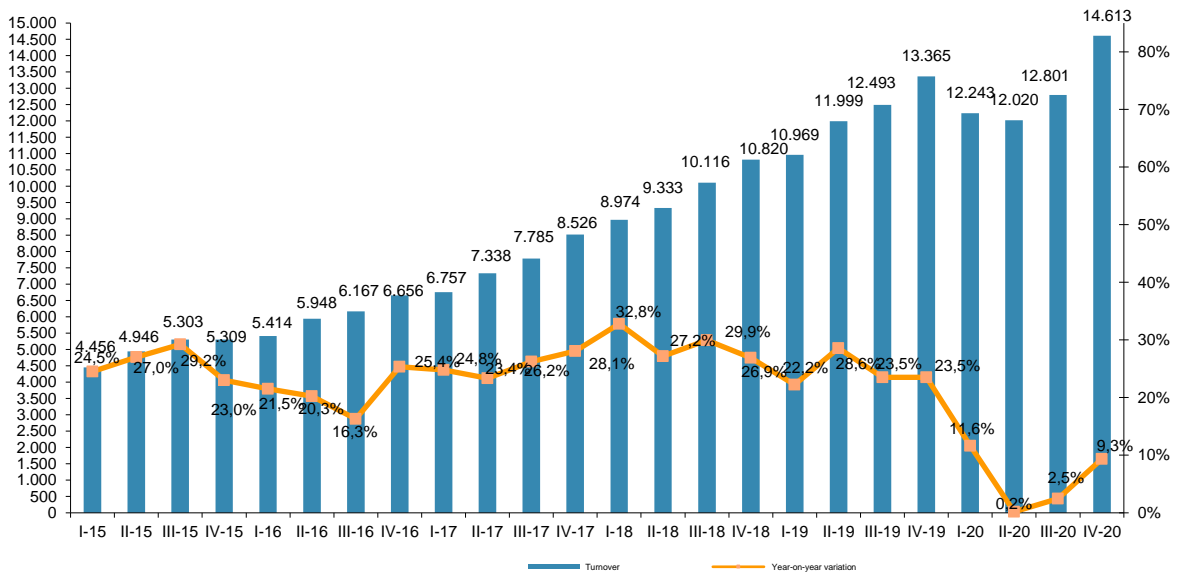


PRESS RELEASE

E-commerce exceeds 51.6 billion euros in Spain in 2020- up 5.8% from last year

Madrid, 02 of July de 2021. – E-commerce turnover in Spain has increased in the fourth quarter of 2020 with a year-on-year growth of 9.3% to total 14.613 billion euros, according to the latest e-commerce data available on the [CNMCData website](http://CNMCData.com).

