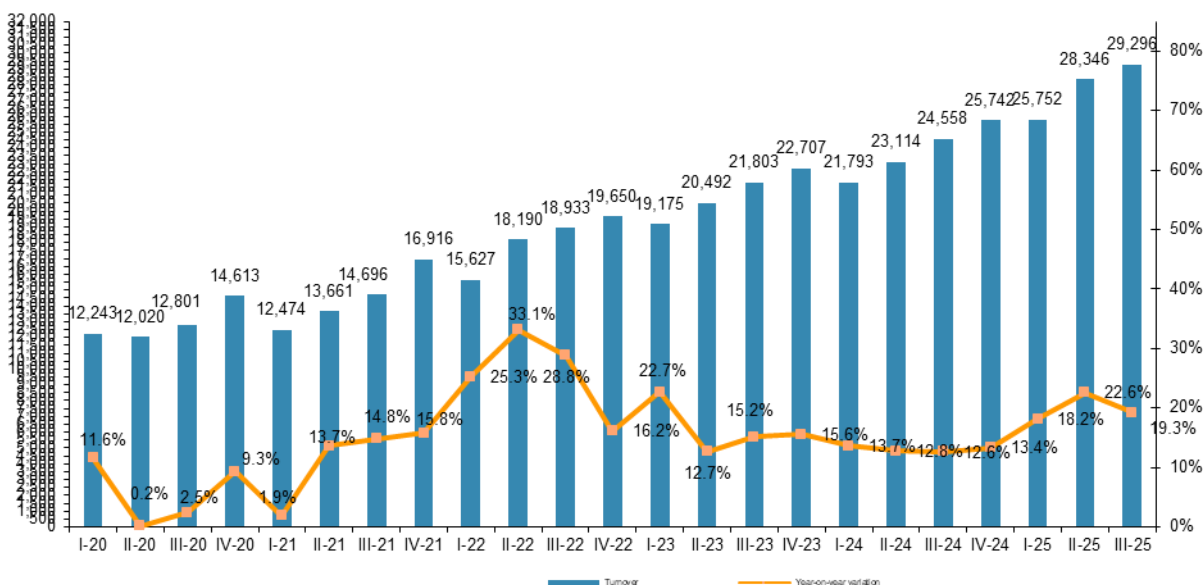


**PRESS RELEASE**

**E-commerce exceeds 29.2 billion euros in Spain in the third quarter of 2025-up 19.3% from last year**

**Madrid, 24 April 2026.** – E-commerce turnover in Spain has increased in the third quarter of 2025 with a year-on-year growth of 19.3% to total 29.296 billion euros, according to the latest e-commerce data available on the [CNMCData website](https://www.cnmc.es/CNMCDATA).

