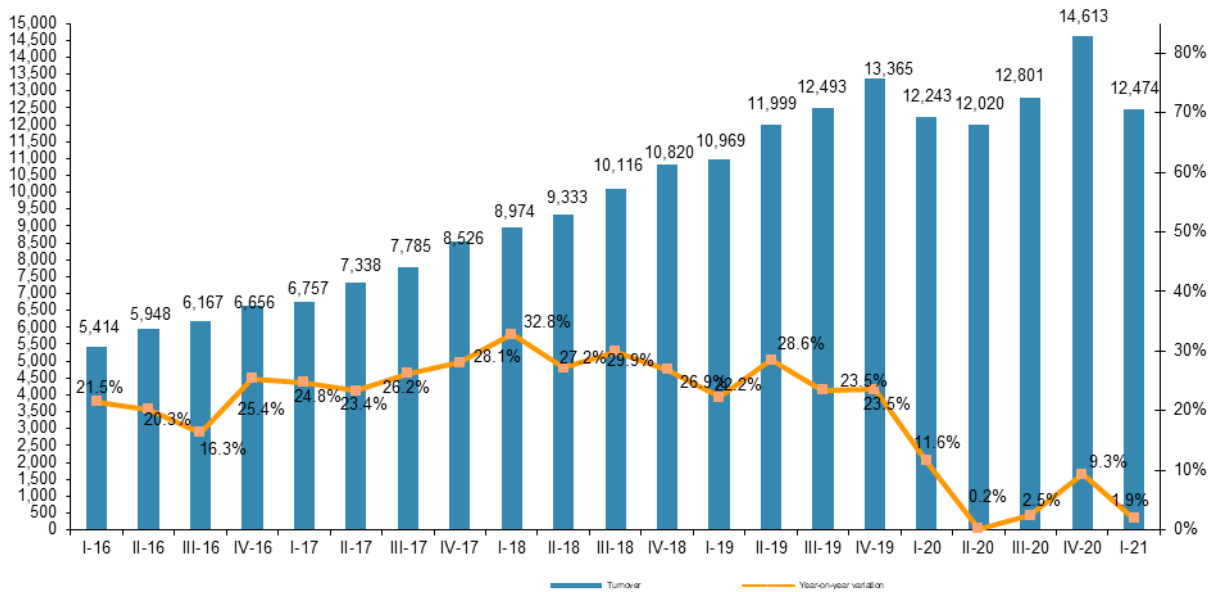


**PRESS RELEASE**

**E-commerce exceeds 12.4 billion euros in Spain in the first quarter of 2021- up 1.9% from last year**

**Madrid, 08 October 2021.** – E-commerce turnover in Spain has increased in the first quarter of 2021 with a year-on-year growth of 1.9% to total 12.474 billion euros, according to the latest e-commerce data available on the [CNMCData website](http://www.cnmc.es).

QUARTERLY TREND IN E-COMMERCE TURNOVER AND YEAR-ON-YEAR VARIATION (millions of euros and percentage)