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

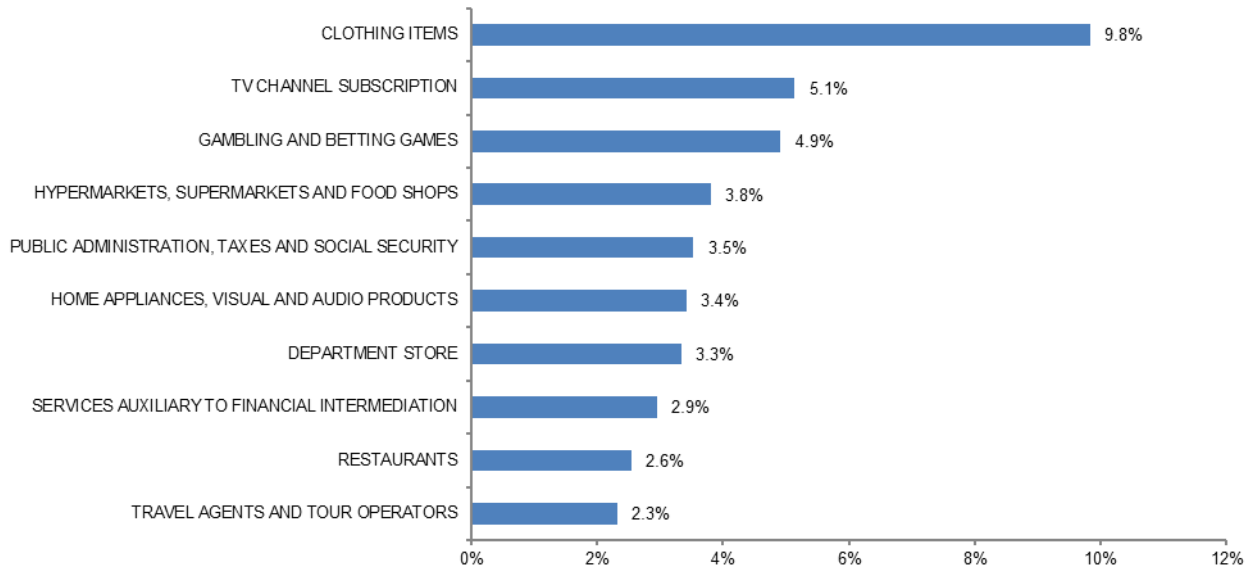


Source: CNMC

The activity sectors with the highest revenue were clothing, with 9.8% of the total turnover; followed by channel subscription, with 5.1%, and gambling and betting games taking third place with 4.9%.

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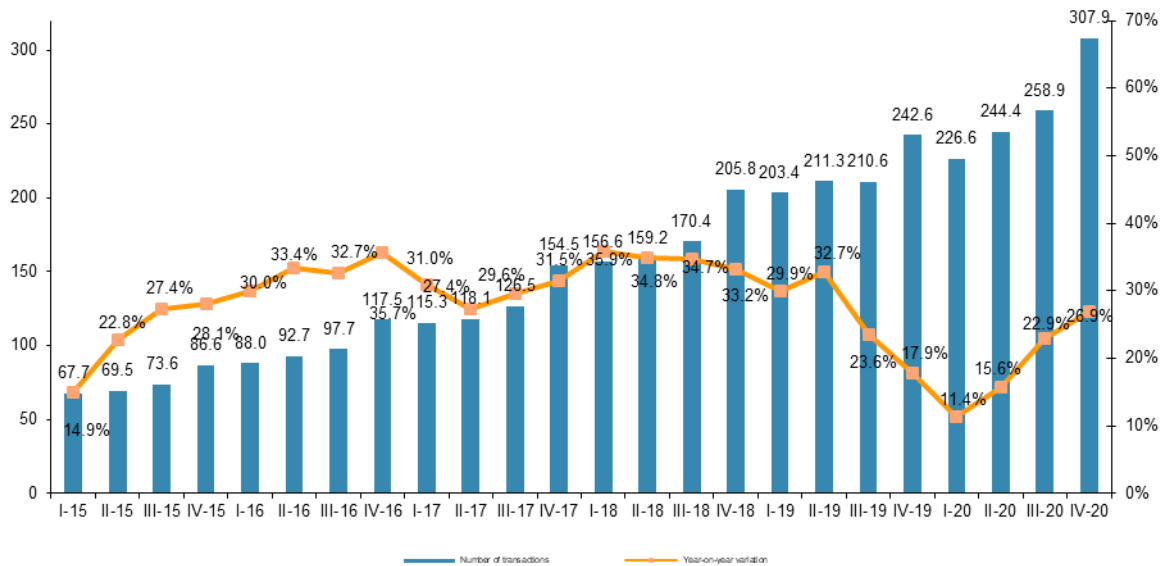
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER (IV-20, percentage)



Source: CNMC

As regards the number of transactions, in the fourth quarter of 2020 more than 307 million transactions were registered - up 26.9%. Gambling and betting games lead the ranking in terms of sales (7.3%).

