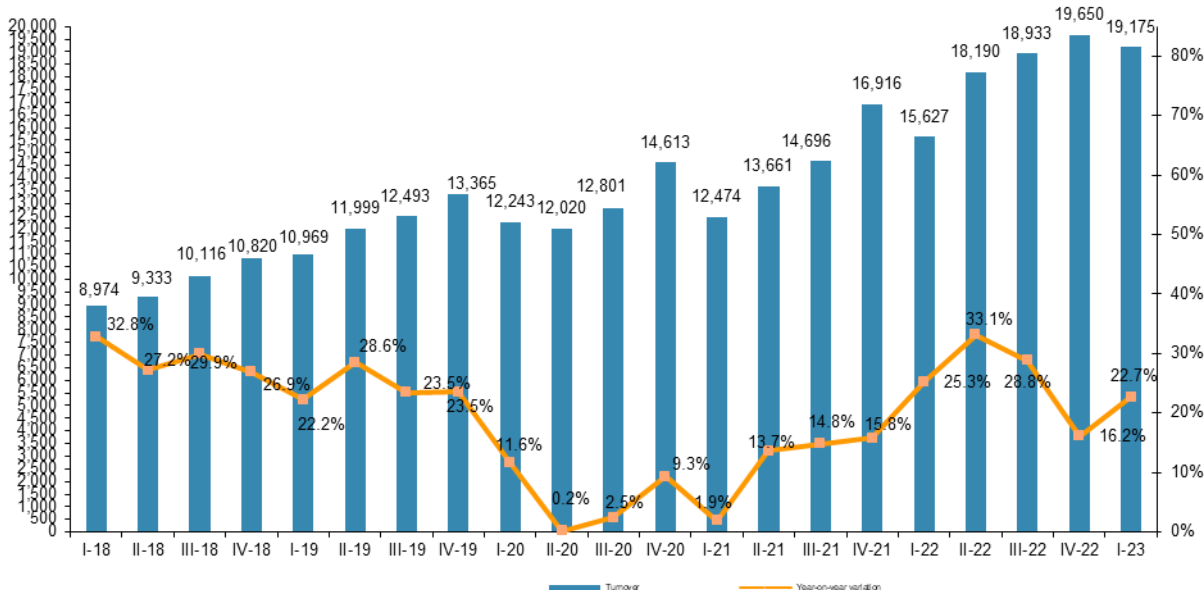


PRESS RELEASE

E-commerce exceeds 19 billion euros in Spain in the first quarter of 2022-up 22.7% from last year.

Madrid, 6 October 2023. – E-commerce turnover in Spain has increased in the first quarter of 2023 with a year-on-year growth of 22.7% to total 19.175 billion euros, according to the latest e-commerce data available on the [CNMCData website](https://www.cnmc.es).

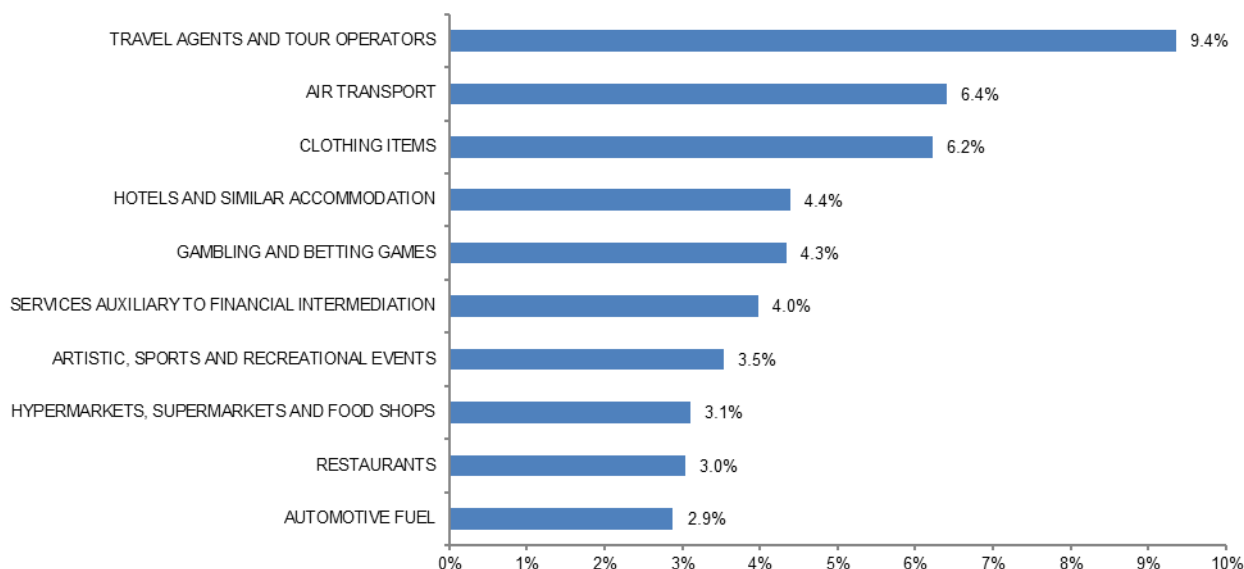
QUARTERLY TREND IN E-COMMERCE TURNOVER AND YEAR-ON-YEAR VARIATION (millions of euros and percentage)