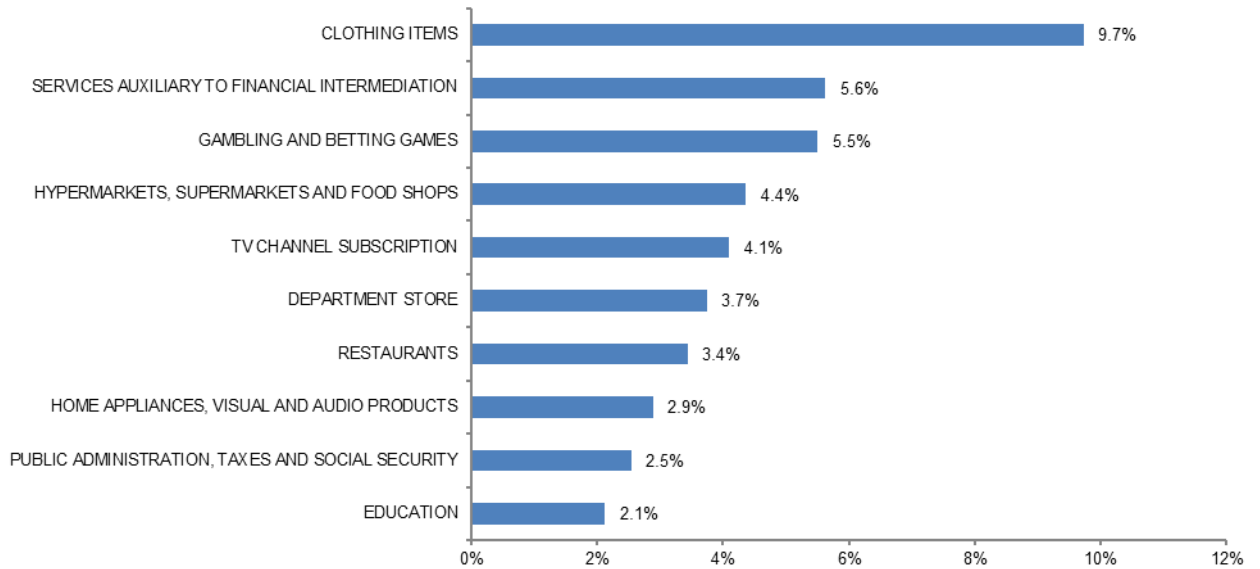


Source: CNMC

The activity sectors with the highest revenue were clothing, with 9.7% of the total turnover; followed by services auxiliary to financial intermediation, with 5.6%, and gambling and betting games taking third place with 5.5%.

*Reproduction permitted only if the source is cited.*

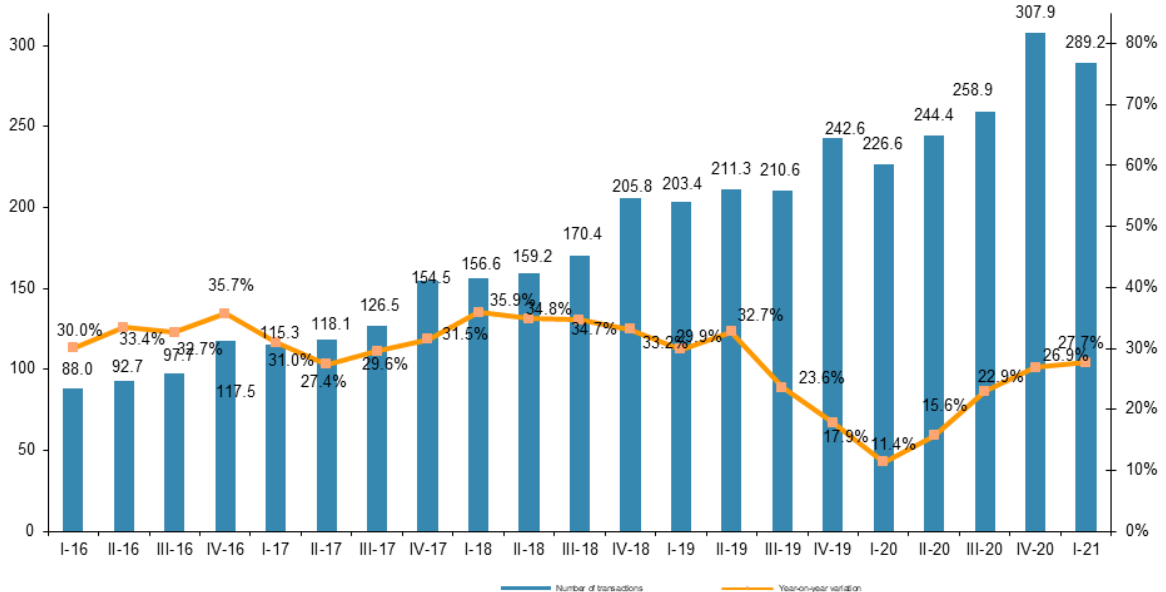
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER (I-21, percentage)**



Source: CNMC

As regards the number of transactions, in the first quarter of 2021 more than 289 million transactions were registered - up 27.7%. Department stores lead the ranking in terms of sales (8.5%).

