

PRESS RELEASE

E-commerce exceeds 84 billion euros in Spain in 2023- up 16.3% from last year

Madrid, 4 July 2024. – E-commerce turnover in Spain has increased in the fourth quarter of 2023 with a year-on-year growth of 15.6% to total 22.707 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 8.5% of the total turnover; followed by clothing, with 7.3%, and air transport taking third place with 5.5%.

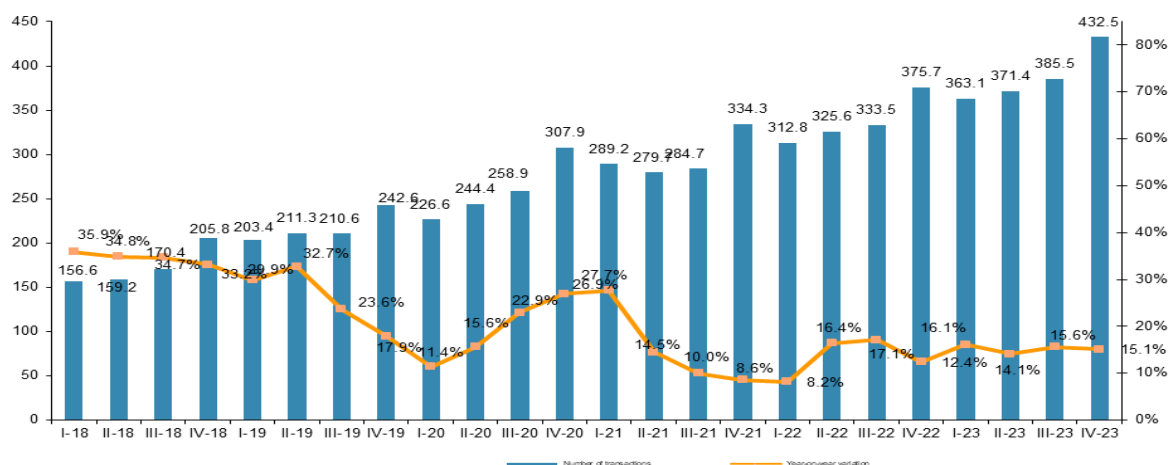
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER (IV-23, percentage)**



Source: CNMC

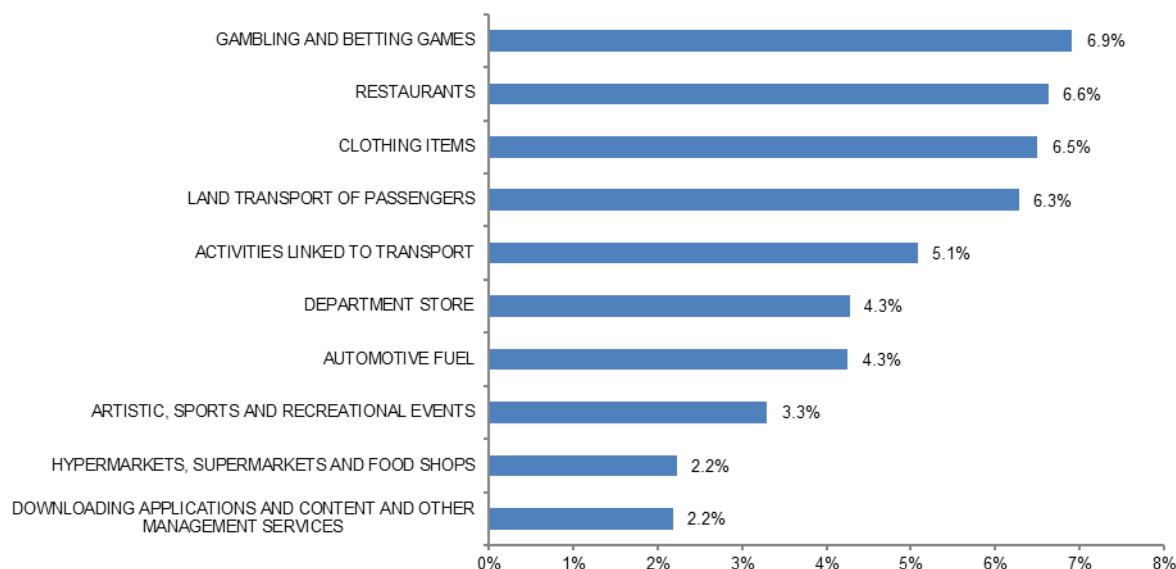
As regards the number of transactions, in the fourth quarter of 2023 more than 432 million transactions were registered - up 15.1%. Gambling leads the ranking in terms of sales (6.9%).