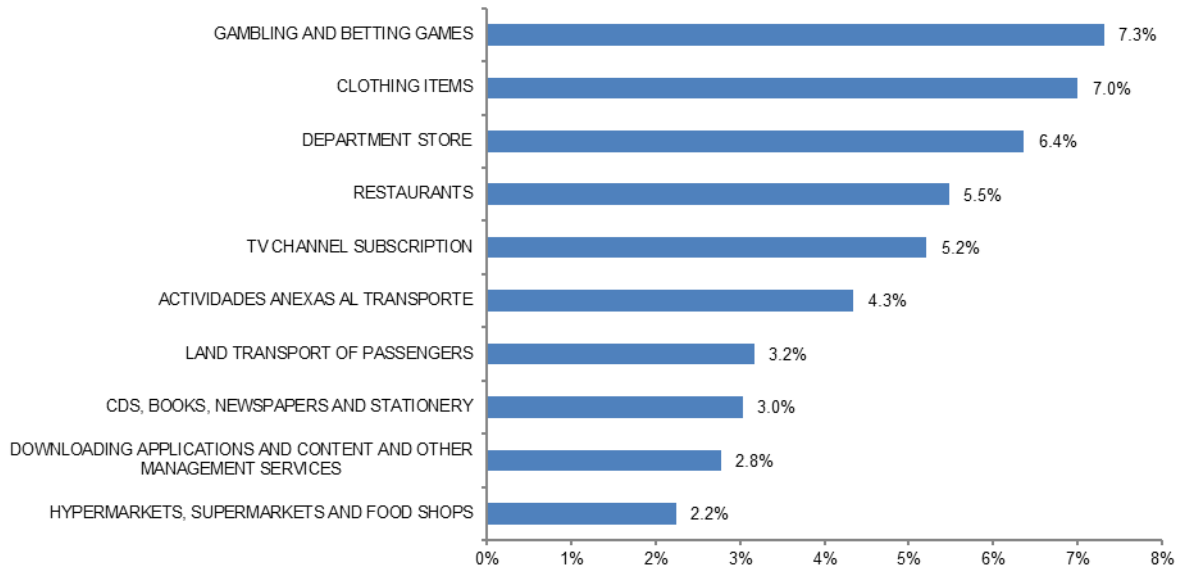
QUARTERLY TREND IN THE NUMBER OF E-COMMERCE TRANSACTIONS AND YEAR-ON-YEAR VARIATION (millions of transactions and percentage)



Source: CNMC

Reproduction permitted only if the source is cited.

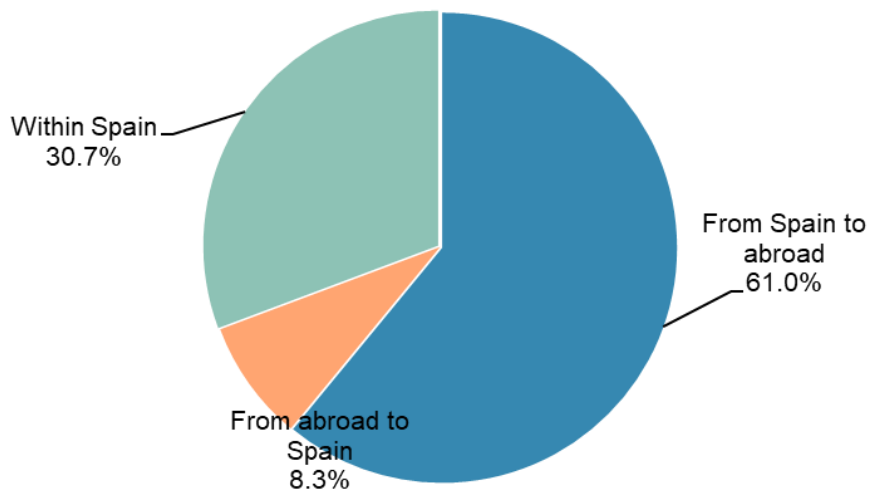
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (IV-20, percentage)



Source: CNMC

In terms of geographical segmentation, Spanish e-commerce websites have earned 39.0% of the revenue from the fourth quarter of 2020. The remaining 61.0% corresponds to purchases originating in Spain carried out through e-commerce websites in foreign locations.

E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (IV-20, percentage)