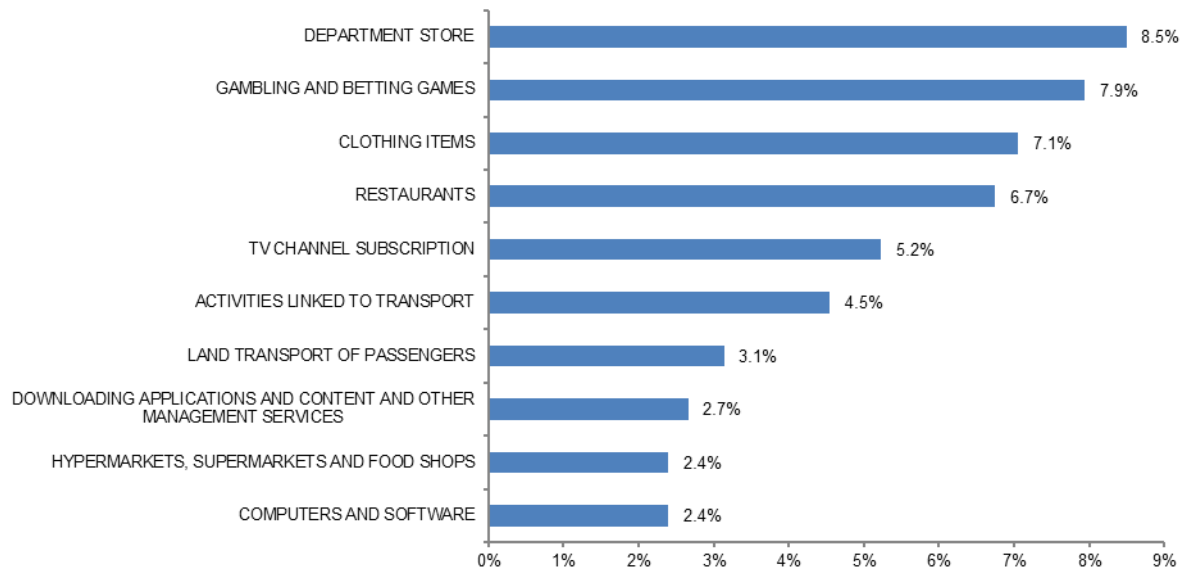
**QUARTERLY TREND IN THE NUMBER OF E-COMMERCE TRANSACTIONS AND YEAR-ON-YEAR VARIATION (millions of transactions and percentage)**



Source: CNMC

Reproduction permitted only if the source is cited.

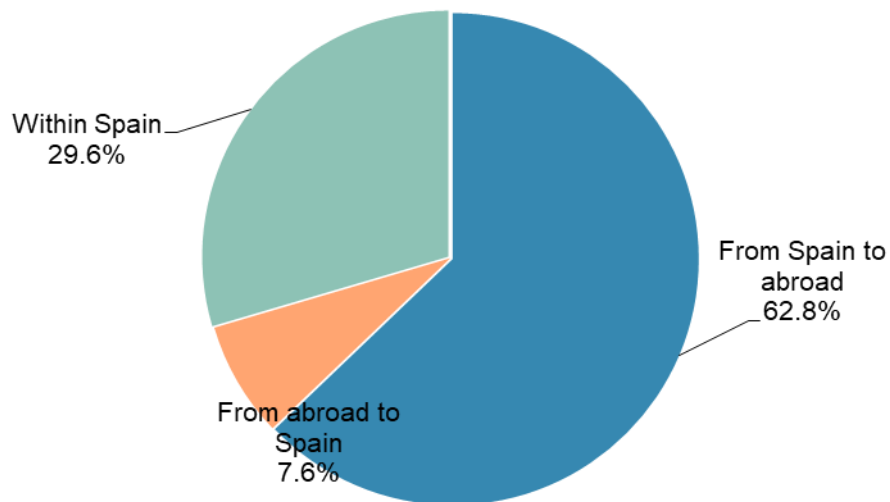
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (I-21, percentage)**



Source: CNMC

In terms of geographical segmentation, 37.2% of the revenue from the first quarter of 2021 was to Spain. The remaining 62.8% corresponds to purchases originating in Spain carried out through foreign locations.