Source: CNMC

The activity sectors with the highest revenue were travel agencies, with 9.4% of the total turnover; followed by air transport, with 6.4%, and clothing taking third place with 6.2%.

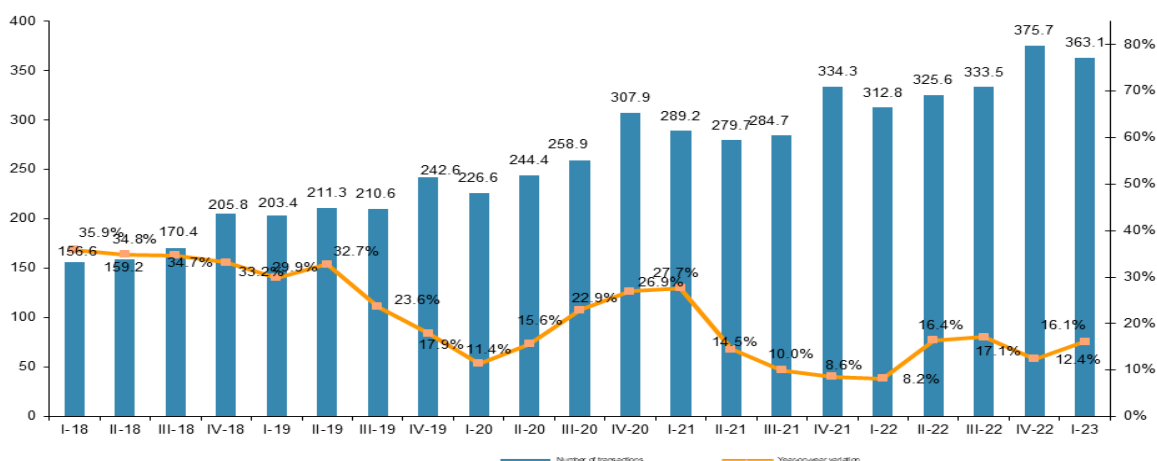
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER (I-23, percentage)**



