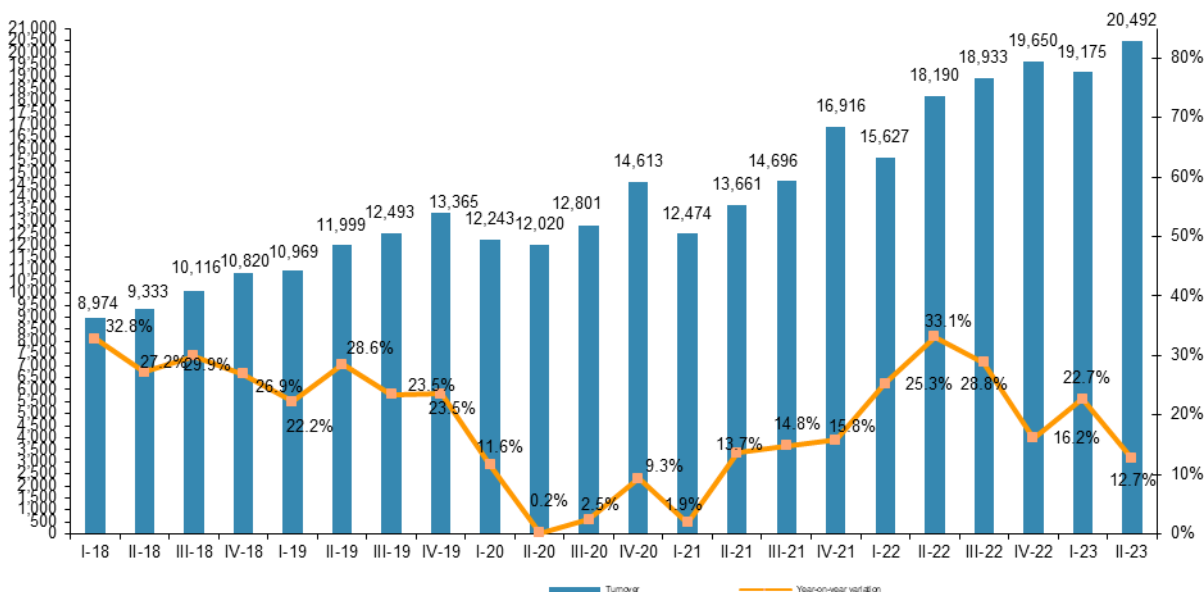


PRESS RELEASE

E-commerce exceeds 20 billion euros in Spain in the second quarter of 2023- up 12.7 % from last year

Madrid, 5 of January 2024. – E-commerce turnover in Spain has increased in the second quarter of 2023 with a year-on-year growth of 12.7 % to total 20.492 billion euros, according to the latest e-commerce data available on the [CNMCData website](https://www.cnmc.es).

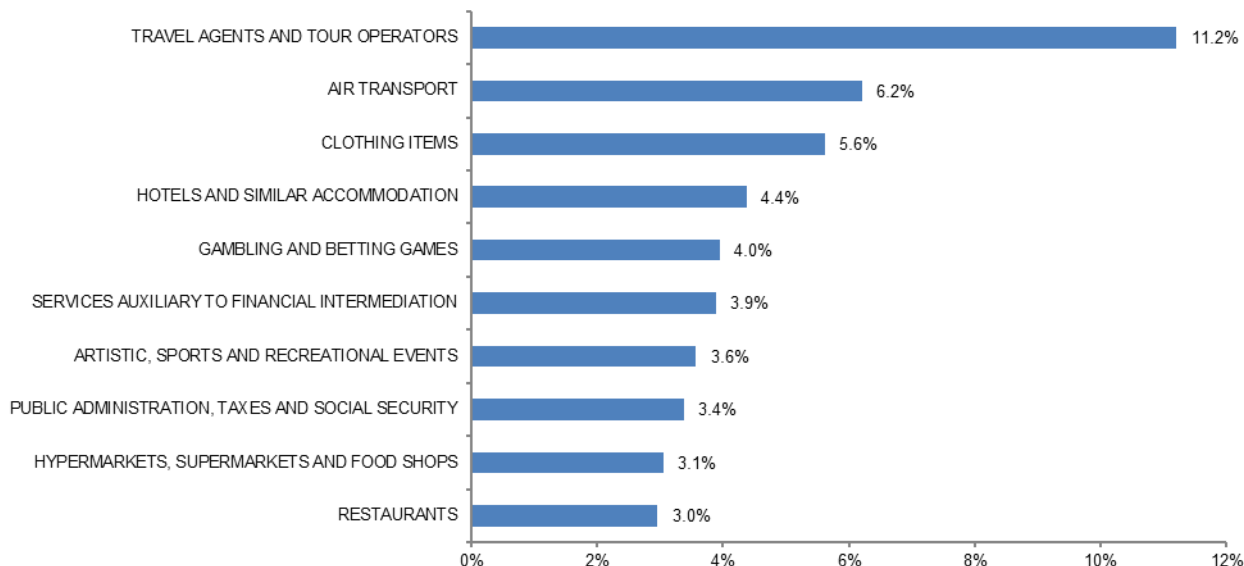
QUARTERLY TREND IN E-COMMERCE TURNOVER AND YEAR-ON-YEAR VARIATION (millions of euros and percentage)



