

Highlights

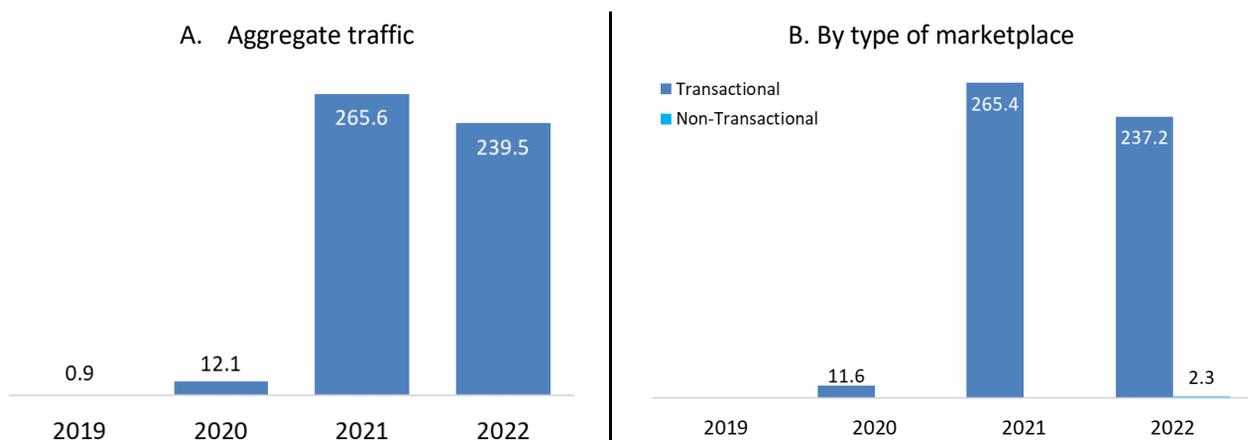
- Total marketplace traffic reached 239.5 thousand visits, decreasing by 9.8 per cent compared to the previous year.
- Almost all of the online traffic in Saint Vincent is concentrated on transactional marketplaces.
- Desert Cart dominates the marketplace landscape, concentrating 99.0 per cent share of total marketplace traffic.

1. Marketplace activity

Marketplace traffic in 2022 fell for the first time since 2019. It reached 239.5 thousand visits, down 9.8 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 Vincent is concentrated on global marketplaces.

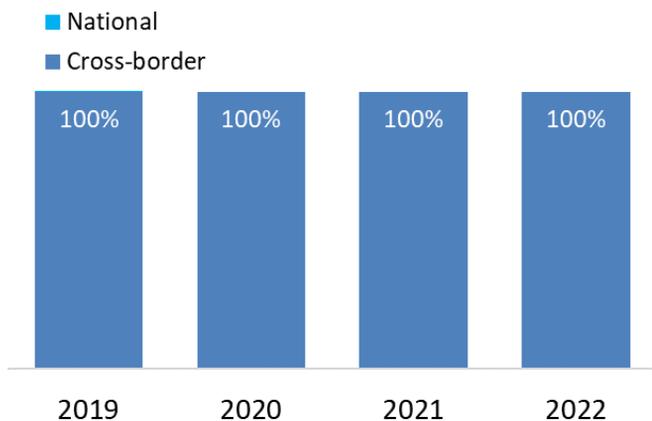
Saint Vincent has a minimal impact on the overall regional traffic, accounting for less than 0.01 per cent of the total (Figure 3). In 2022, all visits to sites targeting the country were cross-border (Figure 2).

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



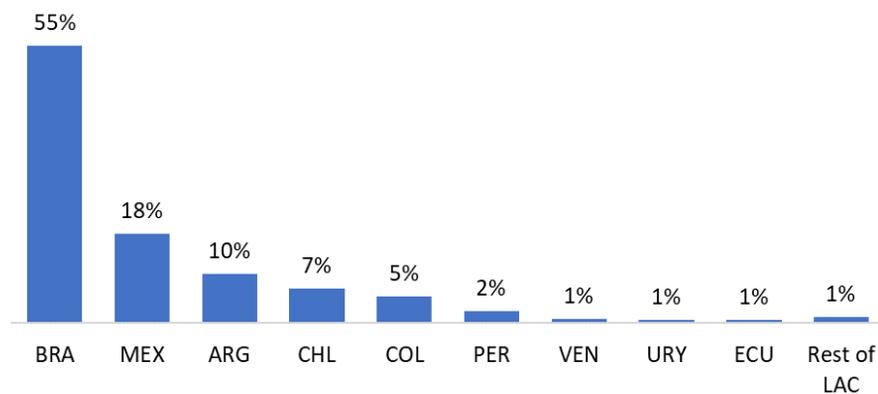
Source: LACME.

Figure 2. Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Saint Vincent, 2019-2022 (thousand 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 three marketplaces in Saint Vincent. 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 marketplaces are Vincy Garage and Vincy List, both national classifieds sites.

Table 1. Leading marketplaces in Saint Vincent, 2022

Marketplace	Traffic (thousand visits)	Traffic share (%)	Annual growth (%)
Desertcart	237.2	99.0	-10.6
Vincy Garage	1.4	0.6	636.6
Vincy List	0.9	0.4	100.0
Total	239.5	100.0	-9.8

Source: LACME.

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

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	61.3	79.3	93.3	-
Population using the Internet (%)	74.0	80.4	84.9	-
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	7.3	-	-	6.7

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

Additional resources

Saint Vincent and the Grenadines

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