Source: CNMC

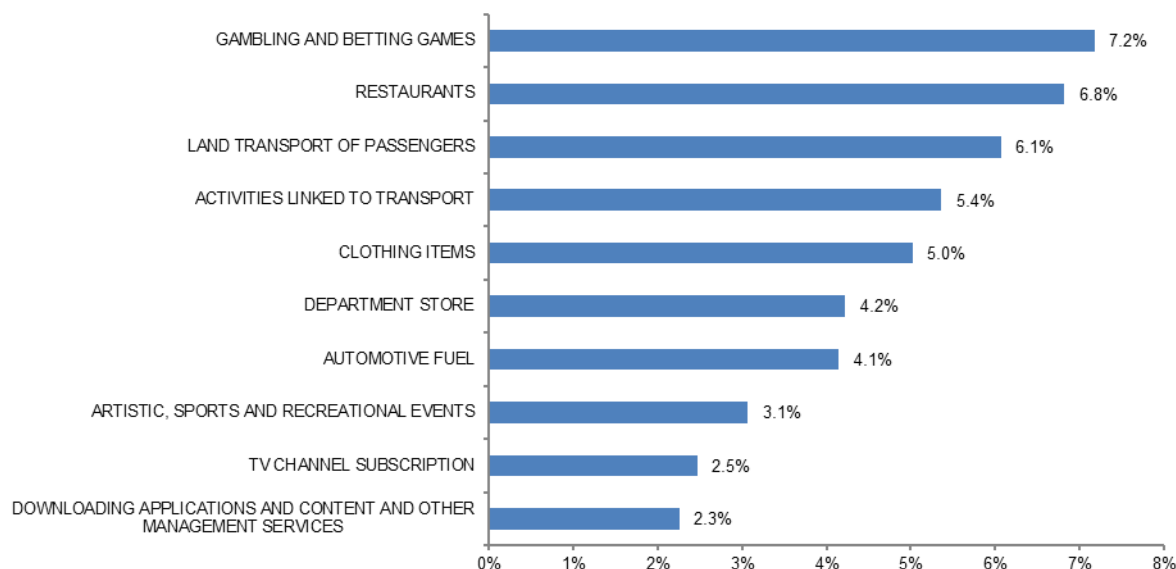
As regards the number of transactions, in the first quarter of 2023 more than 363 million transactions were registered - up 16.1%. Gambling leads the ranking in terms of sales (7.2%).

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



Source: CNMC

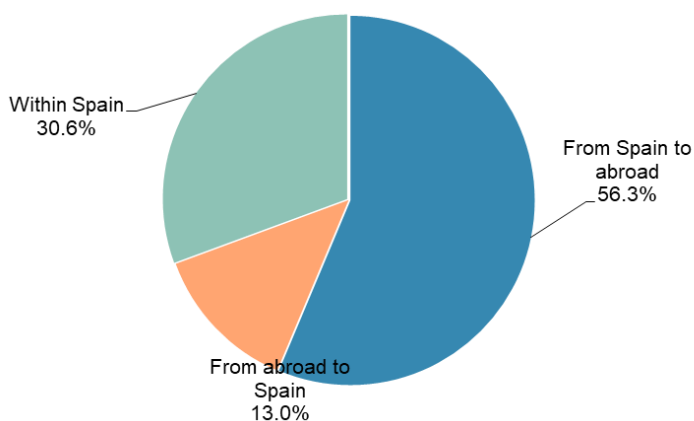
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (I-23, percentage)



Source: CNMC

In terms of geographical segmentation, 43.6% of the revenue from the first quarter of 2023 was to Spain. The remaining 56.3% corresponds to purchases originating in Spain carried out through foreign locations.

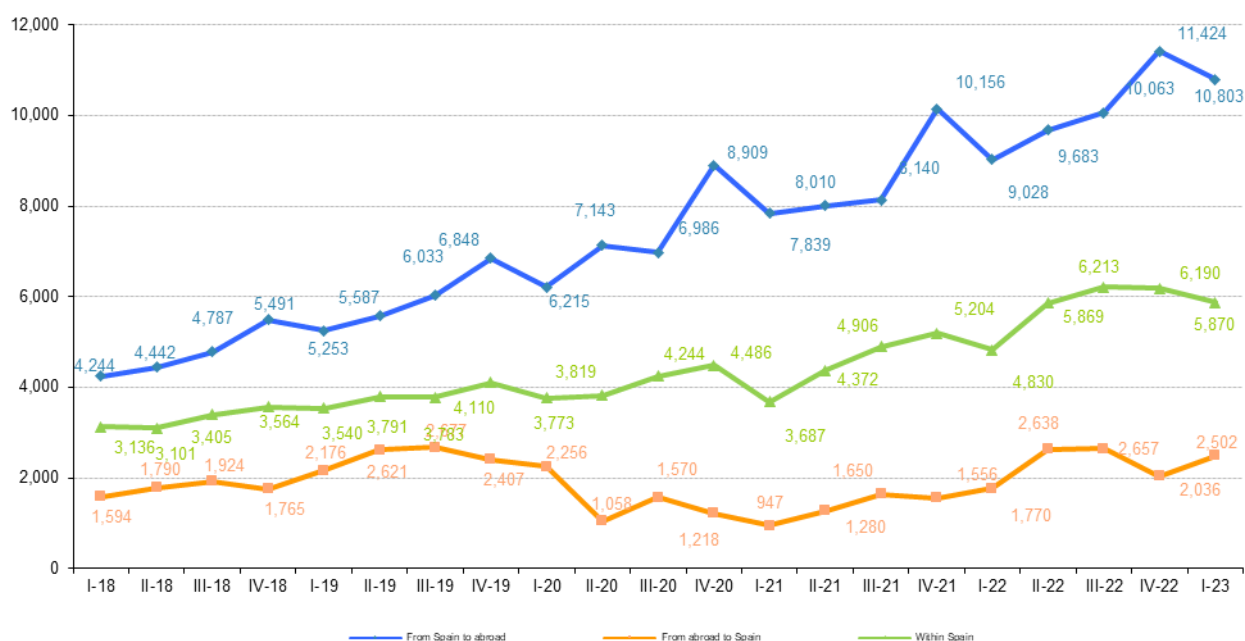
E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (I-23, percentage)



