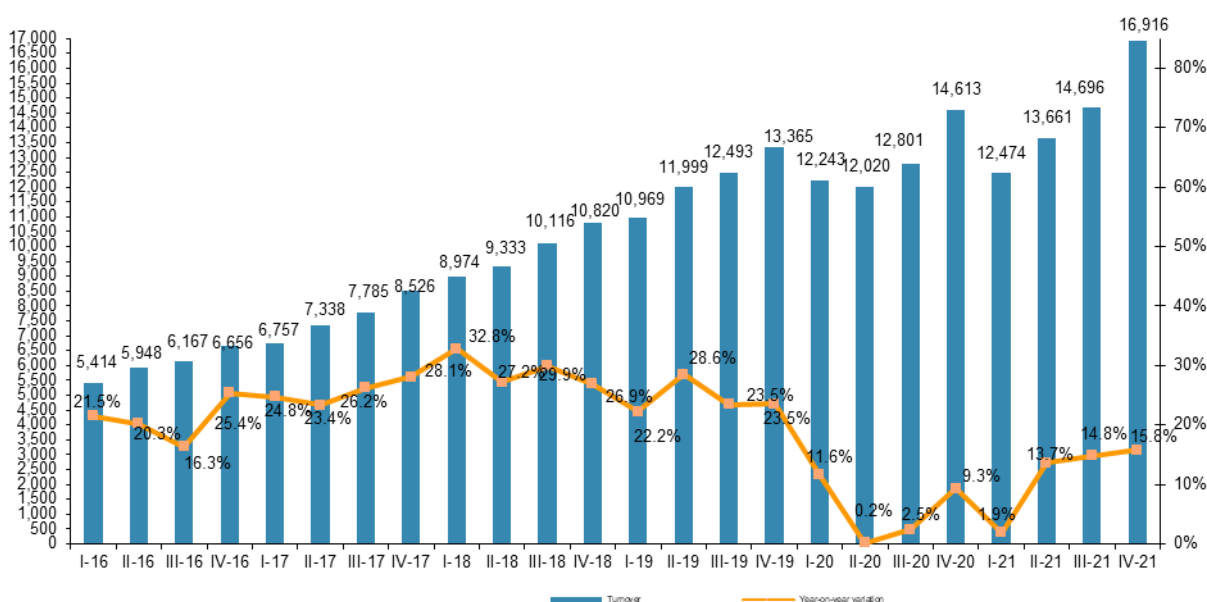


E-commerce exceeds 57.7 billion euros in Spain in 2021- up 11.7% from last year

Madrid, 1 July 2022. – E-commerce turnover in Spain has increased in the fourth quarter of 2021 with a year-on-year growth of 15.8% to total 16.916 billion euros, according to the latest e-commerce data available on the [CNMCData](https://www.cnmc.es/) website.

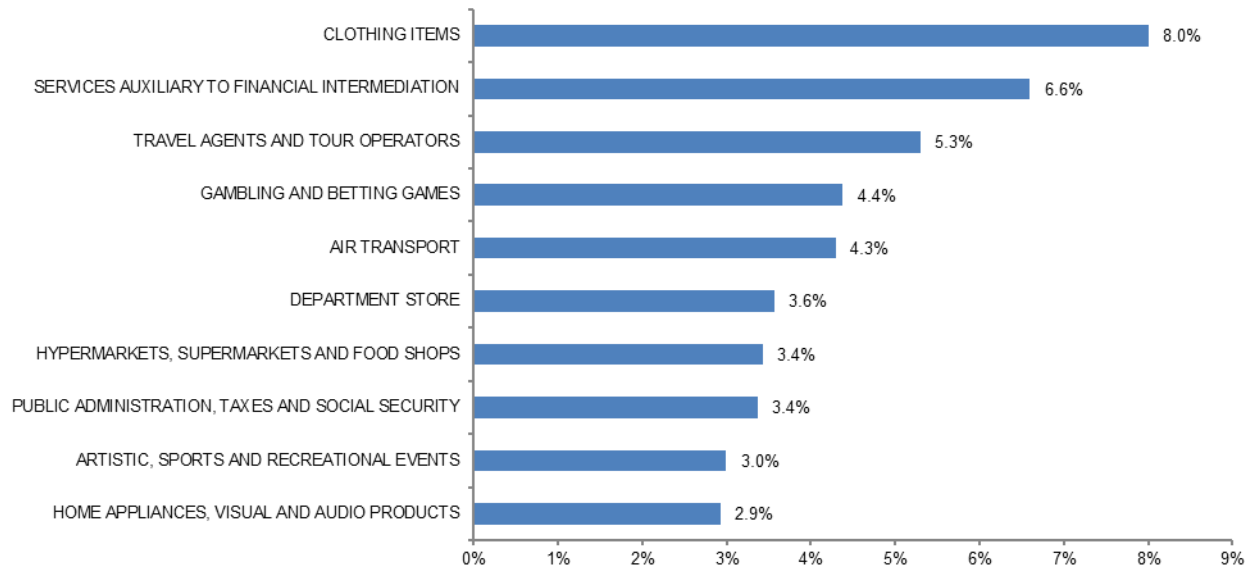
QUARTERLY TREND IN E-COMMERCE TURNOVER AND YEAR-ON-YEAR VARIATION (millions of euros and percentage)