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



Source: CNMC

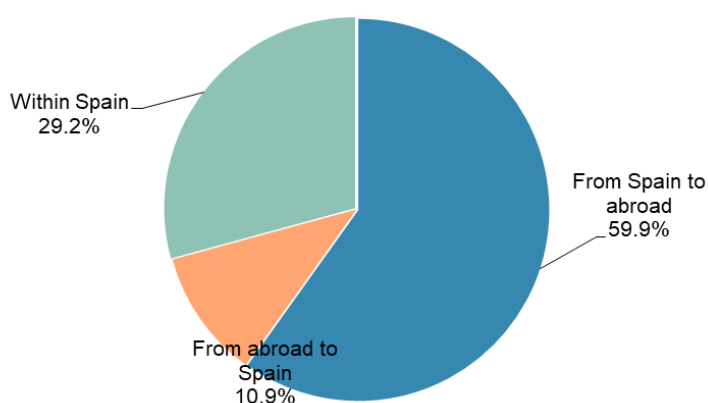
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (IV-23, percentage)



Source: CNMC

In terms of geographical segmentation, 40.1% of the revenue from the fourth quarter of 2023 was to Spain. The remaining 59.9% corresponds to purchases originating in Spain carried out through foreign locations.

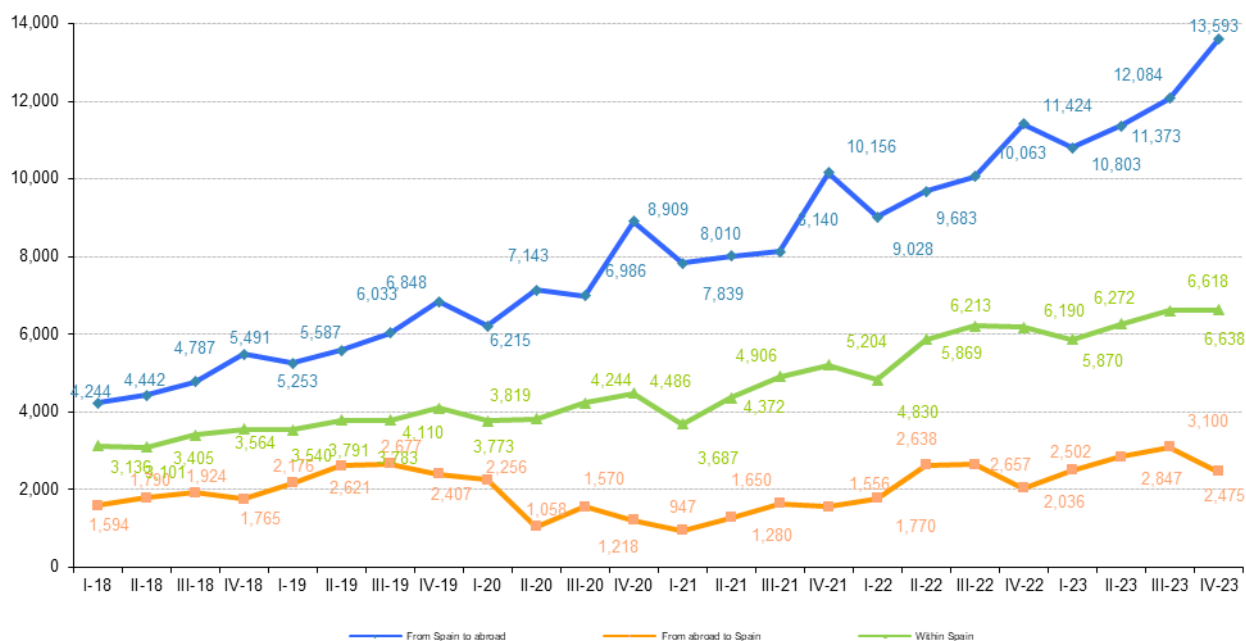
E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (IV-23, percentage)



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 11.118 billion euros.