**E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (I-21, percentage)**

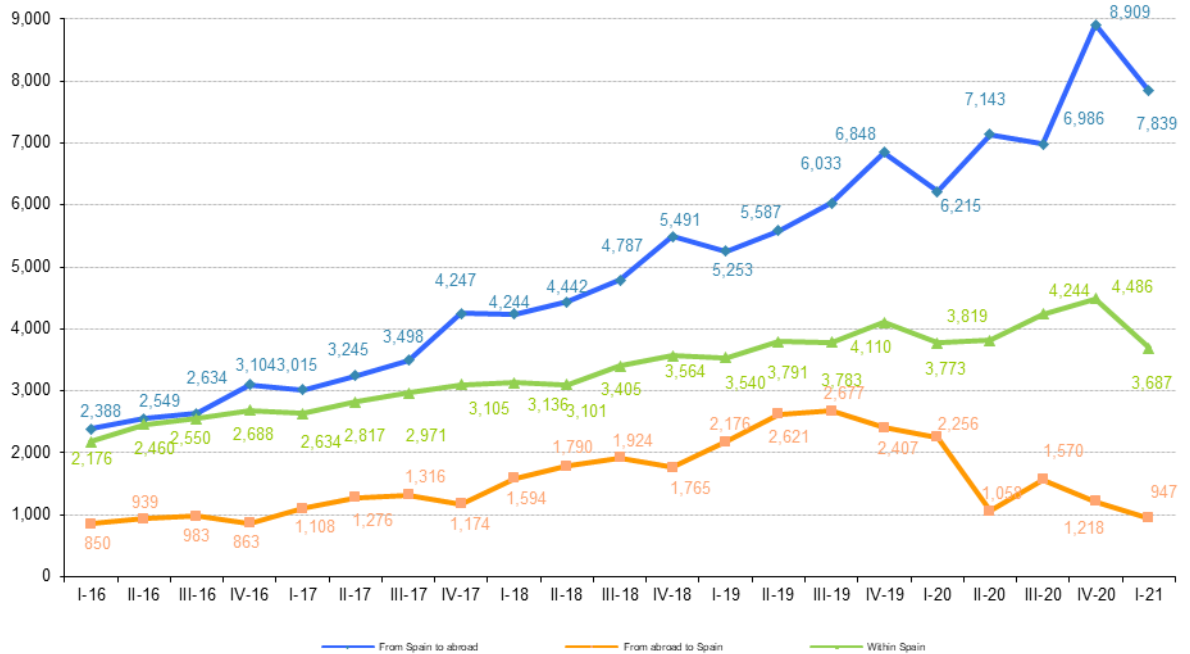


Source: CNMC

*Reproduction permitted only if the source is cited.*

The external balance (the difference between what is purchased in Spain from foreign locations and what is purchased from Spain to foreign locations) shows a deficit of 6.892 billion euros.