Source: CNMC

The activity sectors with the highest revenue were clothing, with 8.0% of the total turnover; followed by services auxiliary to financial intermediation, with 6.6%, and travel agencies taking third place with 5.3%.

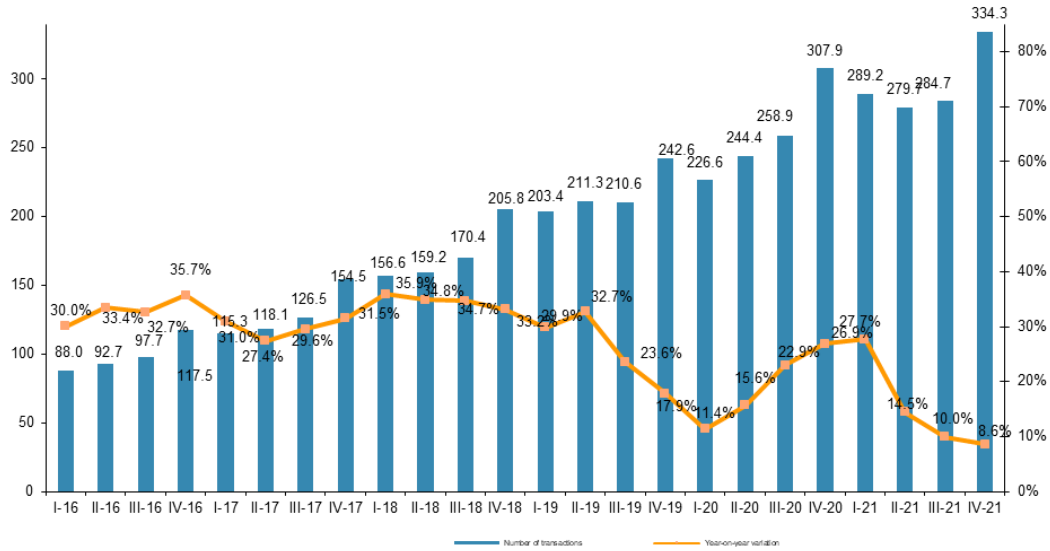
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER (IV-21, percentage)**



Source: CNMC

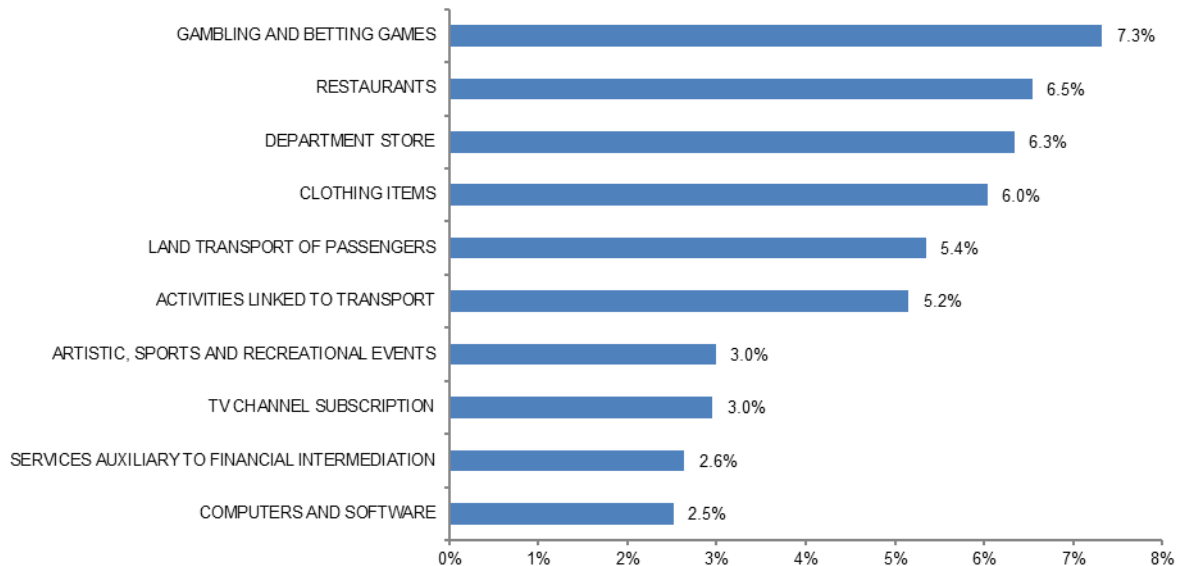
As regards the number of transactions, in the fourth quarter of 2021 more than 334 million transactions were registered - up 8.6%. Gambling and betting games lead the ranking in terms of sales (7.3%).