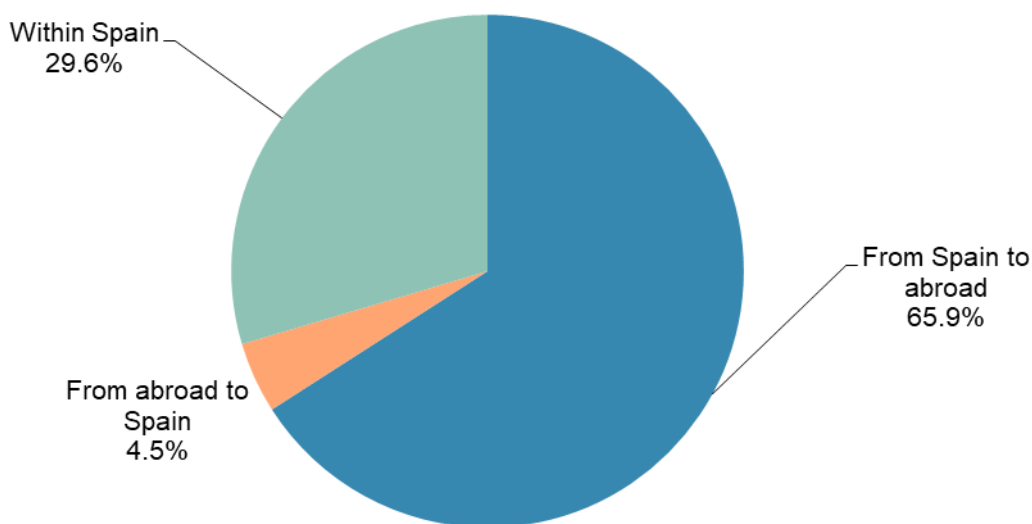
QUARTERLY TREND IN E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY
(millions of euros)



Source: CNMC

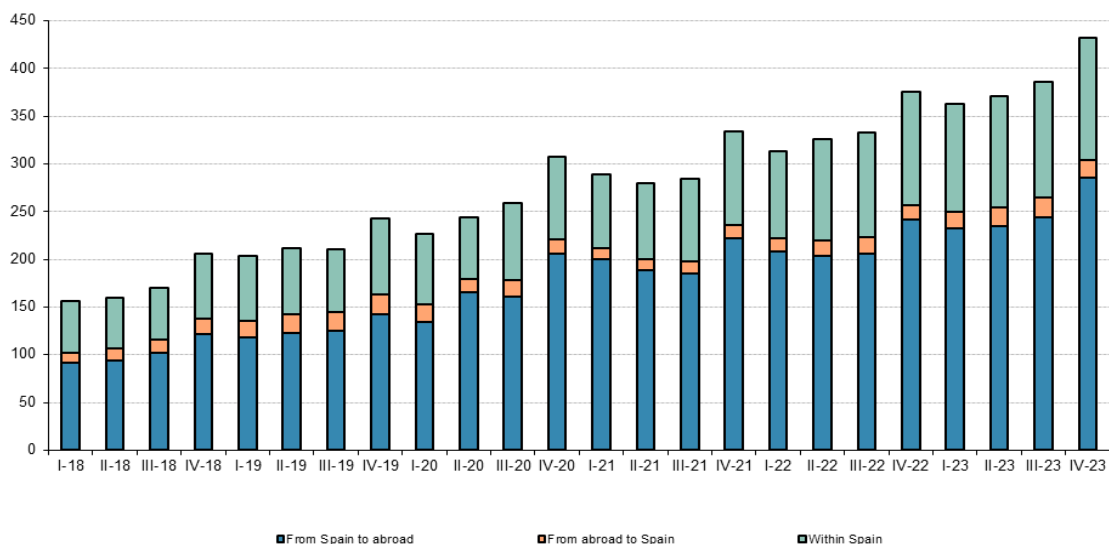
Broken down into number of transactions, 34.1% of sales were registered in Spain and 65.9% abroad.