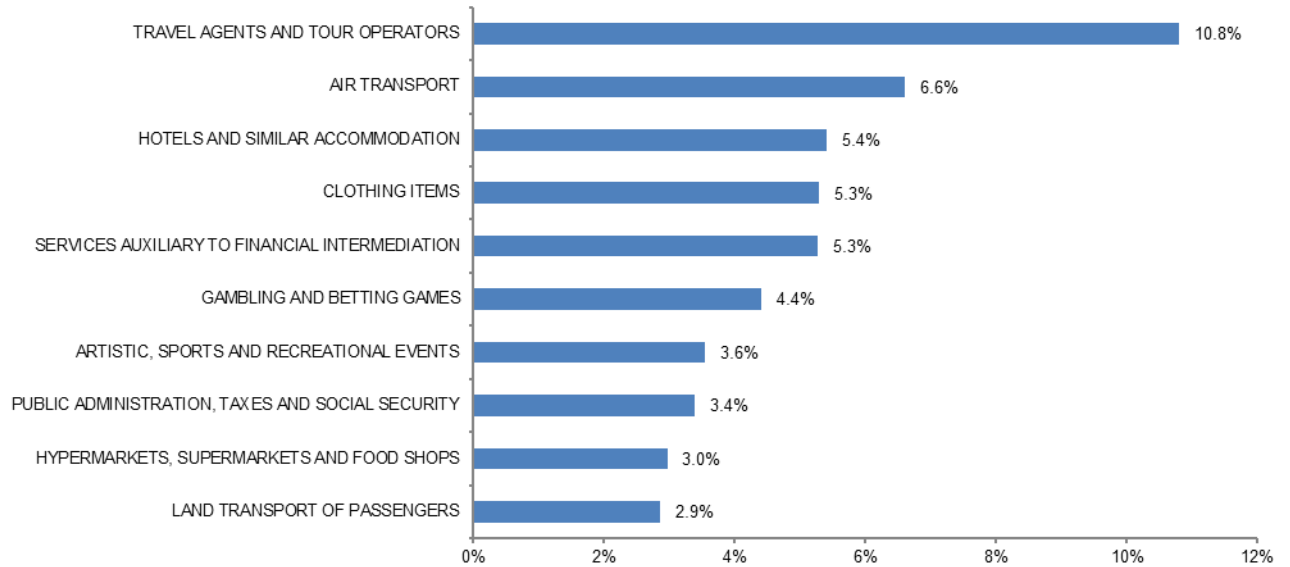
**QUARTERLY TREND IN E-COMMERCE TURNOVER AND YEAR-ON-YEAR VARIATION**  
(millions of euros and percentage)



Source: CNMC

The activity sectors with the highest revenue were travel agencies, with 10.8% of the total turnover; followed by air transport, with 6.6%.

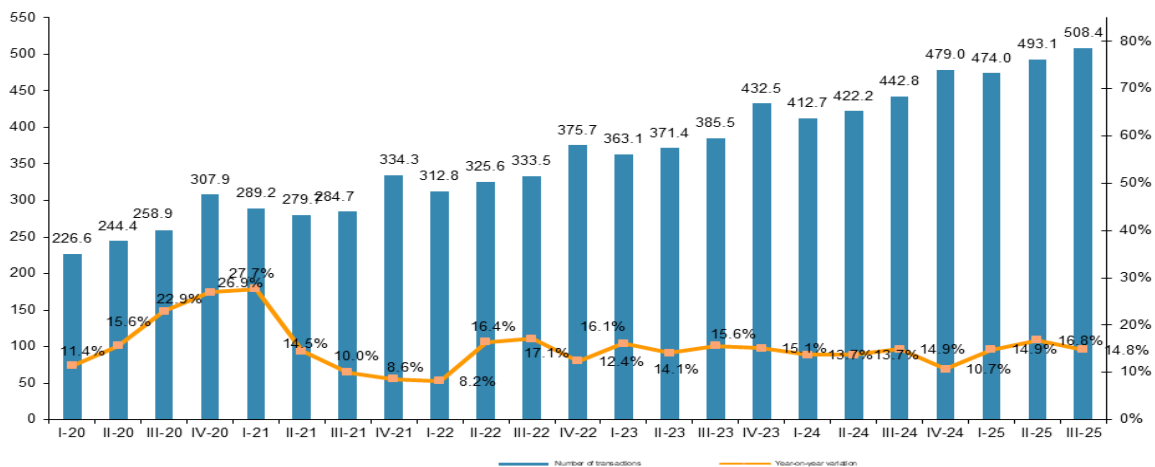
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER (III-25, percentage)**