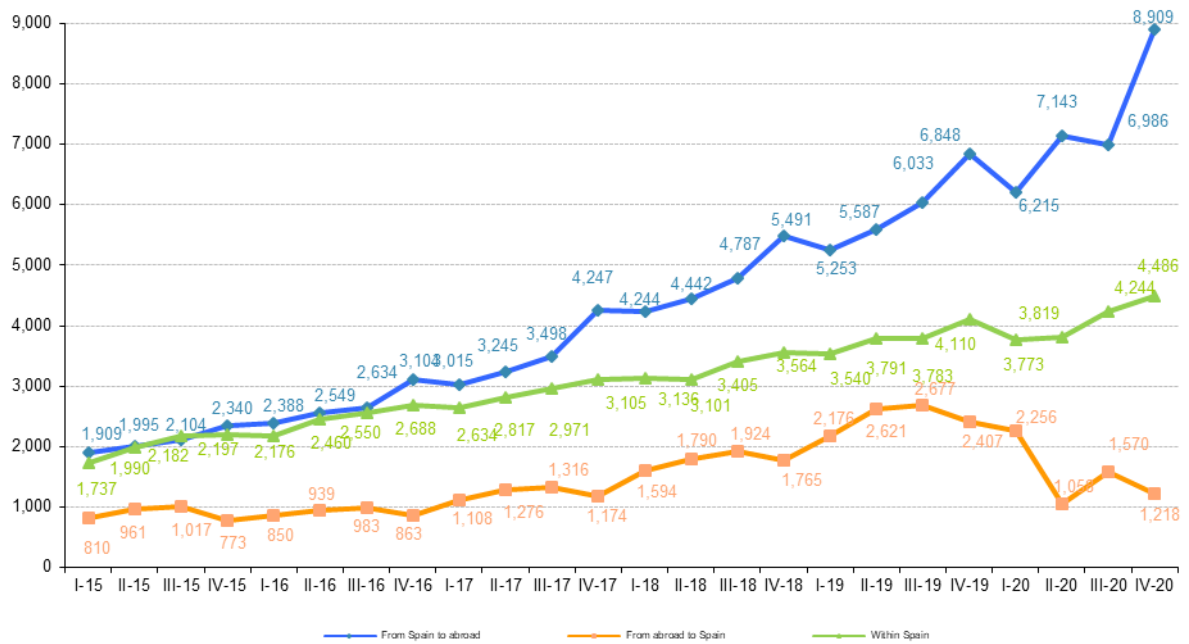


Source: CNMC

Reproduction permitted only if the source is cited.

The external balance (the difference between what is purchased on Spanish websites from foreign locations and what is purchased in Spain from foreign locations) shows a deficit of 7.691 billion euros.

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

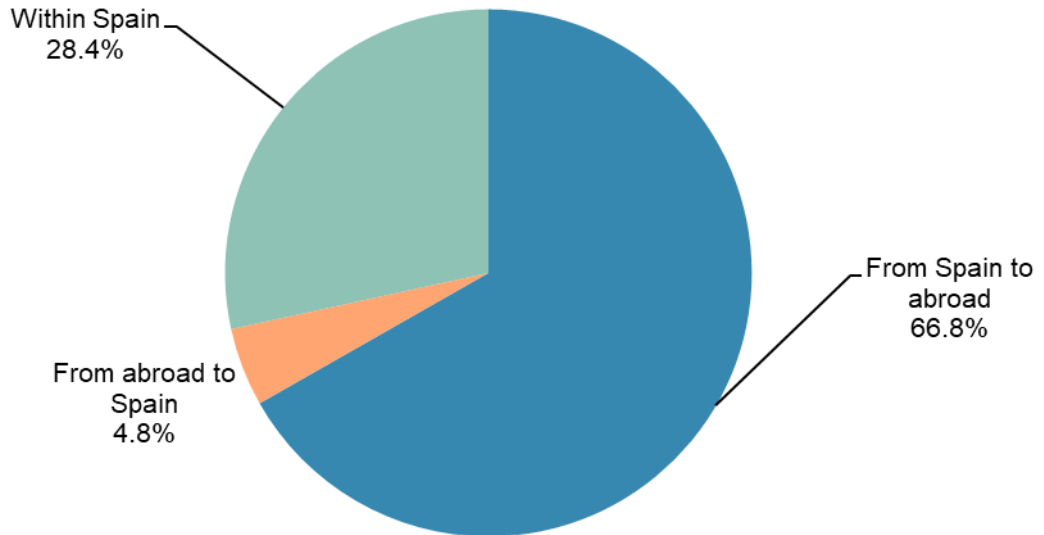


Source: CNMC

Broken down into number of transactions, 33.2% of sales were registered on Spanish websites and 66.8% on foreign websites.