**QUARTERLY TREND IN E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (millions of euros)**

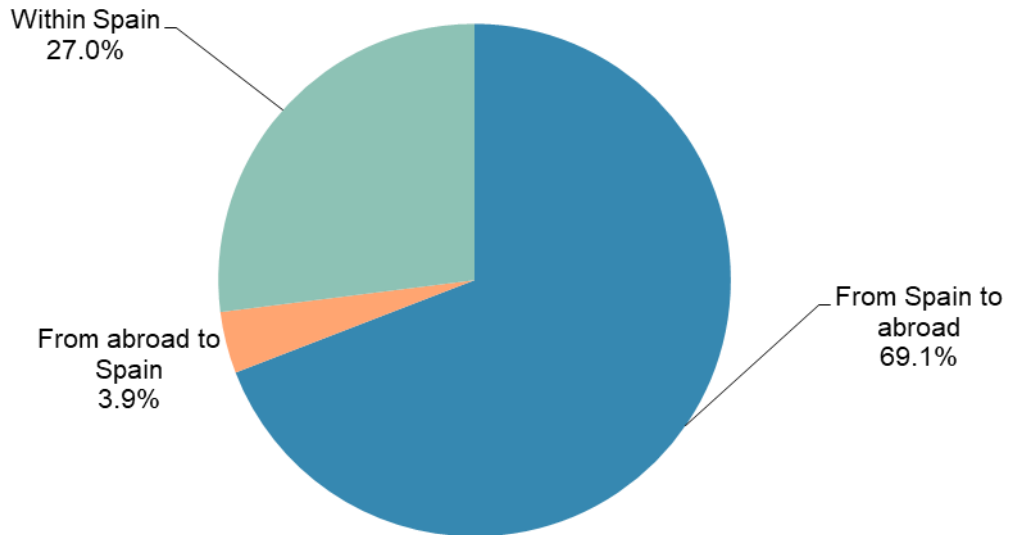


Source: CNMC

Broken down into number of transactions, 30.9% of sales were registered in Spain and 69.1% abroad.

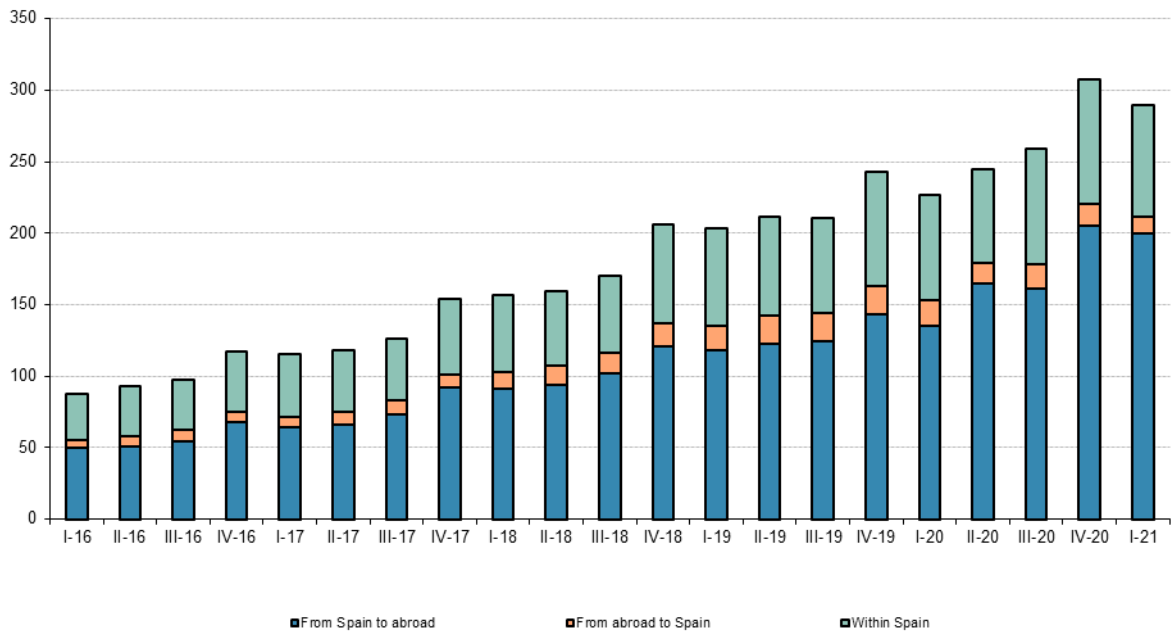
*Reproduction permitted only if the source is cited.*

NUMBER OF E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (I-21, percentage)



Source: CNMC

QUARTERLY TREND IN E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (millions of transactions)