Source: CNMC

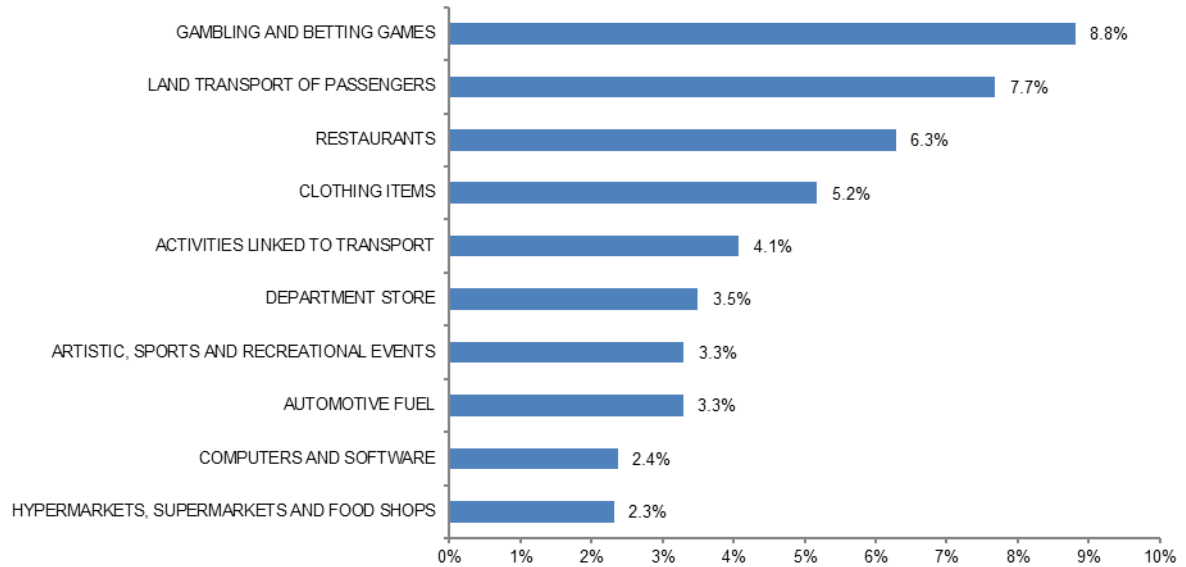
As regards the number of transactions, in the third quarter of 2025 more than 508 million transactions were registered - up 14.8%. Gambling leads the ranking in terms of sales (8.8%).

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



Source: CNMC

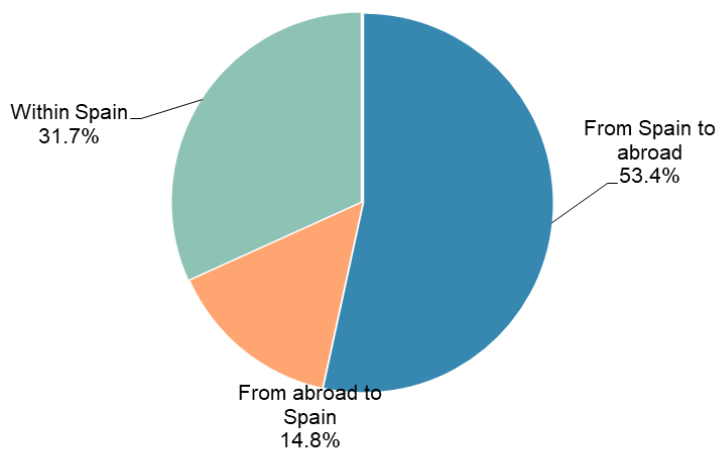
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (III-25, percentage)**



Source: CNMC

In terms of geographical segmentation, 46.5% of the revenue from the third quarter of 2025 was to Spain. The remaining 53.4% corresponds to purchases originating in Spain carried out through foreign locations.

