In 2016 the value of Latin American and Caribbean exports contracted at a slower pace than that of world trade.

The recovery was the result of a price increase coupled by a slight volume increase.

However, the effect in different regions is heterogeneous...

A medium-term analysis shows that lack of competitiveness and demand changes are having a negative effect on market share.

The market share loss is higher when looking at the performance of Latin America without Mexico.

In order to benefit from this platform the region needs to close the digital infrastructure gap and needs to have a regulatory framework adapted to the new technologies.

Given the current outlook, e-commerce rises as an opportunity to boost trade in Latin America and the Caribbean.