Source: CNMC

The activity sectors with the highest revenue were travel agencies, with 11.2 % of the total turnover; followed by air transport, with 6.2 %, and clothing taking third place with 5.6 %.

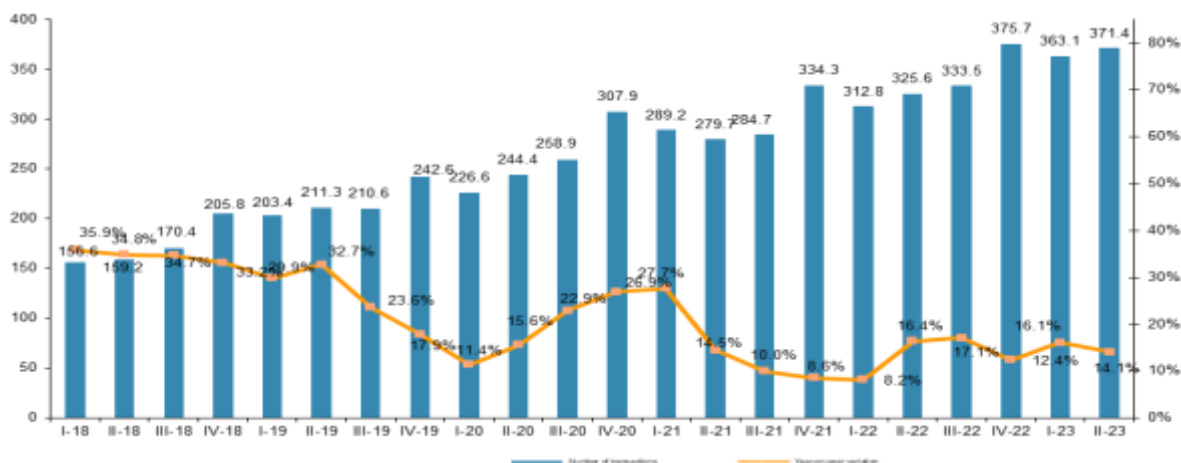
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER (II-23, percentage)