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



Source: CNMC

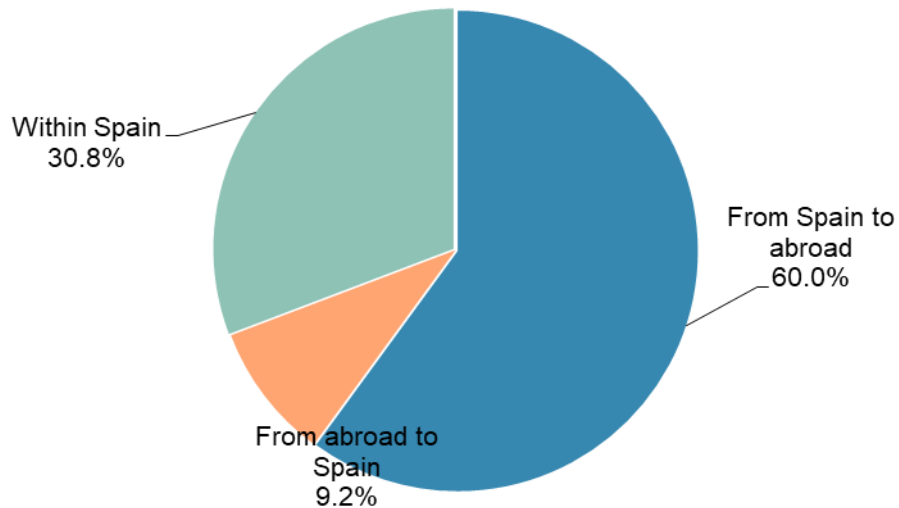
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (IV-21, percentage)



Source: CNMC

In terms of geographical segmentation, 40.0% of the revenue from the fourth quarter of 2021 was to Spain. The remaining 60.0% corresponds to purchases originating in Spain carried out through foreign locations.

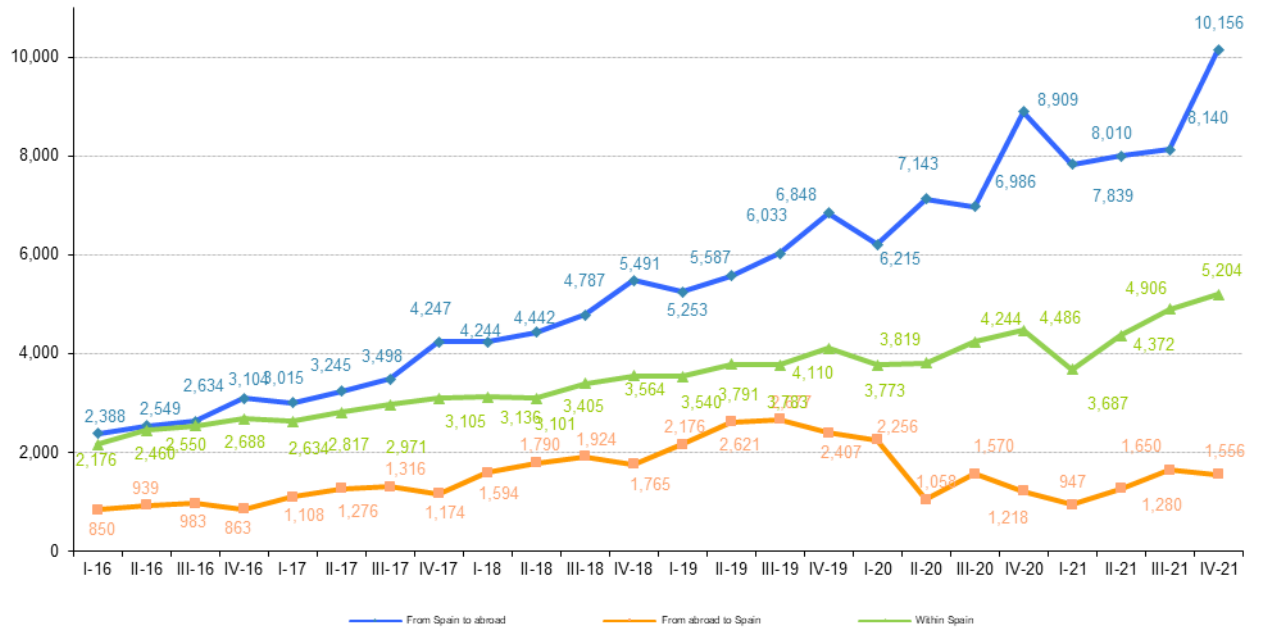
E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (IV-21, percentage)