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 8.301 billion euros.

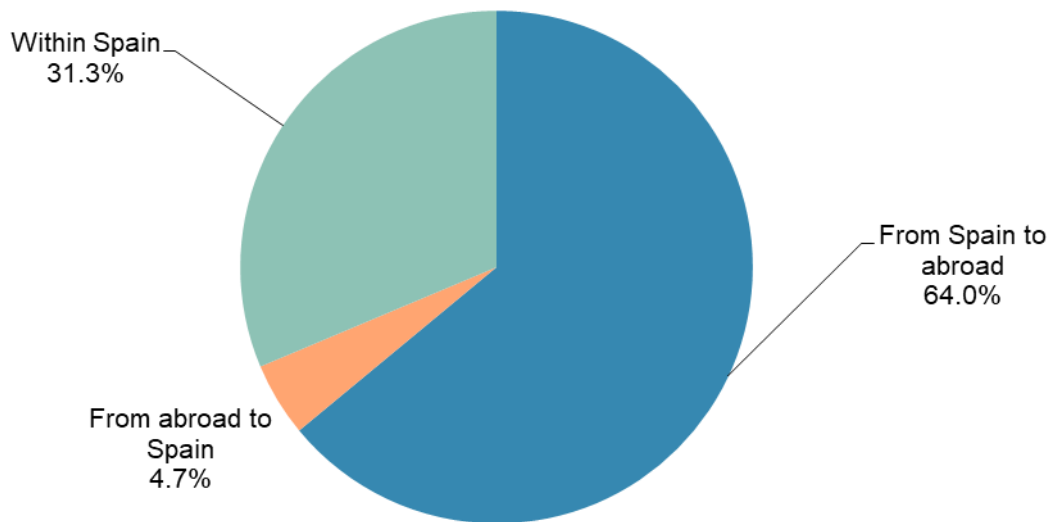
QUARTERLY TREND IN E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY
(millions of euros)



Source: CNMC

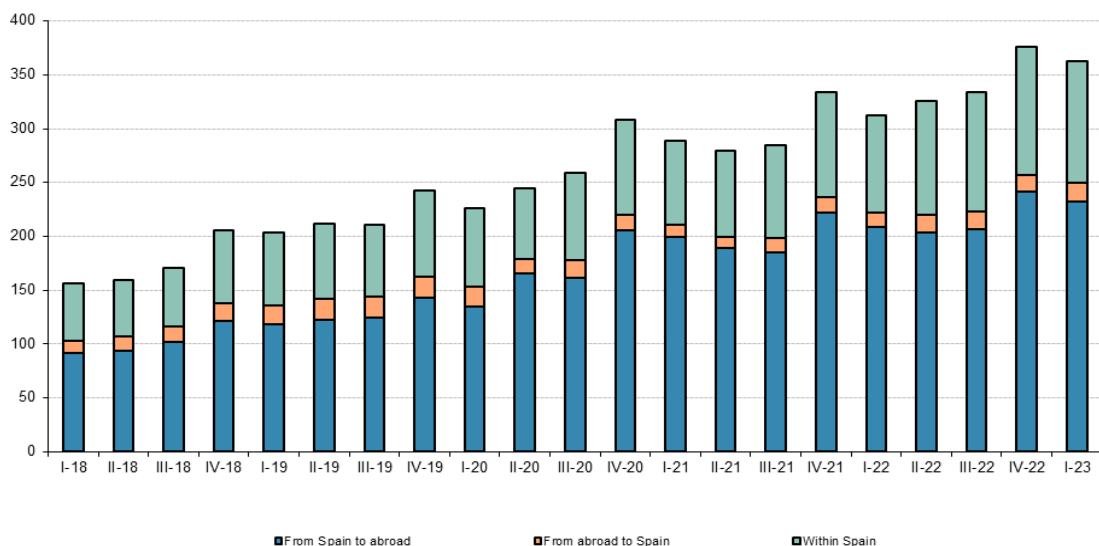
Broken down into number of transactions, 36.0% of sales were registered in Spain and 64.0% abroad.

