

Assessing offers on a MarketPlace

Online marketplaces are intermediation services whose share in the distribution of goods is continuously increasing.

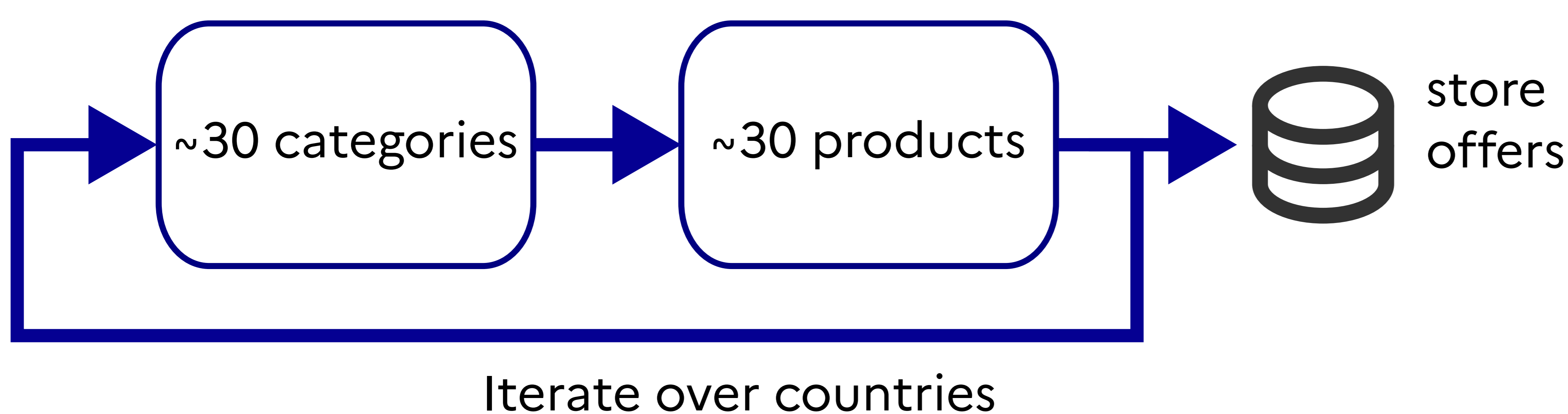
Regulatory issues :

Who are their **business users** ?
Are their **algorithms fair** ?

Buy box

Mechanism used by marketplaces to propose the "best offer" to the end users. Direct profitability : **+80% of sales** made on marketplaces are coming through the buy box.

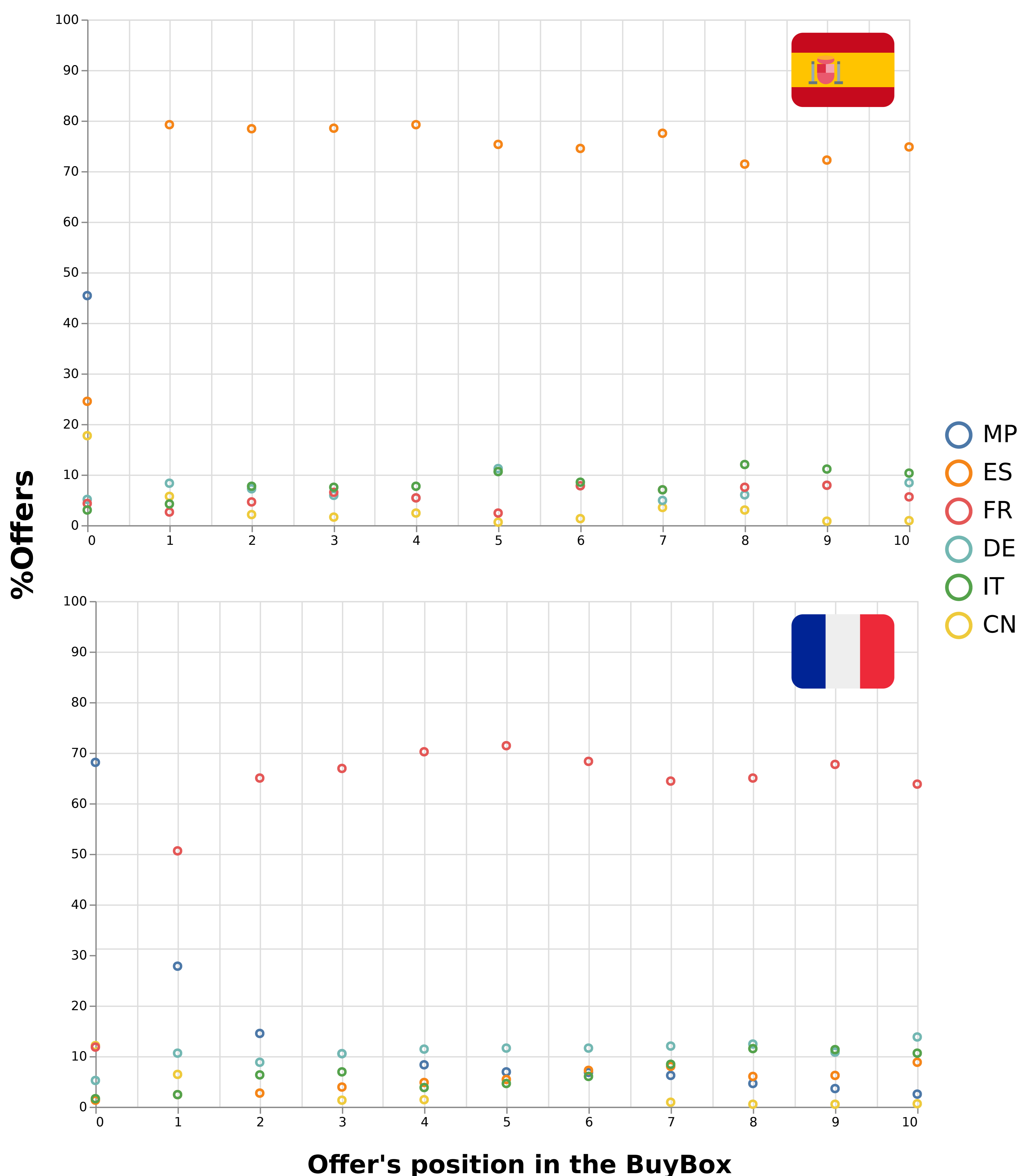
Data collection



Our study

1 marketplace
4 countries
+60k offers
+5k business users

Analysis



Does the marketplace really promote local SMEs and SMIs?

Is there any **self-preferencing**?

The marketplace **wins the buybox for +65%** of products. Local companies have a **strong presence** (+50/+70% of the total offers) but are **poorly ranked**.

Collected data can be leveraged to assess if the marketplace does propose the best offer, as shown in this study:

Measuring Fair Competition on Digital Platforms
arXiv:2303.14947