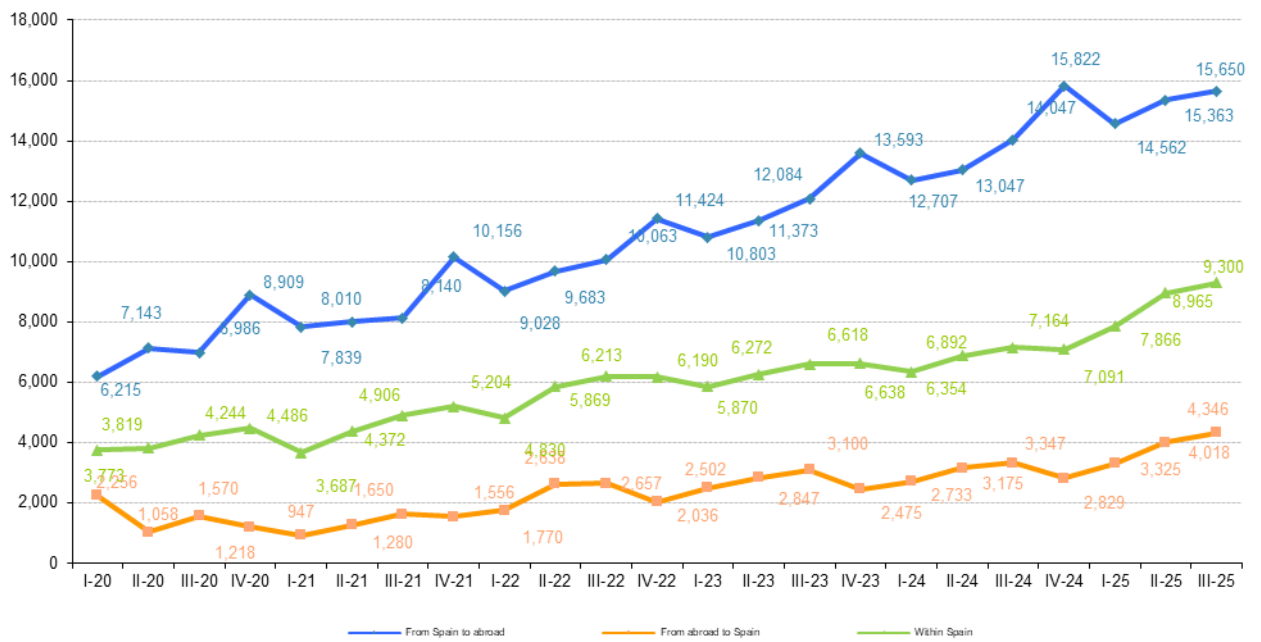
**E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (III-25, percentage)**



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 11.304 billion euros.

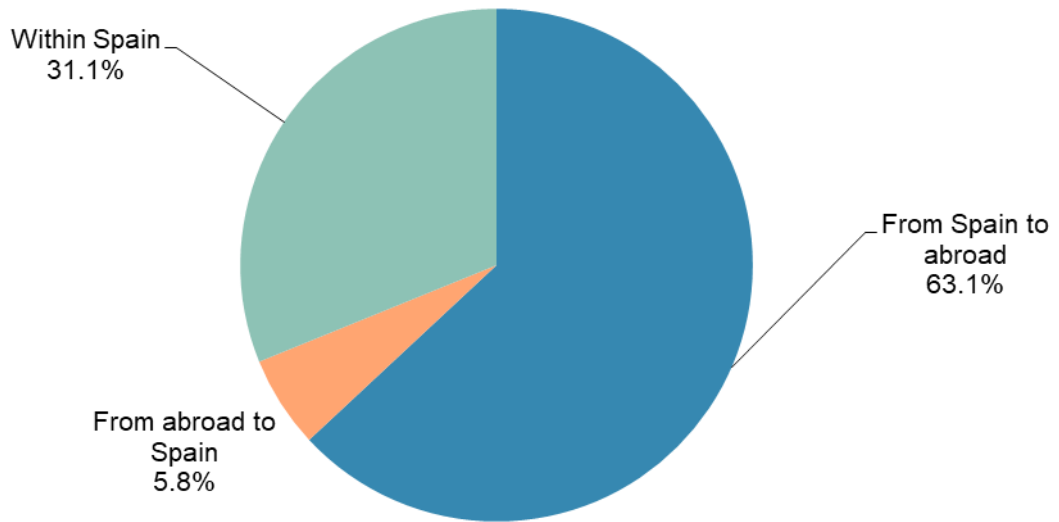
**QUARTERLY TREND IN E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY**  
(millions of euros)