Source: CNMC

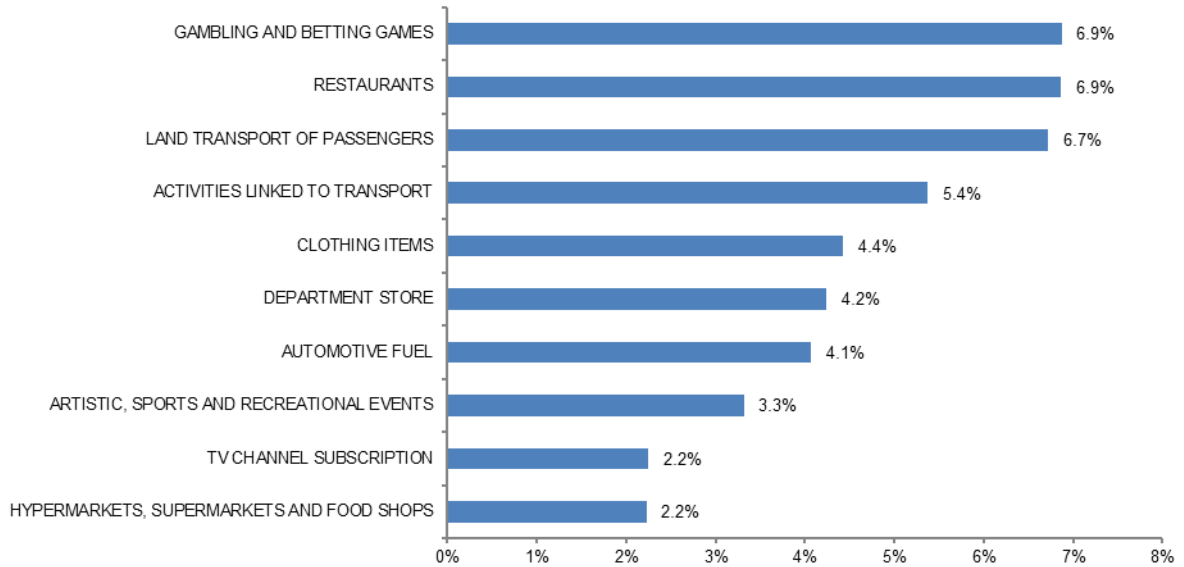
As regards the number of transactions, in the second quarter of 2023 more than 371 million transactions were registered - up 14.1%. Gambling leads the ranking in terms of sales (6.9 %).

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



Source: CNMC

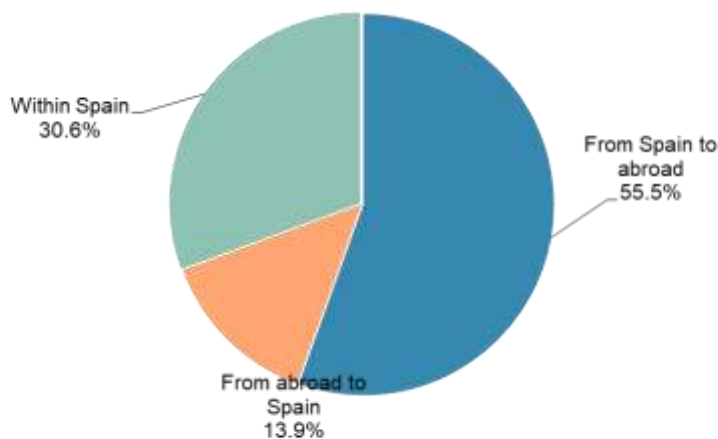
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (II-23, percentage)



Source: CNMC

In terms of geographical segmentation, 44.5 % of the revenue from the second quarter of 2023 was to Spain. The remaining 55.5 % corresponds to purchases originating in Spain carried out through foreign locations.

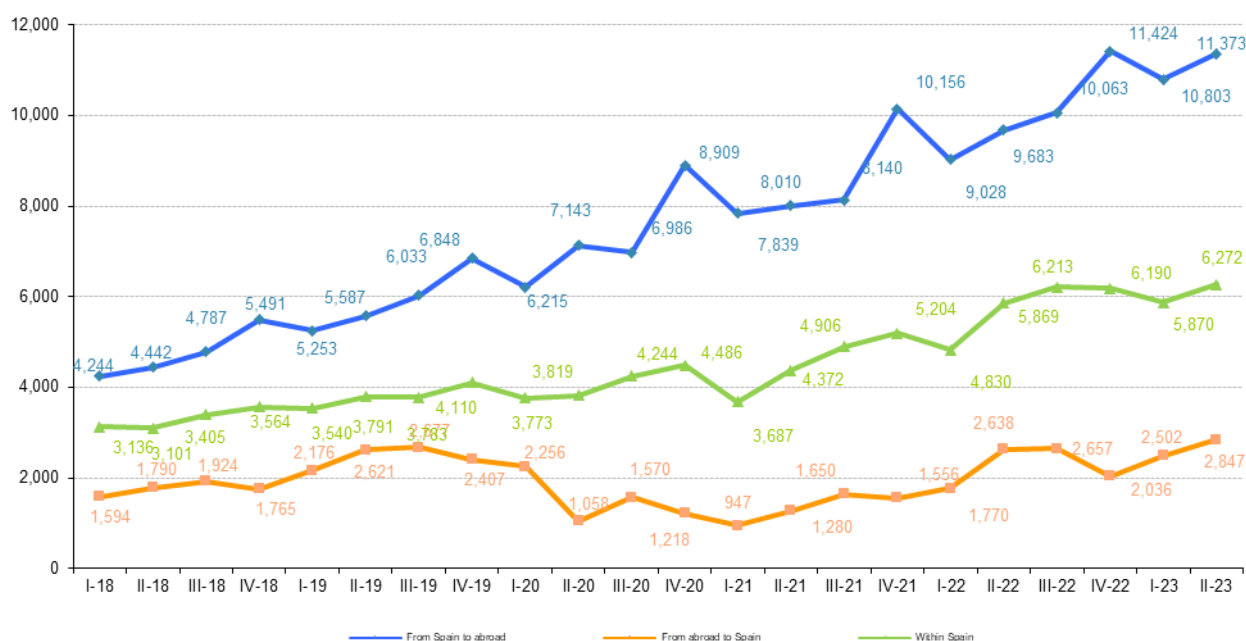
E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (II-23, percentage)