Source: CNMC

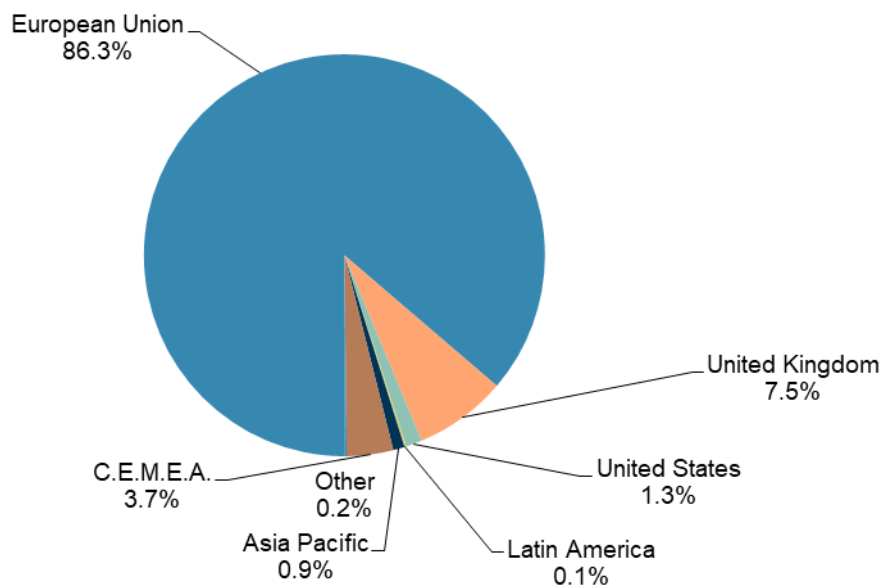
Reproduction permitted only if the source is cited.

The turnover of transactions originating in Spain that were sent to foreign locations totalled 7.839 billion euros - up 26.1% on the figure from the first quarter of the previous year. 86.3% of purchases from Spain with destinations in foreign locations was sent to businesses within the European Union.

---

E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (I-21, percentage)

---

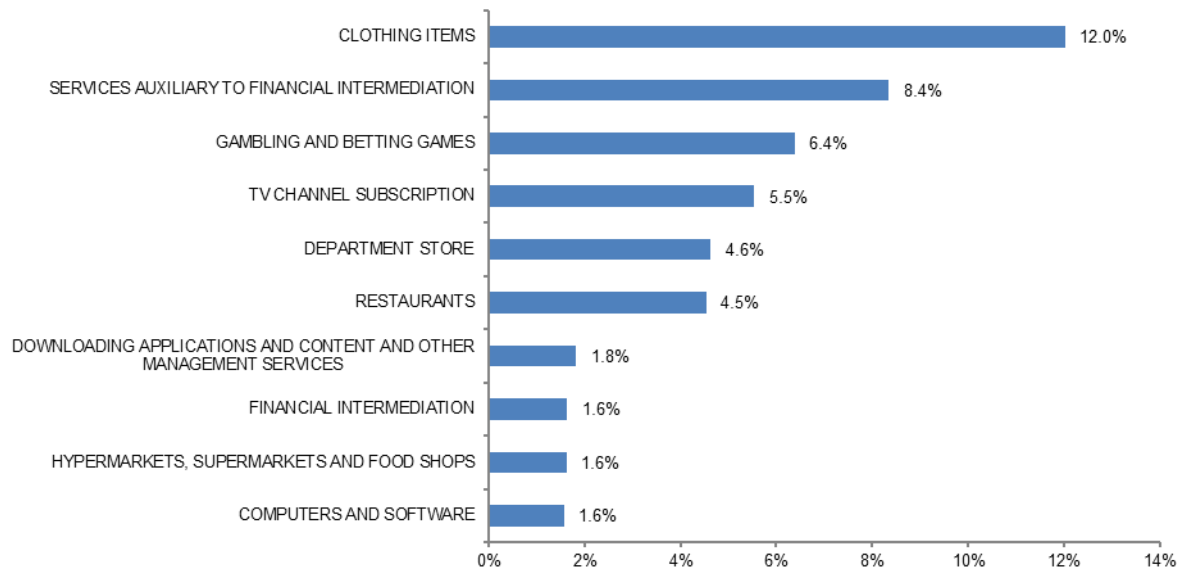


Source: CNMC

The areas of activity with the greatest turnover from Spain sent to foreign locations are clothing (with 12.0%), services auxiliary to financial intermediation (8.4%), and gambling and betting games (6.4%).