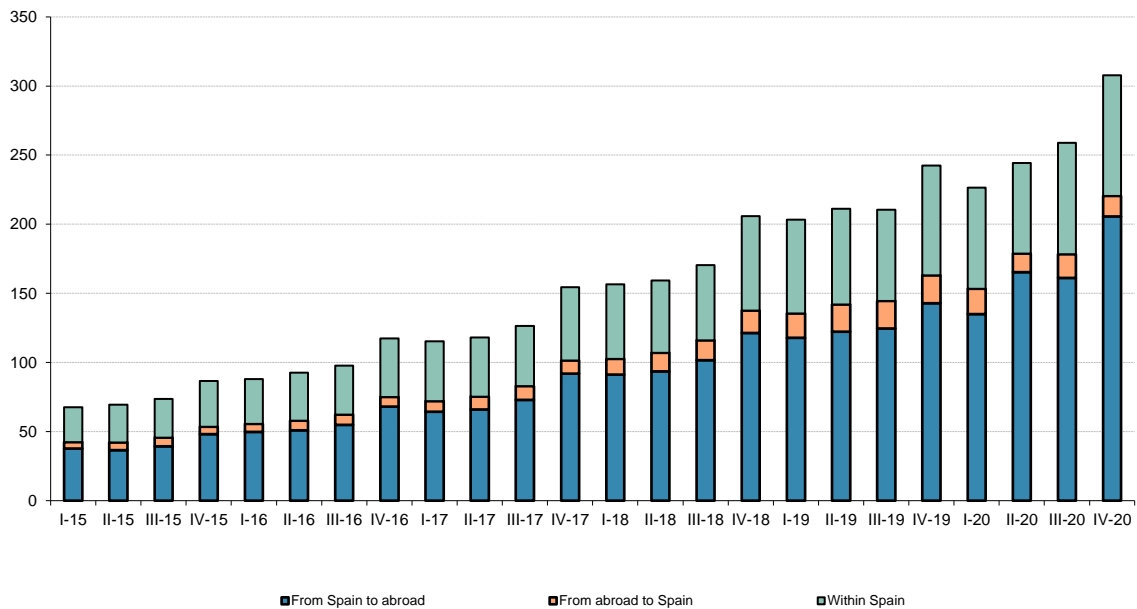
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NUMBER OF E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (IV-20, percentage)



Source: CNMC

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

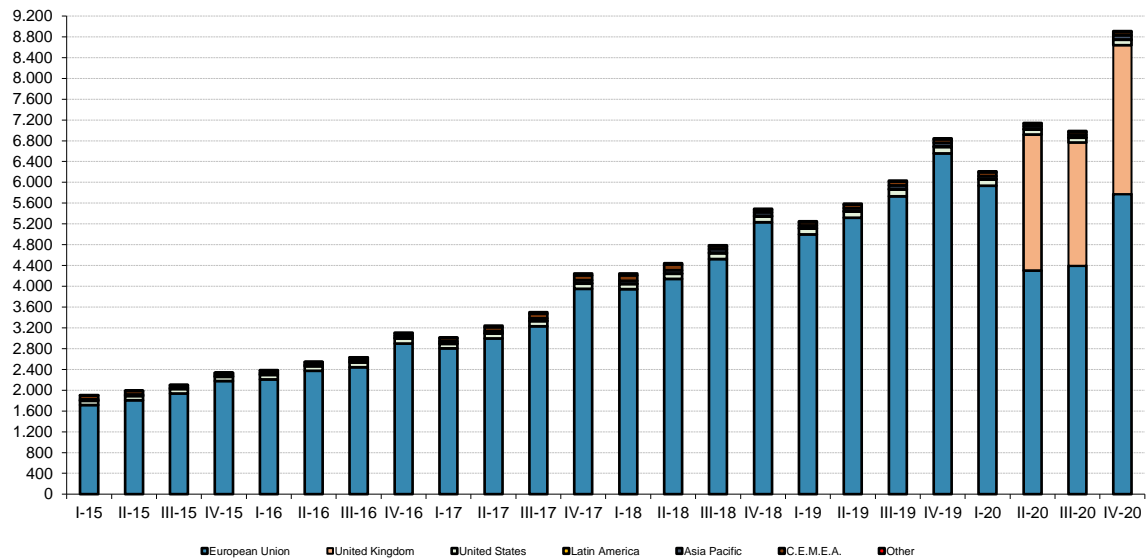


Source: CNMC

Reproduction permitted only if the source is cited.