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 8.526 billion euros.

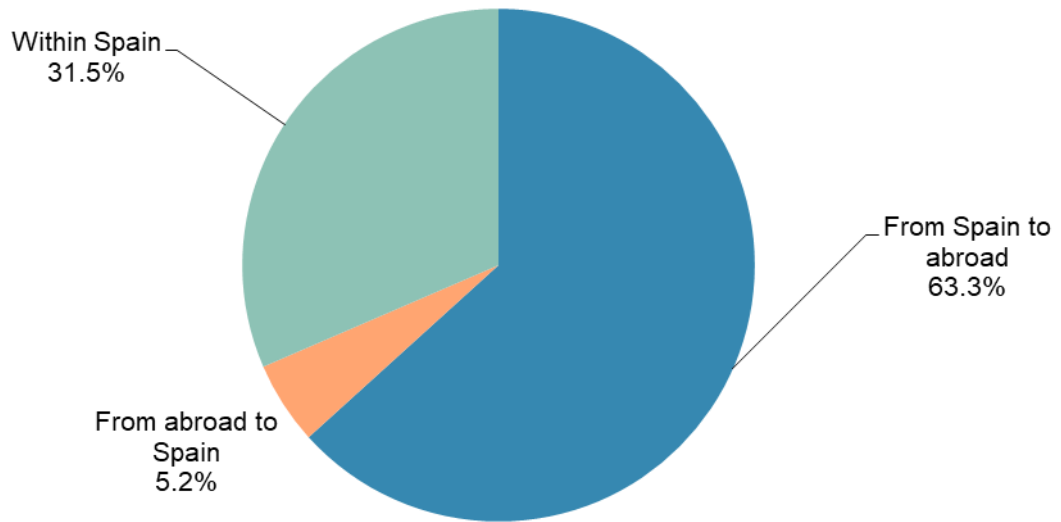
QUARTERLY TREND IN E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY
(millions of euros)



Source: CNMC

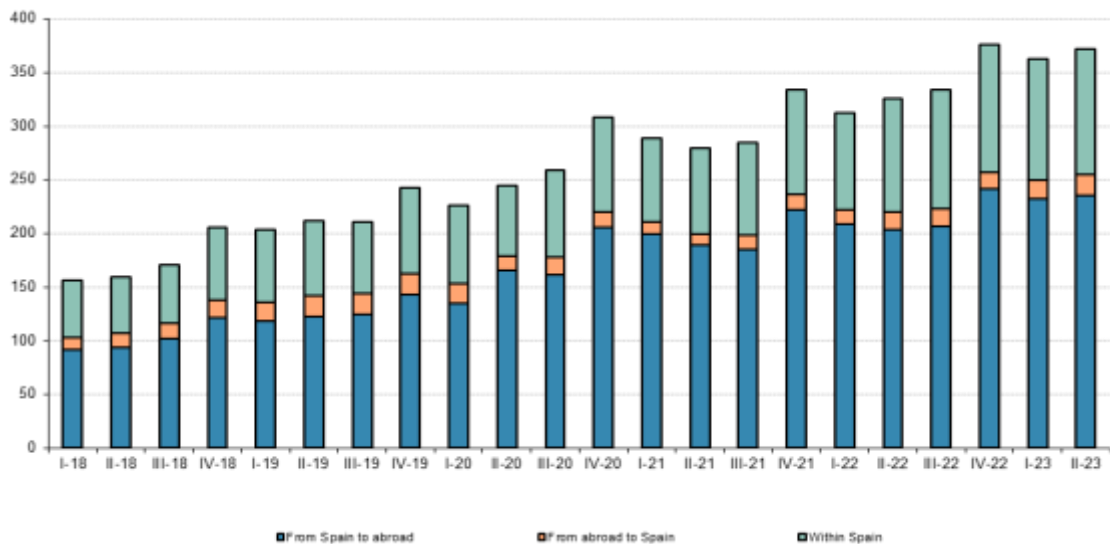
Broken down into number of transactions, 36.7 % of sales were registered in Spain and 63.3 % abroad.