NUMBER OF E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (I-23, percentage)



Source: CNMC

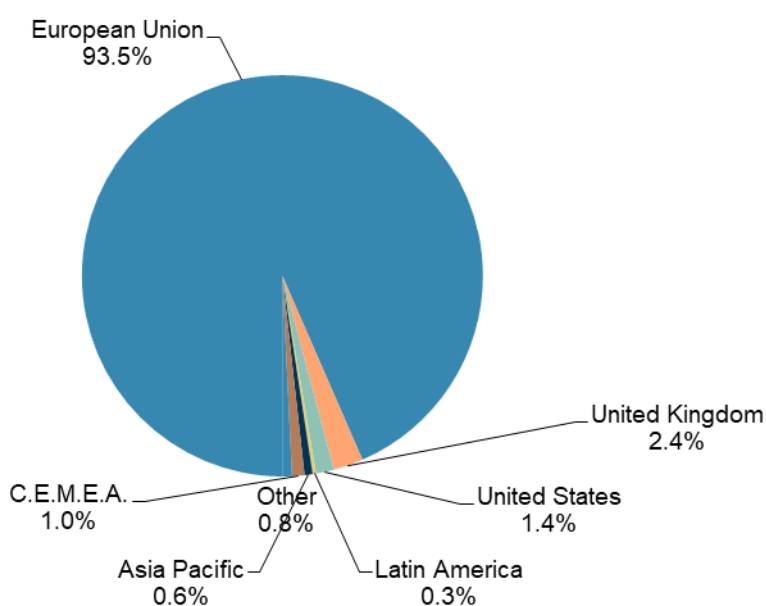
QUARTERLY TREND IN E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (millions of transactions)



Source: CNMC

The turnover of transactions originating in Spain that were sent to foreign locations totalled 10.803 billion euros - up 19.7% on the figure from the first quarter of the previous year. 93.5% of purchases from Spain with destinations in foreign locations was sent to businesses within the European Union.

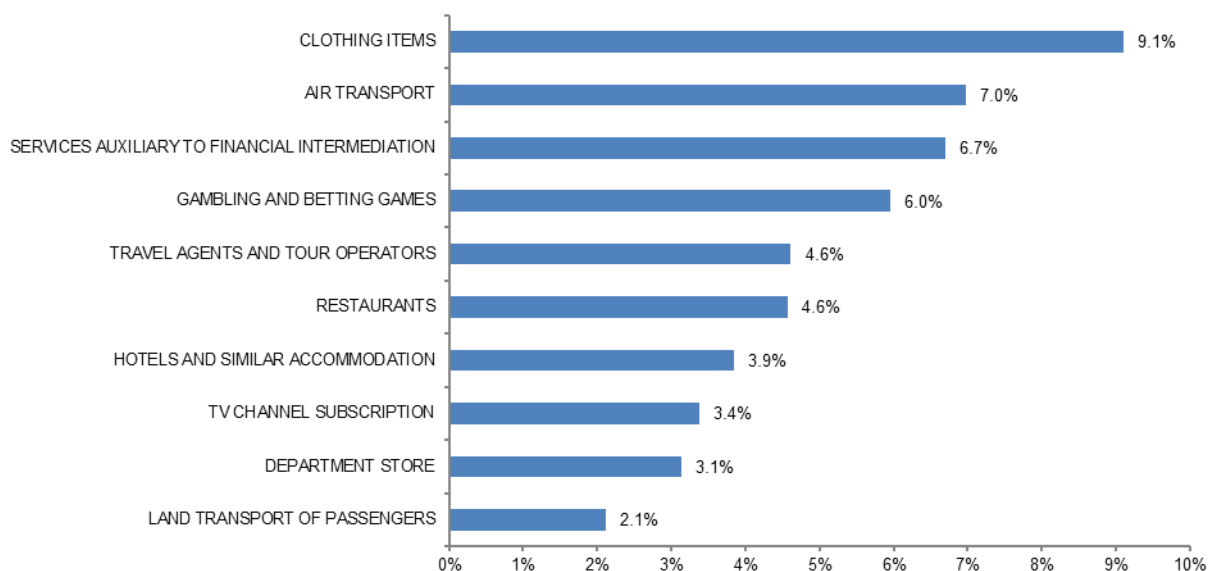
E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (I-23, percentage)