Source: CNMC

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 8.601 billion euros.

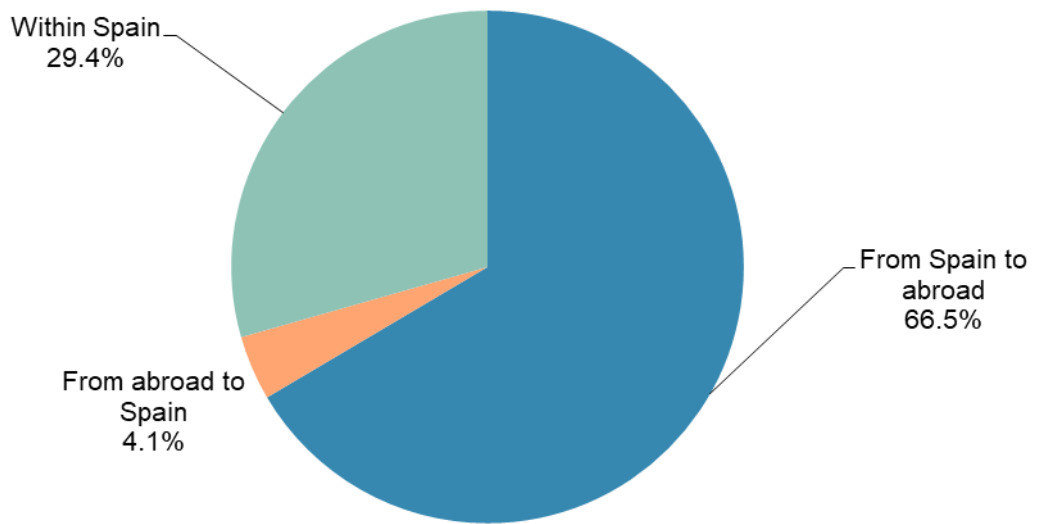
QUARTERLY TREND IN E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY
(millions of euros)