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



Source: CNMC

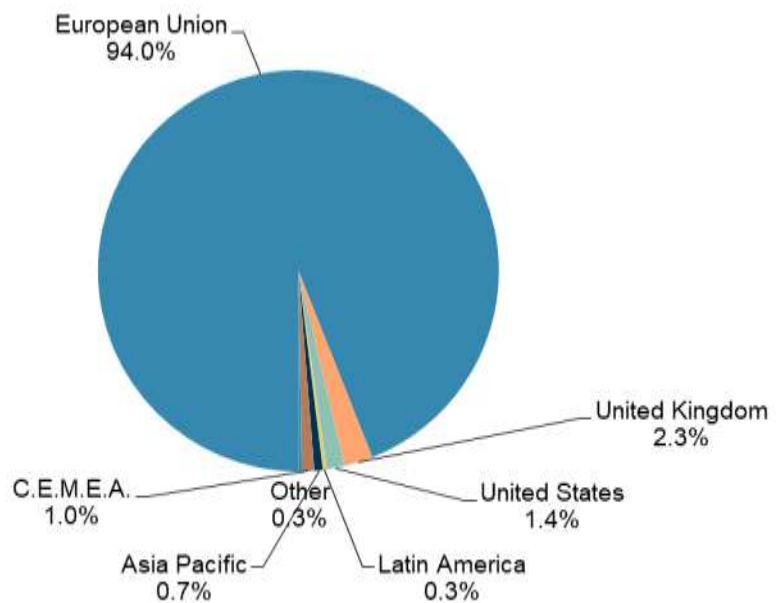
QUARTERLY TREND IN E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (millions of transactions)



Source: CNMC

The turnover of transactions originating in Spain that were sent to foreign locations totalled 11.373 billion euros - up 17.4 % on the figure from the second quarter of the previous year. 94.0 % of purchases from Spain with destinations in foreign locations was sent to businesses within the European Union.

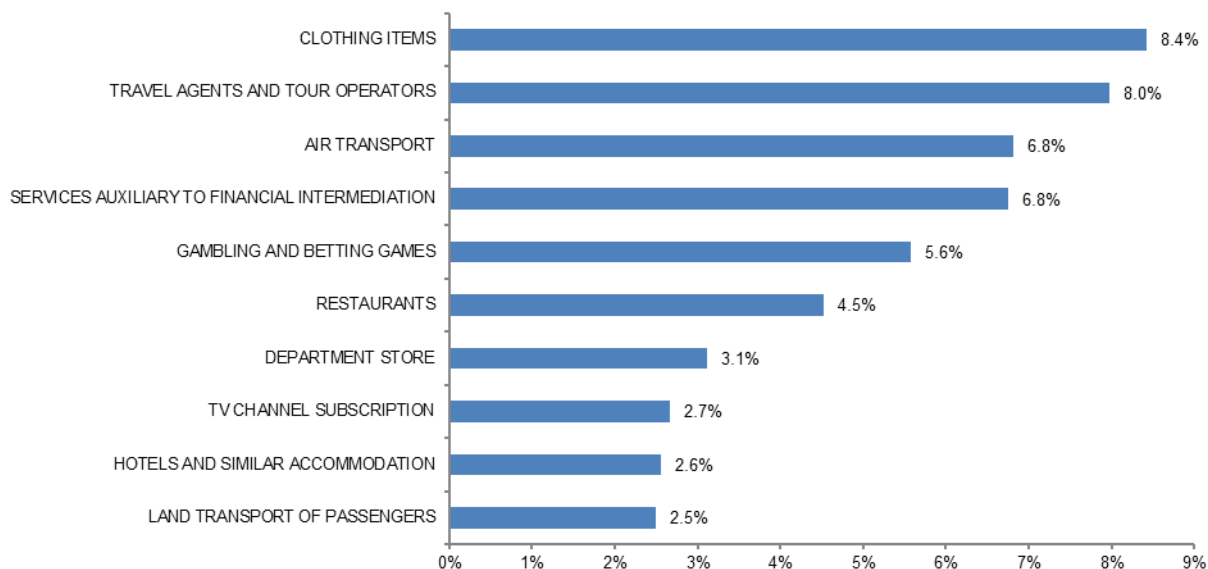
E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (II-23, percentage)