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



Source: CNMC

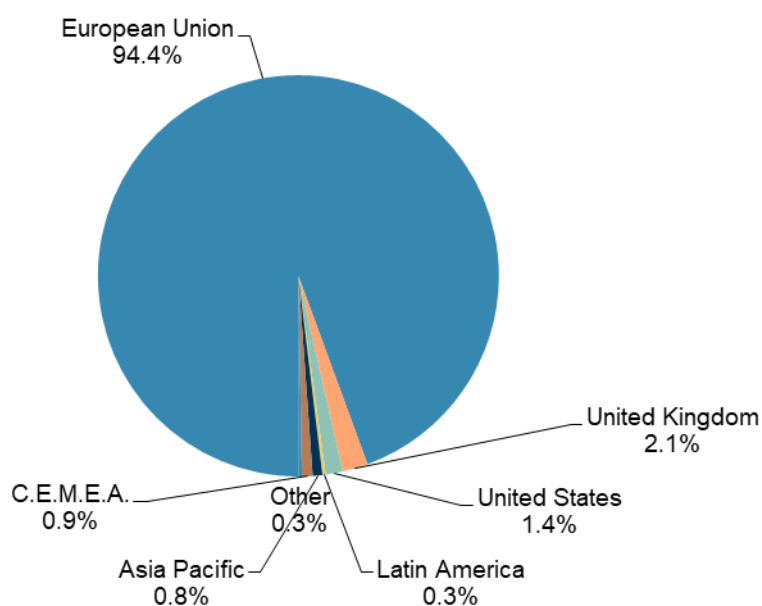
QUARTERLY TREND IN E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (millions of transactions)



Source: CNMC

The turnover of transactions originating in Spain that were sent to foreign locations totalled 13.593 billion euros - up 19.0% on the figure from the fourth quarter of the previous year. 94.4% of purchases from Spain with destinations in foreign locations was sent to businesses within the European Union.

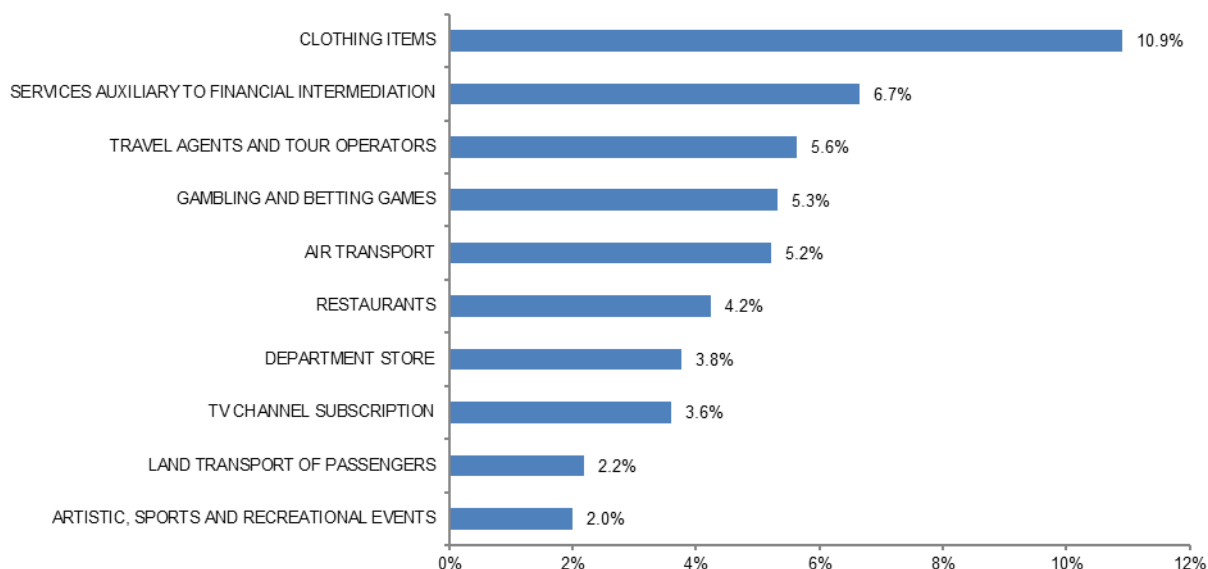
E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (IV-23, percentage)