Source: CNMC

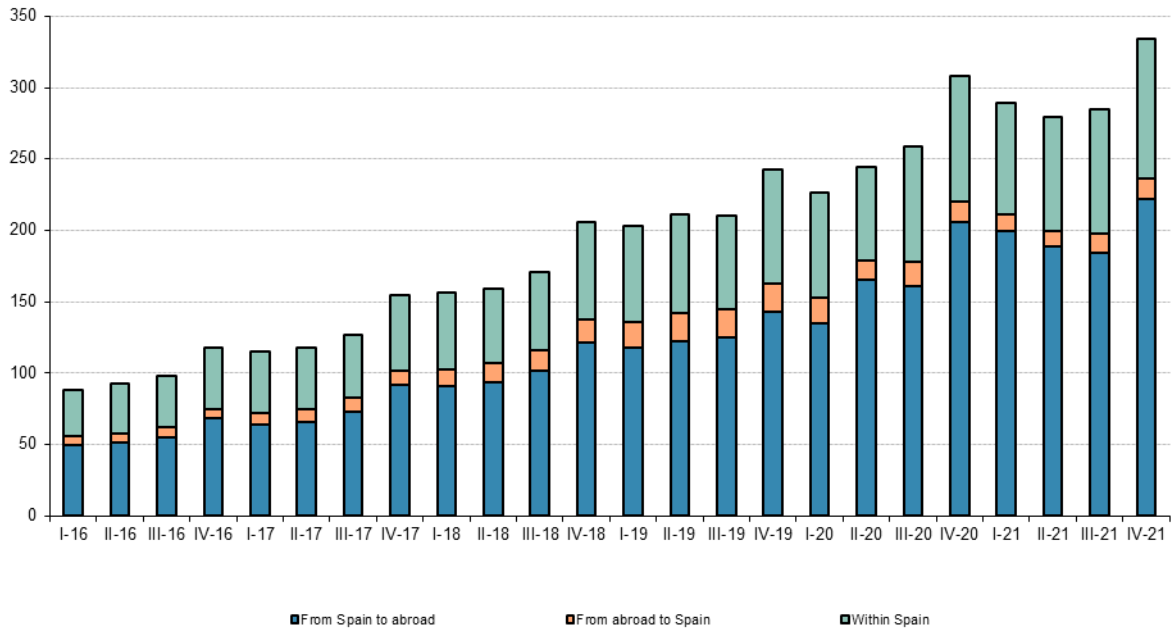
Broken down into number of transactions, 33.5% of sales were registered in Spain and 66.5% abroad.

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



Source: CNMC

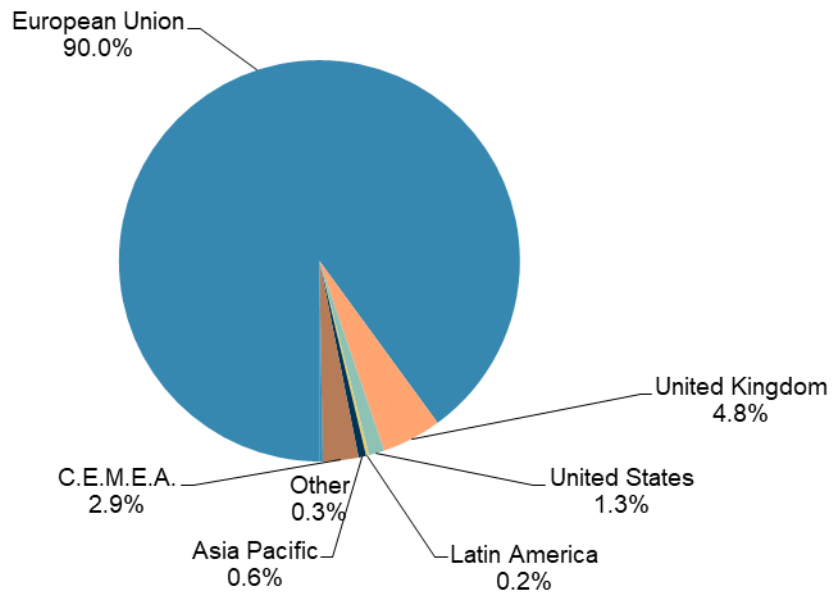
QUARTERLY TREND IN E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY
(millions of transactions)



Source: CNMC

The turnover of transactions originating in Spain that were sent to foreign locations totalled 10.156 billion euros - up 14.0% on the figure from the fourth quarter of the previous year. 90.0% of purchases from Spain with destinations in foreign locations was sent to businesses within the European Union.