Source: CNMC

The areas of activity with the greatest turnover from Spain sent to foreign locations are clothing (with 8.4 %), travel agents (8.0 %), and air transport (6.8 %).

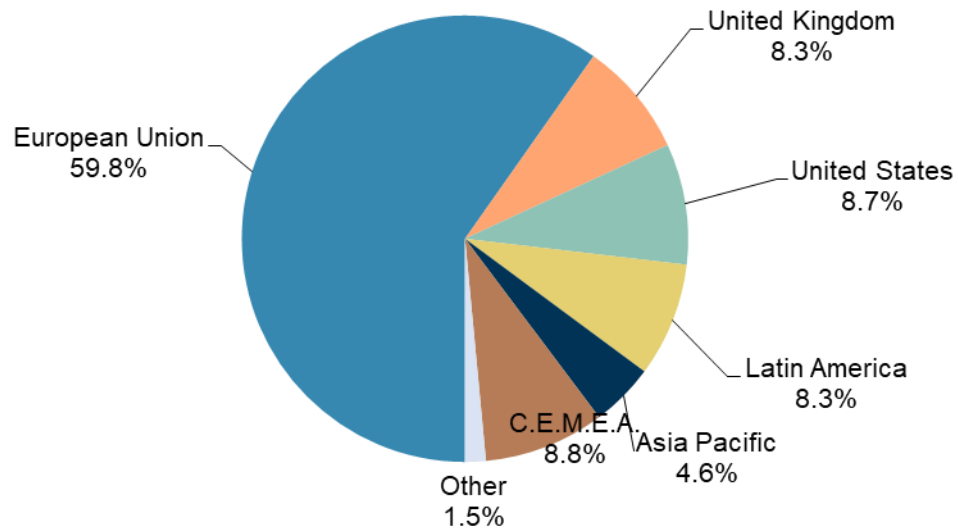
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (II-23, percentage)



Source: CNMC

Meanwhile, transactions from foreign locations to Spain have reached a turnover of 2,847 million euros - up 7.9 % on the figure from the second quarter of the previous year. 59.8 % of purchases from foreign locations originated in countries within the European Union.