*Reproduction permitted only if the source is cited.*

THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE  
TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (1-21, percentage)



Source: CNMC

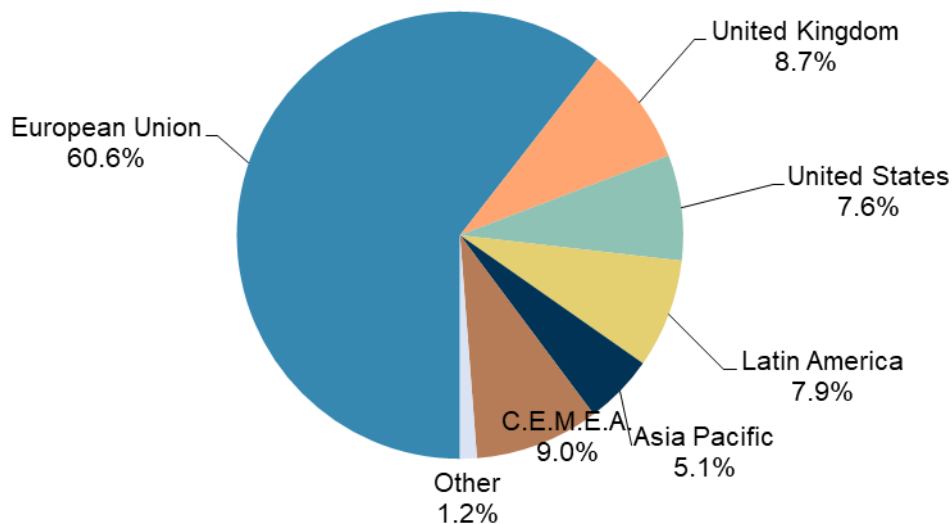
Meanwhile, transactions from foreign locations to Spain have reached a turnover of 947 million euros - down 58.0% on the figure from the first quarter of the previous year. 60.6% of purchases from foreign locations originated in countries within the European Union.

*Reproduction permitted only if the source is cited.*

---

DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (I-21, percentage)