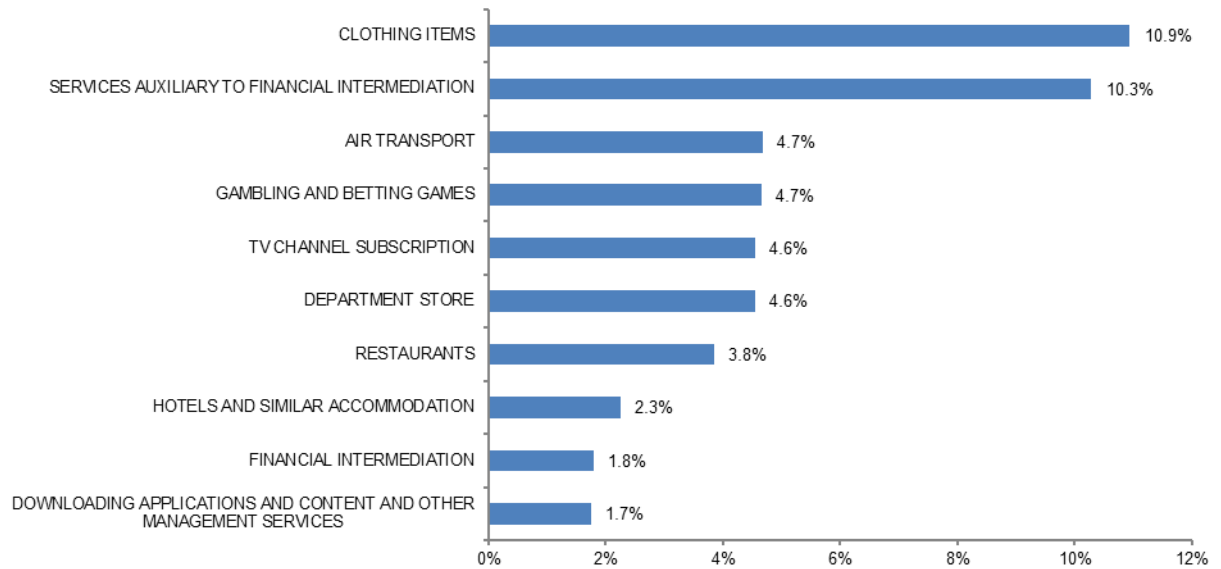
E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (IV-21, percentage)



Source: CNMC

The areas of activity with the greatest turnover from Spain sent to foreign locations are clothing (with 10.9%), services auxiliary to financial intermediation (10.3%), and air transport (4.7%).

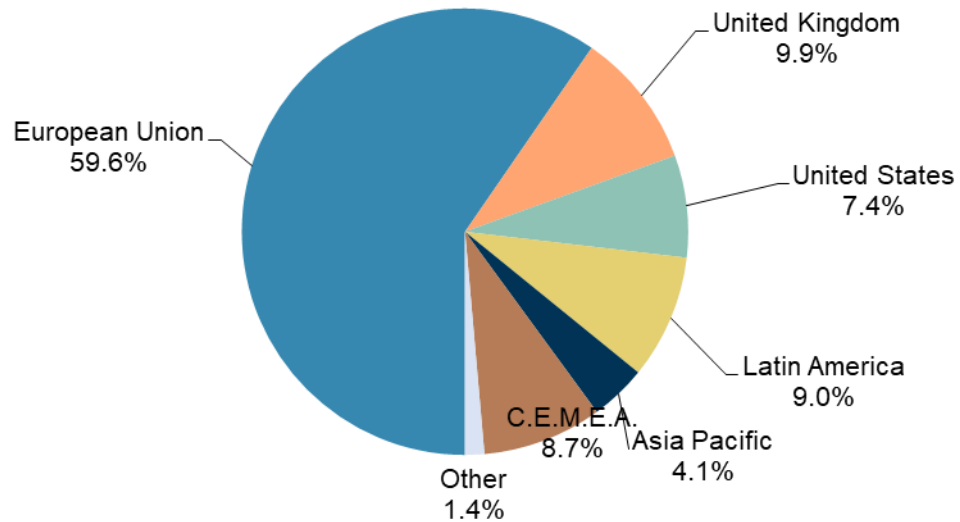
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (IV-21, percentage)**



Source: CNMC

Meanwhile, transactions from foreign locations to Spain have reached a turnover of 1,556 million euros - up 27.7% on the figure from the fourth quarter of the previous year. 59.6% of purchases from foreign locations originated in countries within the European Union.