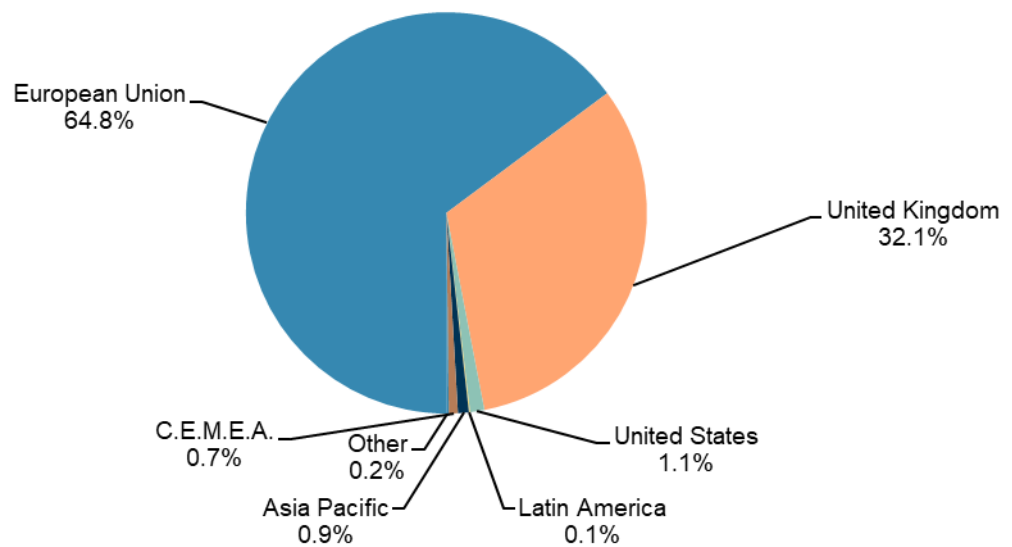
The turnover of transactions originating in Spain that were sent to foreign locations totalled 8.909 billion euros - up 30.1% on the figure from the fourth quarter of the previous year. 64.8% of purchases from Spain with destinations in foreign locations was sent to countries within the European Union.

QUARTERLY TREND IN E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (millions of euros)



Source: CNMC

E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (IV-20, percentage)

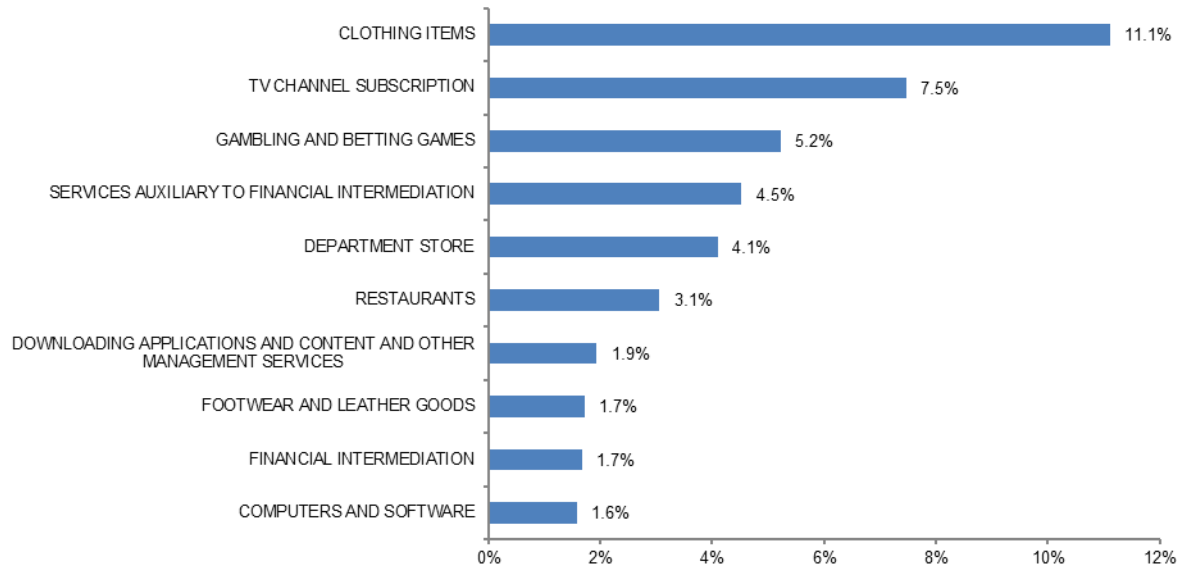


Source: CNMC

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The areas of activity with the greatest turnover from Spain sent to foreign locations are clothing (with 11.1%), channel subscription (7.5%), and gambling and betting games (5.2%).

THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (IV-20, percentage)