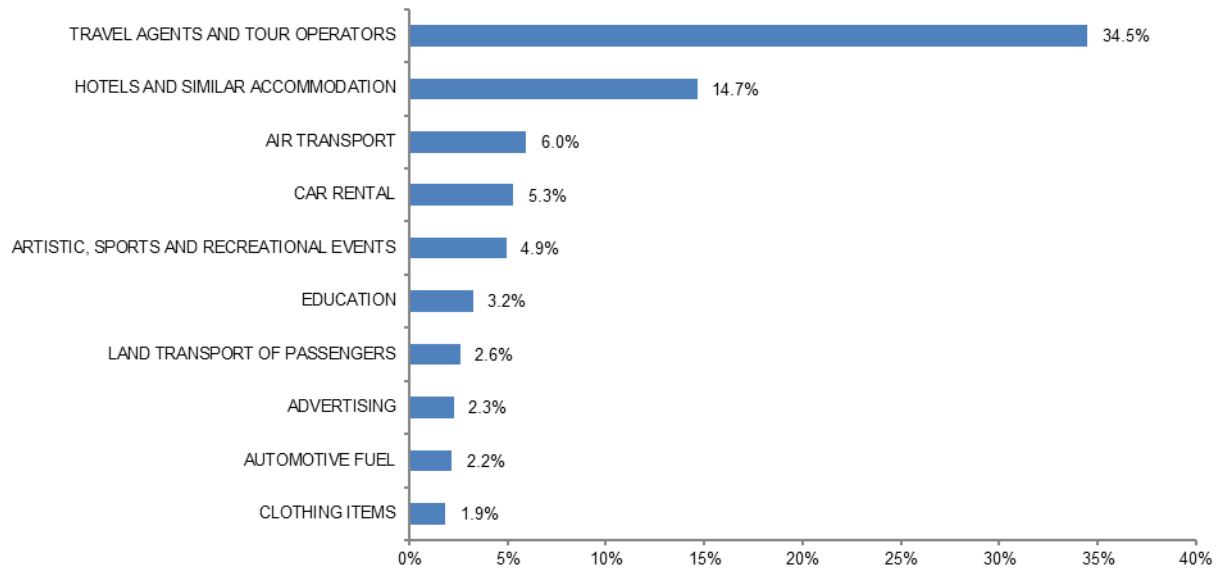
DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (II-23, percentage)



Source: CNMC

Furthermore, areas of activity related with the tourism sector (including travel agencies, air transport, land transport, car rental and hotels) account for 63.1 % of the purchases to Spain from foreign locations.

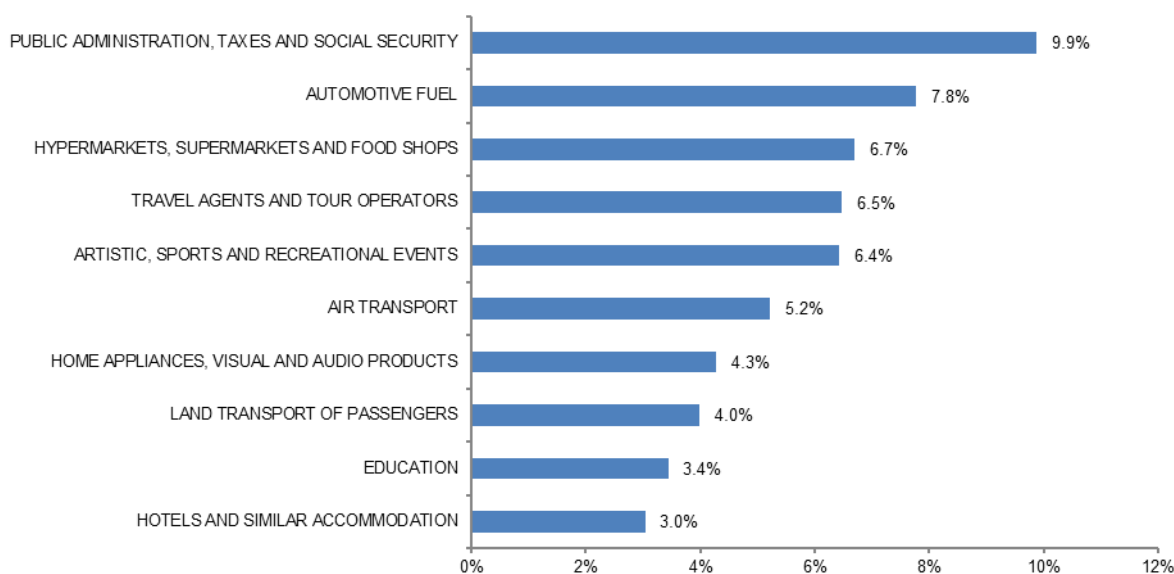
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER FROM FOREIGN LOCATIONS TO SPAIN (II-23, percentage)**



Source: CNMC

Revenue from e-commerce within Spain experienced a year-on-year increase of 6.9 %, reaching 6.272 billion euros. The activity sector with the highest revenue within Spain was public administration, taxes and social security, with 9.9 %.

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



Source: CNMC

More data on [CNMCData](#)