Source: CNMC

The area of activity with the greatest turnover from Spain sent to foreign locations are clothing (10.9%).

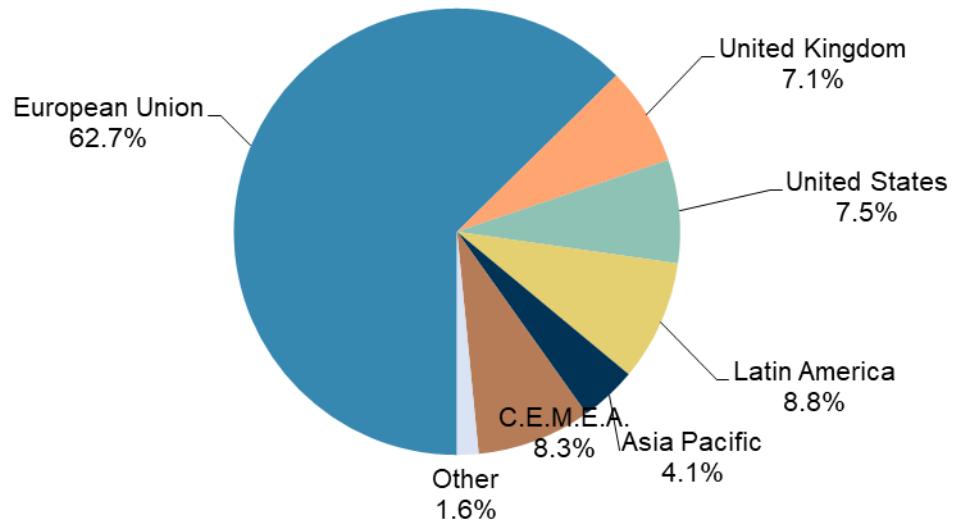
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (IV-23, percentage)**



Source: CNMC

Meanwhile, transactions from foreign locations to Spain have reached a turnover of 2,475 million euros - up 21.6% on the figure from the fourth quarter of the previous year. 62.7% of purchases from foreign locations originated in countries within the European Union.

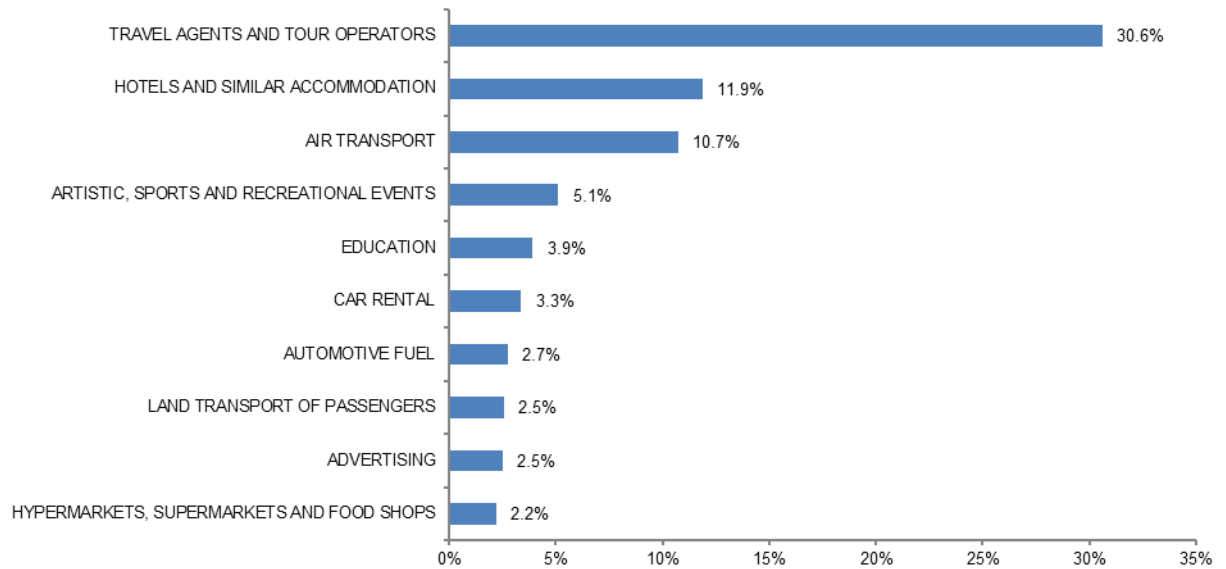
DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (IV-23, percentage)