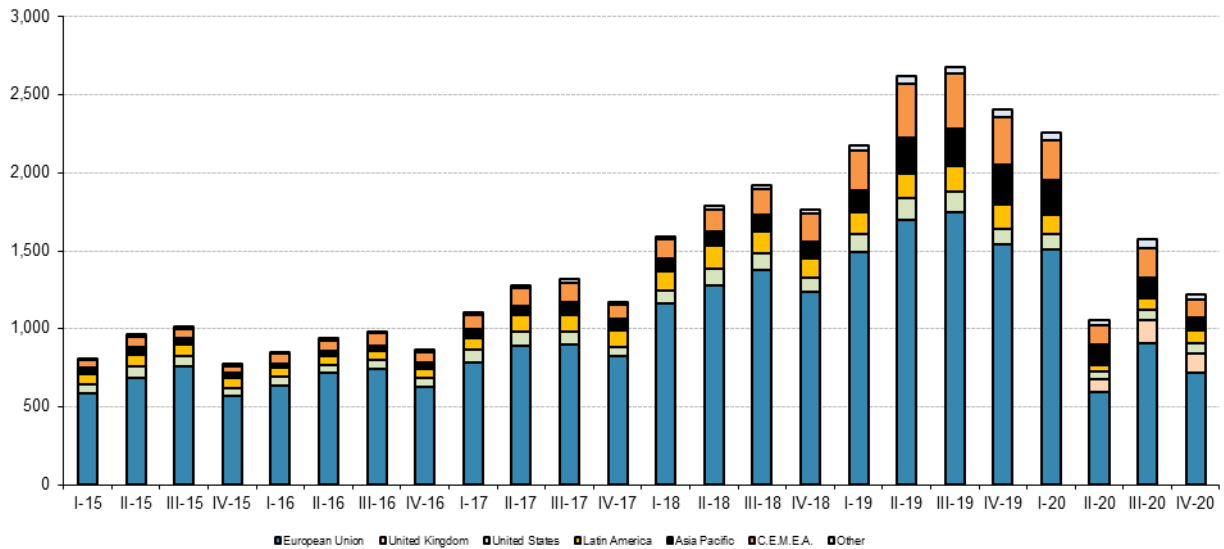


Source: CNMC

Meanwhile, sales from Spanish websites to foreign locations have reached a turnover of 1,218 million euros - down 49.4% on the figure from the fourth quarter of the previous year. 59.2% of purchases from foreign locations originated in countries within the European Union.

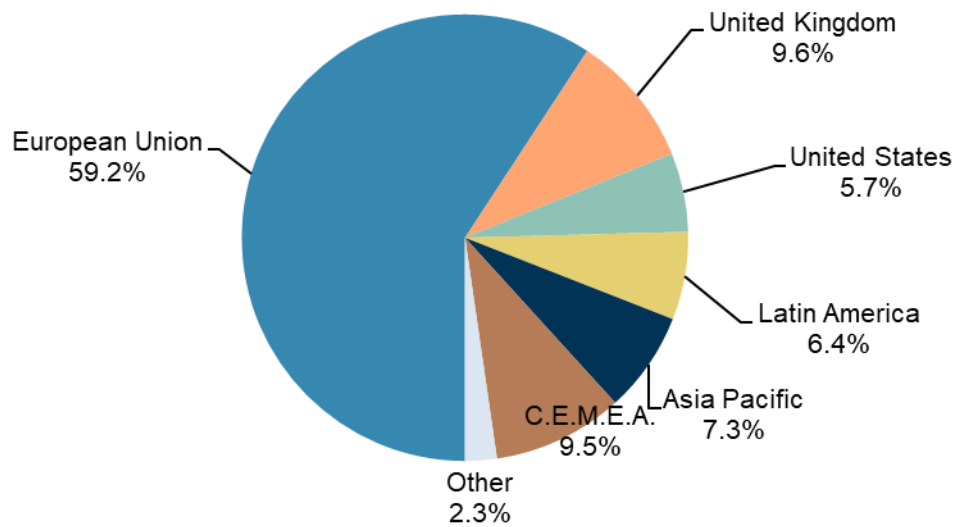
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QUARTERLY TREND IN E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (millions of euros)



Source: CNMC

DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (IV-20, percentage)