Source: CNMC

The areas of activity with the greatest turnover from Spain sent to foreign locations are clothing (with 9.1%), air transport (7.0%), and services auxiliary to financial intermediation (6.7%).

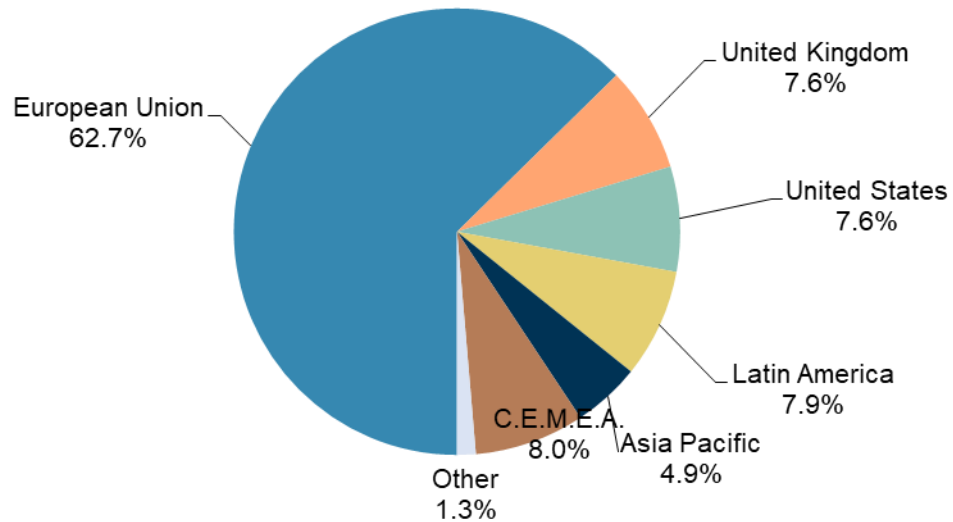
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (I-23, percentage)



Source: CNMC

Meanwhile, transactions from foreign locations to Spain have reached a turnover of 2,502 million euros - up 41.4% on the figure from the first quarter of the previous year. 62.7% of purchases from foreign locations originated in countries within the European Union.

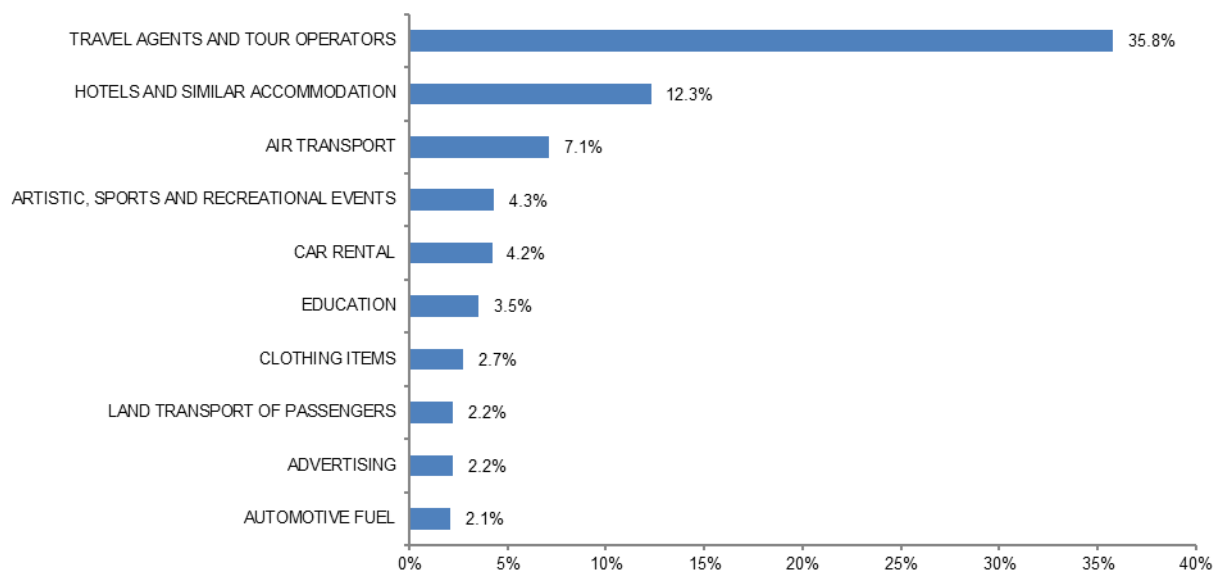
DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (I-23, percentage)



