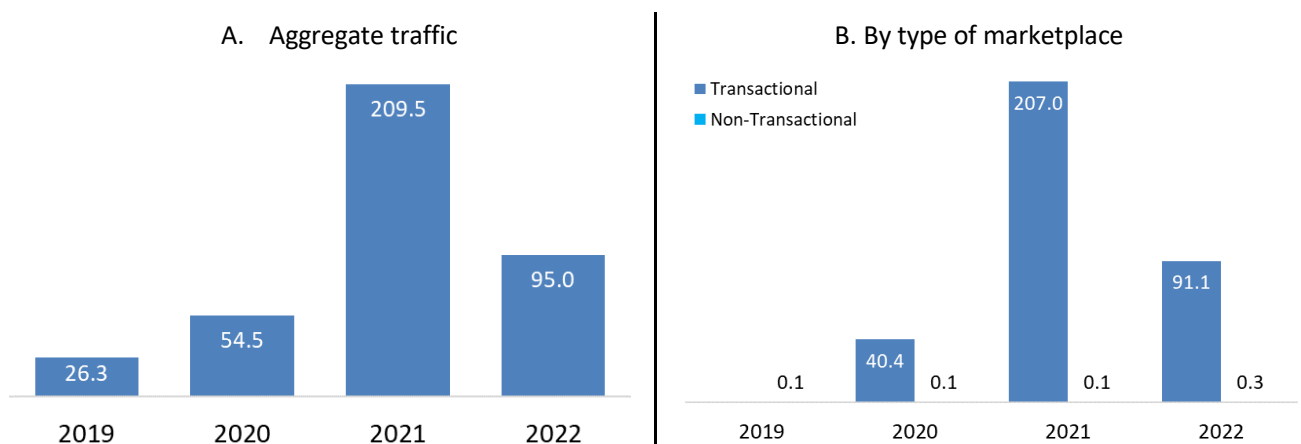
- Total marketplace traffic reached 95.0 thousand visits, decreasing by 54.6 per cent compared to the previous year.
- Almost all of the online traffic in Saint Lucia is concentrated on transactional marketplaces.
- Desert Cart dominates the marketplace landscape, concentrating 95.9 per cent share of total marketplace traffic.

1. Marketplace activity

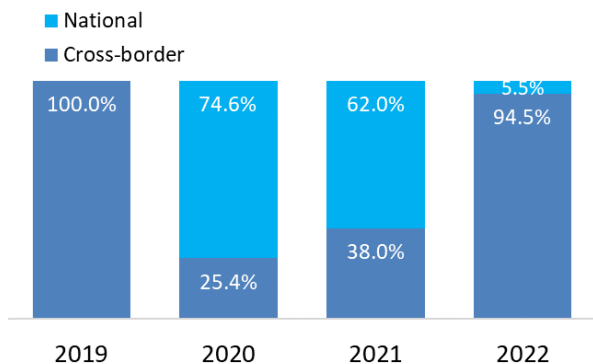
Marketplace traffic in 2022 fell for the first time since 2019. It reached 95.0 thousand visits, down 54.6 per cent from 2021 (Figure 1.A). The decrease is explained by the evolution of visits on transactional sites (Figure 1.B). Almost all marketplace activity in Saint Lucia is concentrated on global marketplaces.

Saint Lucia 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 the country as a share of total visits was 94.5 per cent (Figure 2).

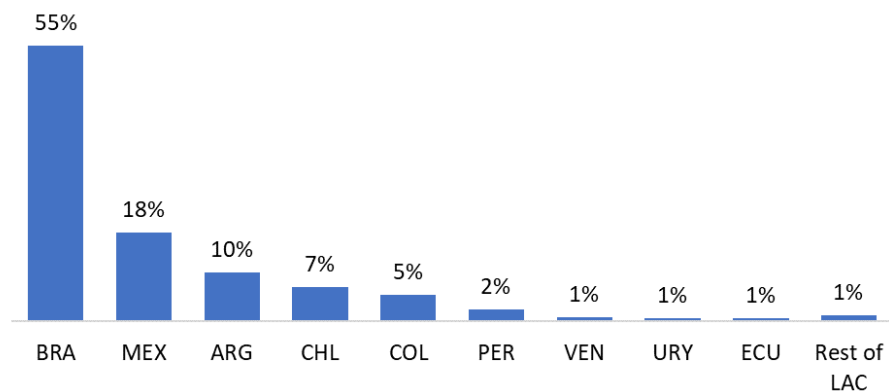
Figure 1. Evolution of marketplace traffic, Saint Lucia, 2019-2022 (thousand visits)



Source: LACME.

Figure 2. Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Saint Lucia, 2019-2022

Source: LACME.

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

Source: LACME.

2. Marketplace landscape

In 2022, there was information for only three marketplaces in Saint Lucia. 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 two marketplace were Yaadie and The St. Lucia Shopper, both classifieds sites.

Table 1. Leading marketplaces in Saint Lucia, 2022

| Marketplace | Traffic (thousand visits) | Traffic share (%) | Annual growth (%) |
|-----------------------|---------------------------|-------------------|-------------------|
| Desertcart | 91.1 | 95.9 | -56.0 |
| CarroCarros | 3.7 | 3.9 | 98.1 |
| The St. Lucia Shopper | 0.2 | 0.2 | -71.9 |
| Total | 1.8 | 100.0 | -54.6 |

Source: LACME.

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

| Indicator | 2019 | 2020 | 2021 | 2022 |
|--|------|------|------|------|
| Active mobile-broadband subscriptions (per 100 inh.) | 50.1 | 48.1 | 51.8 | - |
| Population using the Internet (%) | 77.0 | 77.5 | 78.1 | - |
| Cross-border e-commerce (% of online sales) | - | - | - | - |
| Credit card ownership (% of adults) | - | - | - | - |
| Digital Trade Restrictiveness Index | - | - | - | - |
| Integrated Index of Postal Development | 8.9 | 13.1 | 13.7 | 13.5 |

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

Additional resources

Saint Lucia

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