---



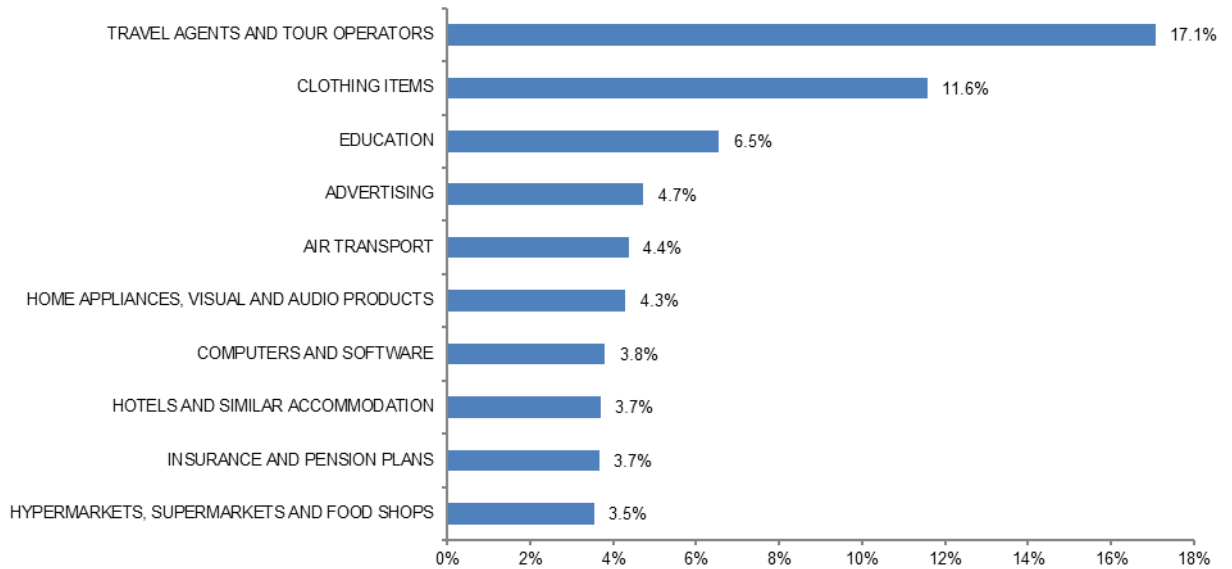
Source: CNMC

Furthermore, areas of activity related with the tourism sector (including travel agencies, air transport, land transport, car rental and hotels) account for 27.1% of the purchases to Spain from foreign locations.

*Reproduction permitted only if the source is cited.*



THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE  
TURNOVER FROM FOREIGN LOCATIONS TO SPAIN (I-21, percentage)



Source: CNMC

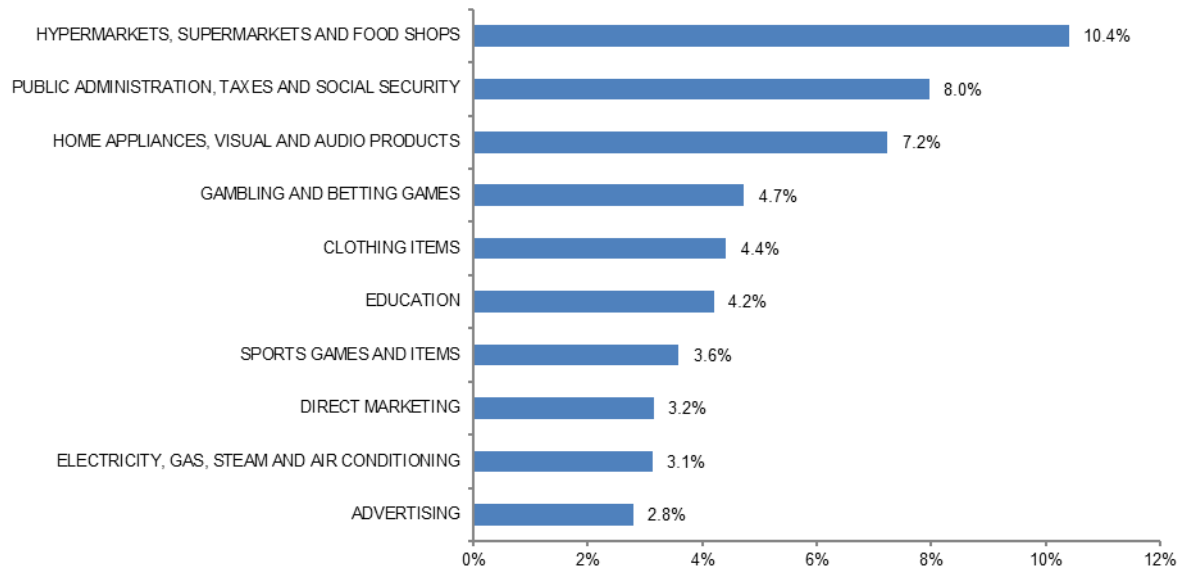
Revenue from e-commerce within Spain experienced a year-on-year decrease of 2.3%, reaching 3.687 billion euros. Hypermarkets, supermarkets, and food shops accounts for 10.4% of turnover within Spain, followed by public administration, taxes and social security (8.0%).

*Reproduction permitted only if the source is cited.*

---

THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE  
TURNOVER WITHIN SPAIN (I-21, percentage)

---



Source: CNMC

More data on [CNMCData](#)

*Reproduction permitted only if the source is cited.*