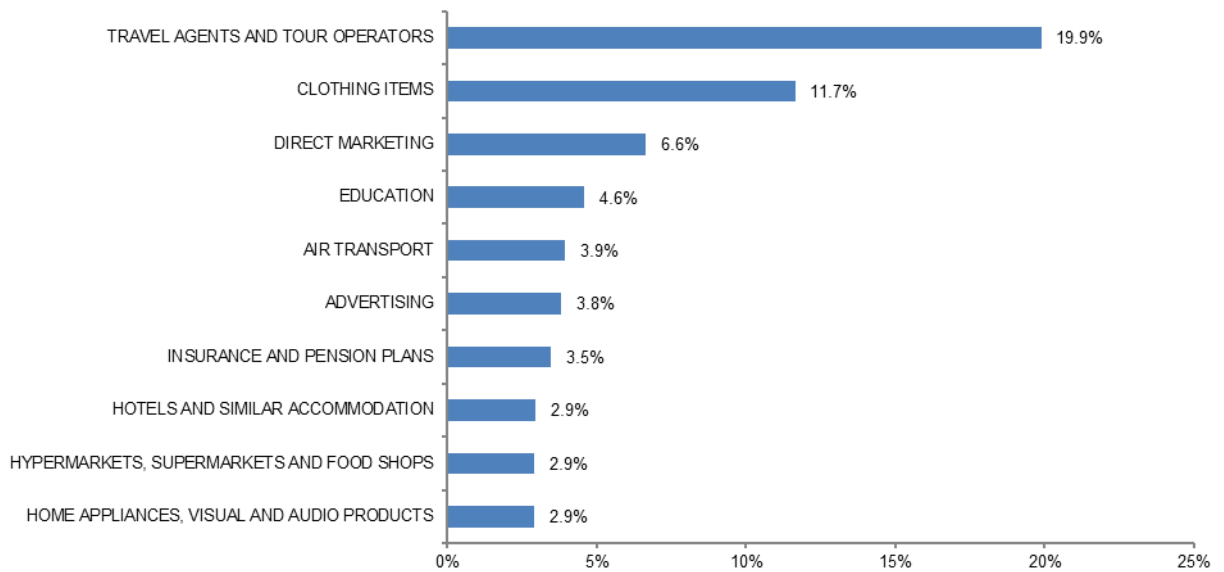


Source: CNMC

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Furthermore, areas of activity related with the tourism sector (including travel agencies, air transport, land transport, car rental and hotels) account for 28.6% of the purchases made on Spanish e-commerce websites from foreign locations.

THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN (IV-20, percentage)

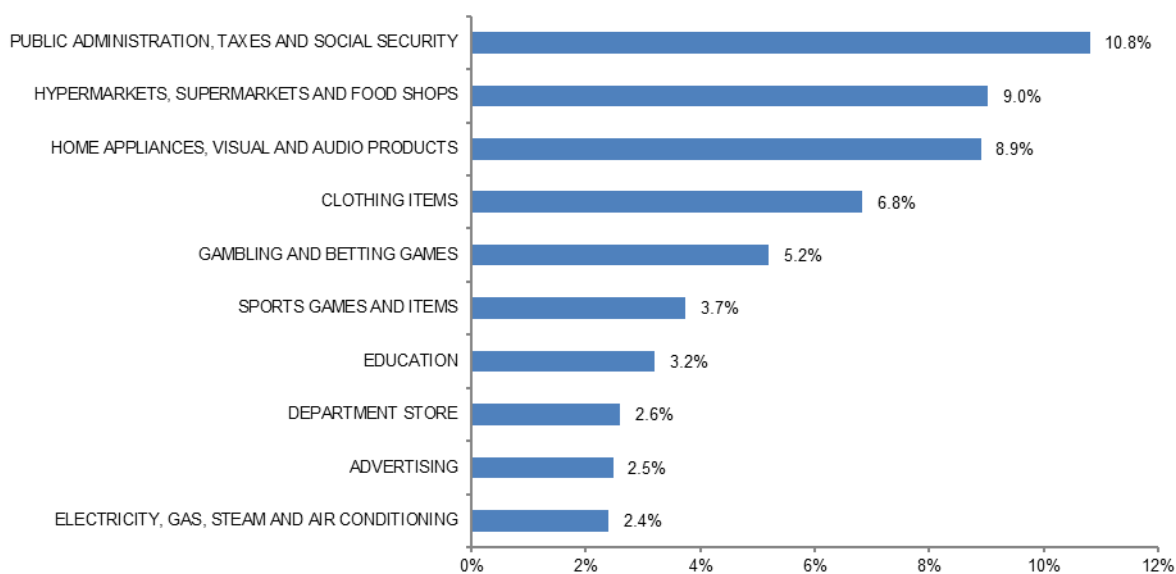


Source: CNMC

Revenue from e-commerce within Spain (purchases made in Spain on Spanish websites) experienced a year-on-year growth of 9.1%, reaching 4.486 billion euros. Public administration, taxes and social security accounts for 10.8% of turnover within Spain, followed by hypermarkets, supermarkets and food shops (9.0%).

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THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER WITHIN SPAIN (IV-20, percentage)



Source: CNMC

More data on [CNMCData](#)

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