Source: CNMC

Furthermore, areas of activity related with the tourism sector (including travel agencies, air transport, land transport, car rental and hotels) account for 59.0% of the purchases to Spain from foreign locations.

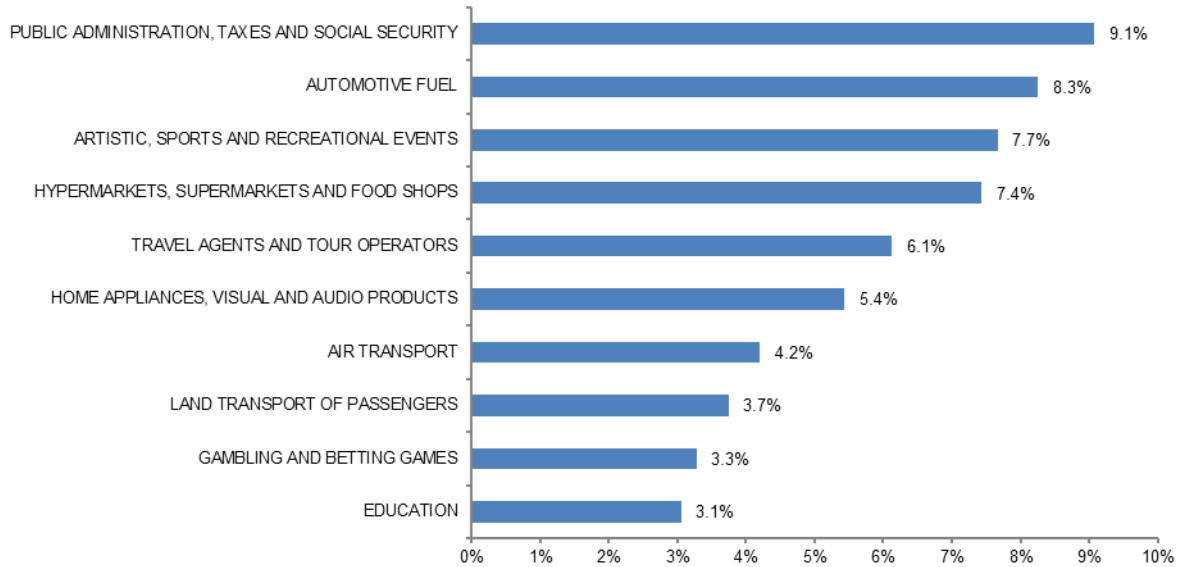
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER FROM FOREIGN LOCATIONS TO SPAIN (IV-23, percentage)**



Source: CNMC

Revenue from e-commerce within Spain experienced a year-on-year increase of 7.2%, reaching 6.638 billion euros. The activity sector with the highest revenue within Spain was public administration, taxes and social security, with 9.1%.

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



Source: CNMC

More data on [CNMCData](#)