

LAC Marketplace Explorer

Suriname | Annual Report 2022

Highlights

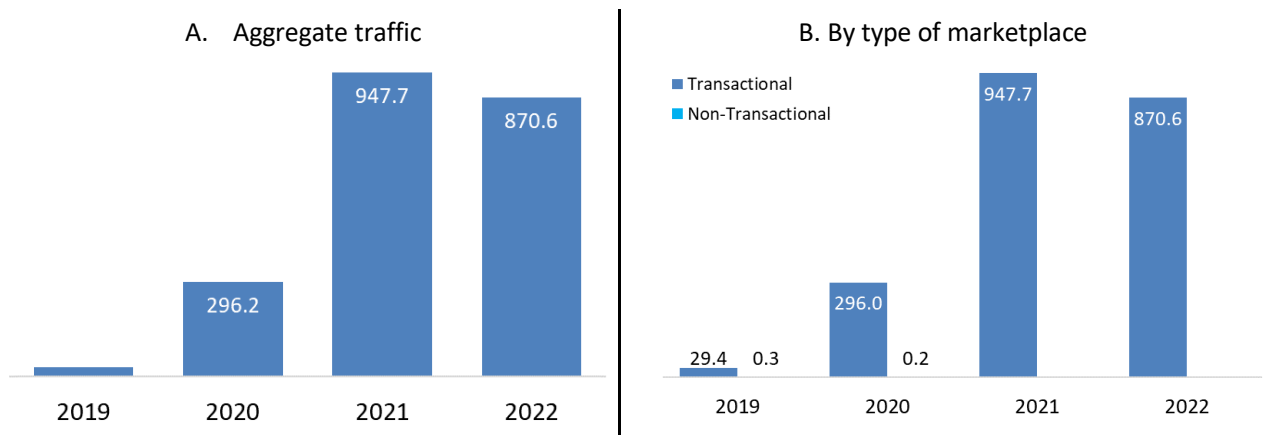
- Total marketplace traffic reached 870.6 thousand visits, decreasing by 8.1 per cent compared to the previous year.
- Almost all of the online traffic in Suriname is concentrated on transactional marketplaces.
- Hoppa dominates the marketplace landscape, concentrating 39.5 per cent share of total marketplace traffic.

1. Marketplace activity

Marketplace traffic in 2022 fell for the first time since 2019. It reached 870.6 thousand visits, down 8.1 per cent from 2021 (Figure 1.A). The decrease is explained by the evolution of visits on transactional sites (Figure 1.B). Most marketplace activity in Suriname remains concentrated in national marketplaces, which account for around 68 per cent of total traffic.

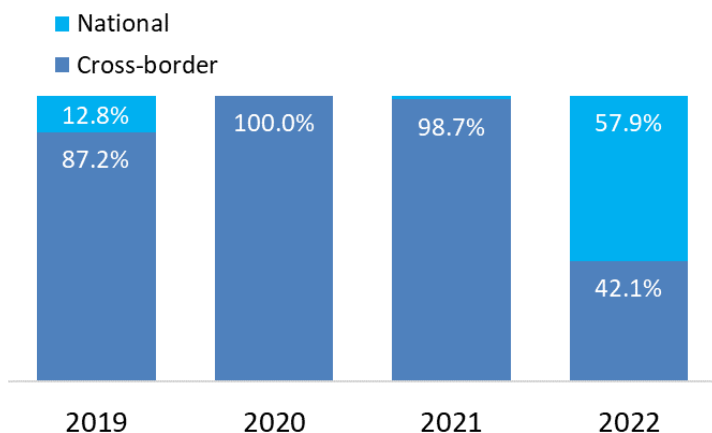
Suriname has a minimal impact on the overall regional traffic, accounting for less than 0.01 per cent of the total (Figure 3). In 2022, the percentage of cross-border visits to sites targeting to the country as a share of total visits was 42.1 per cent (Figure 2).

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



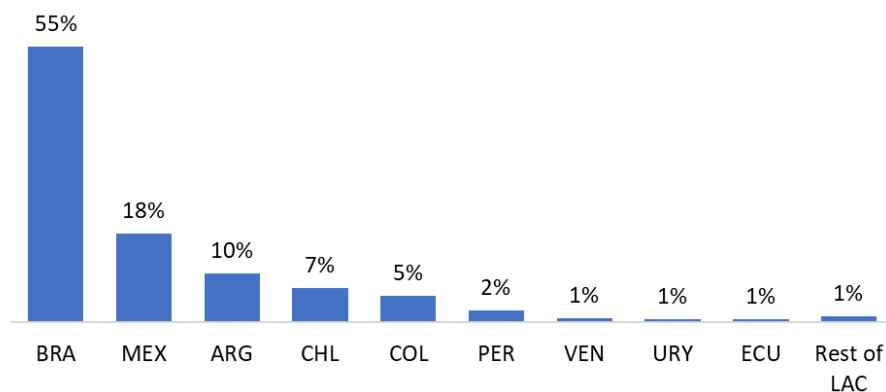
Source: LACME.

Figure 2. Distribution of marketplace traffic across marketplaces by origin of visitor traffic, Suriname, 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 Suriname. Hoppa, a virtual mall where various entrepreneurs offer products and services; Desert Cart, an e-commerce website where shoppers can browse a variety of items, from electronics to clothing and accessories, and make online purchases through the platform; and Avoda, an online supermarket (Table 1).

Table 1. Leading marketplaces in Suriname, 2022

Marketplace	Traffic (thousand visits)	Traffic share (%)	Annual growth (%)
Hoppa	343.8	39.5	56.1
Desertcart	278.8	32.0	-36.7
Avoda	159.5	18.3	18.4
Total	0.9	100.0	-8.1

Source: LACME.

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

Indicator	2019	2020	2021	2022
Active mobile-broadband subscriptions (per 100 inh.)	28.6	34.7	128.1	124.3
Population using the Internet (%)	56.8	62.1	65.9	-
Cross-border e-commerce (% of online sales)	-	-	-	-
Credit card ownership (% of adults)	-	-	-	-
Digital Trade Restrictiveness Index	-	-	-	-
Integrated Index of Postal Development	14.0	12.4	6.0	4.5

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

Additional resources

Suriname

- eTrade for all Country Profile
<https://etradeforall.org/wp-content/uploads/countryprofiles/2021/SURINAME.pdf>
- Digital Trade Integration Project Country Profile
<https://www.trade.gov/country-commercial-guides/suriname-market-overview?section-nav=18431>

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>.