Source: CNMC

Furthermore, areas of activity related with the tourism sector (including travel agencies, air transport, land transport, car rental and hotels) account for 61.6% of the purchases to Spain from foreign locations.

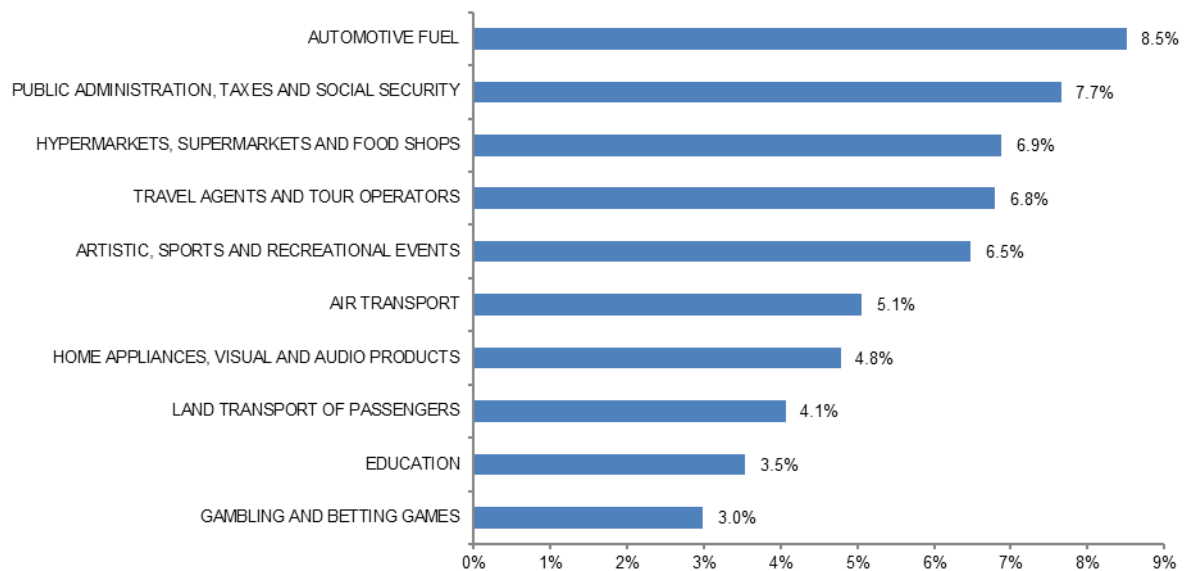
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER FROM FOREIGN LOCATIONS TO SPAIN (I-23, percentage)**



Source: CNMC

Revenue from e-commerce within Spain experienced a year-on-year increase of 21.5%, reaching 5.870 billion euros. The activity sectors with the highest revenue within Spain were fuel, with 8.5% of the total turnover; followed by public administration, taxes and social security, with 7.7%, and hypermarkets, supermarkets and food shops taking third place with 6.9%.

THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER WITHIN SPAIN (I-23, percentage)



Source: CNMC

Related content:

- ([press release](#), 30/06/2023) E-commerce exceeds 72 billion euros in Spain in 2022- up 25% from last year.
- [CNMCData](#)