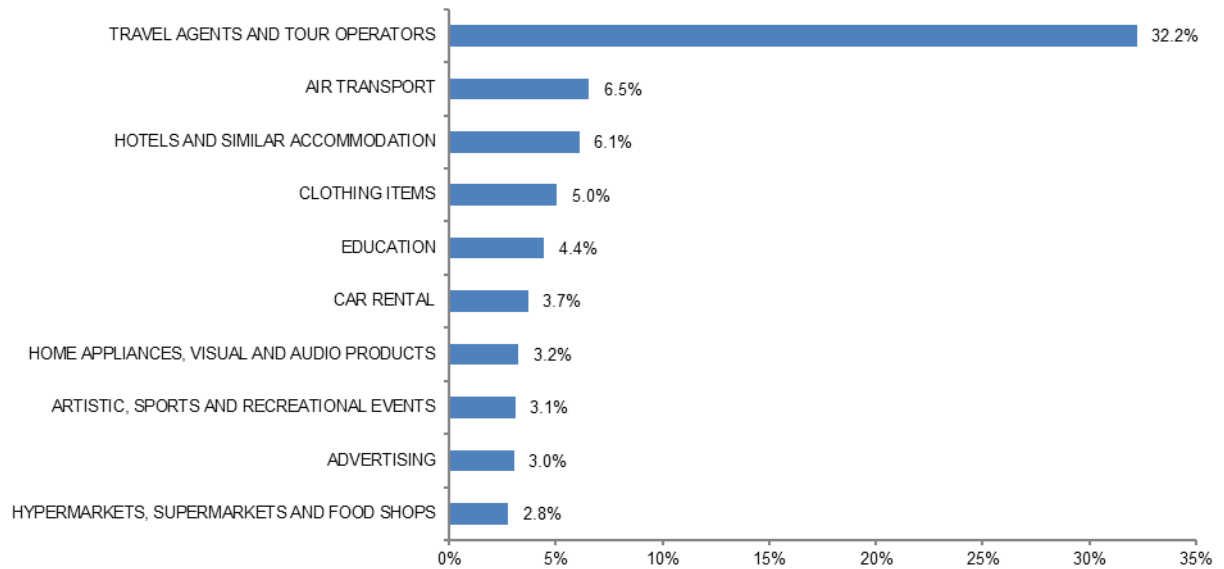
DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (IV-21, percentage)



Source: CNMC

Furthermore, areas of activity related with the tourism sector (including travel agencies, air transport, land transport, car rental and hotels) account for 50.2% of the purchases to Spain from foreign locations.

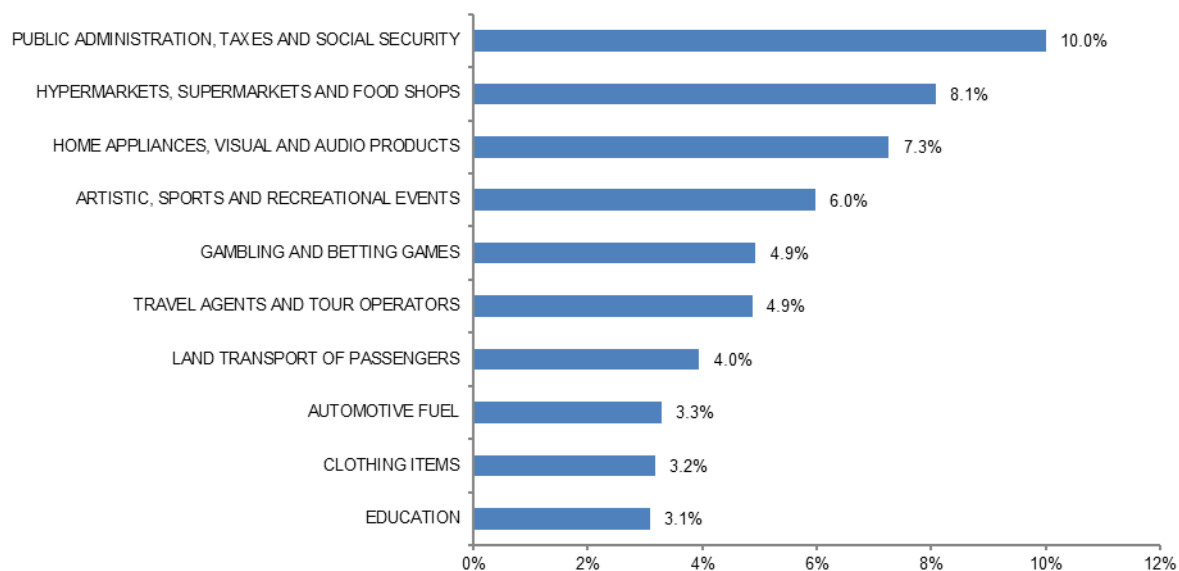
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER FROM FOREIGN LOCATIONS TO SPAIN (IV-21, percentage)



Source: CNMC

Revenue from e-commerce within Spain experienced a year-on-year increase of 16.0%, reaching 5.204 billion euros. Public administration, taxes and social security accounts for 10.0% of turnover within Spain, followed by hypermarkets and supermarkets (8.1%).

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



Source: CNMC

More data on [CNMCData](#).