Source: CNMC

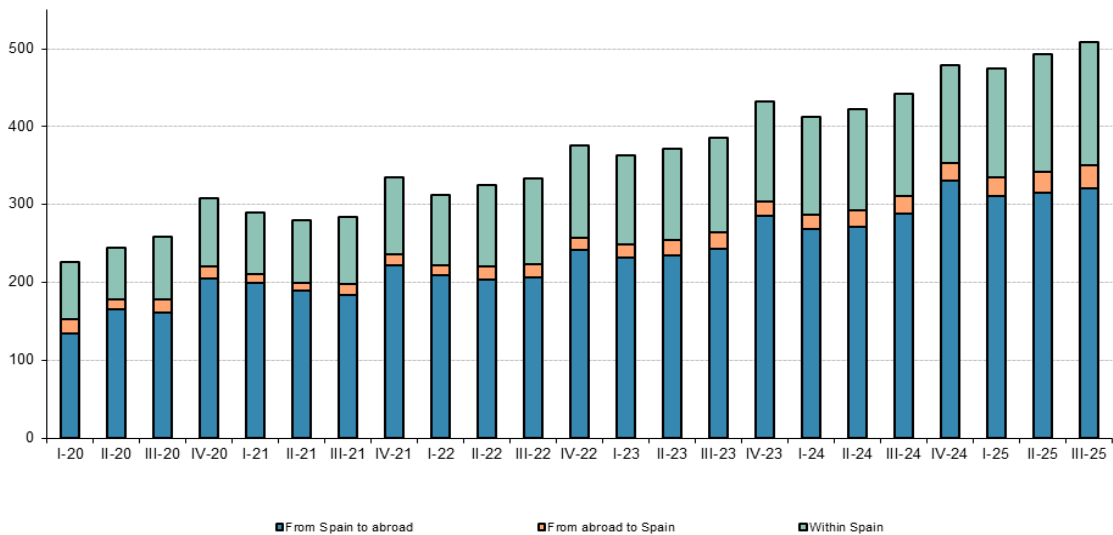
Broken down into number of transactions, 36.9% of sales were registered in Spain and 63.1% abroad.

**NUMBER OF E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (III-25, percentage)**



Source: CNMC

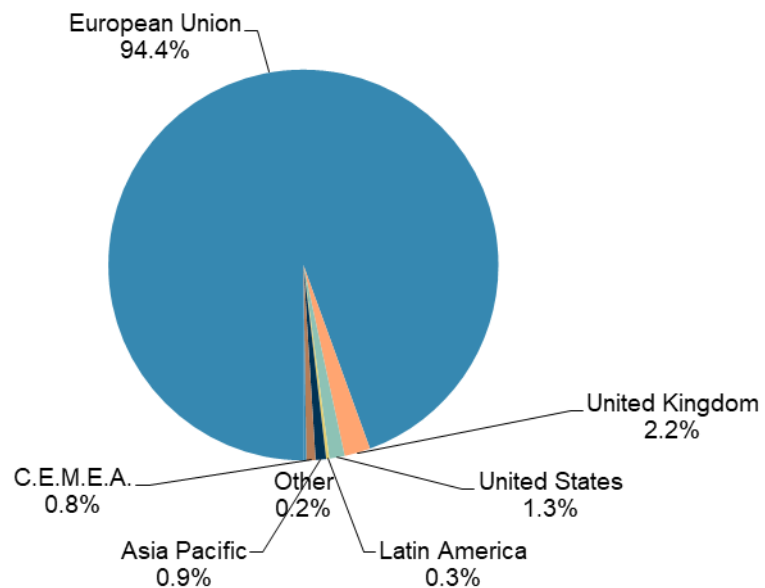
**QUARTERLY TREND IN E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (millions of transactions)**



Source: CNMC

The turnover of transactions originating in Spain that were sent to foreign locations totalled 15.650 billion euros - up 11.4% on the figure from the third quarter of the previous year. 94.4% of purchases from Spain with destinations in foreign locations was sent to businesses within the European Union.

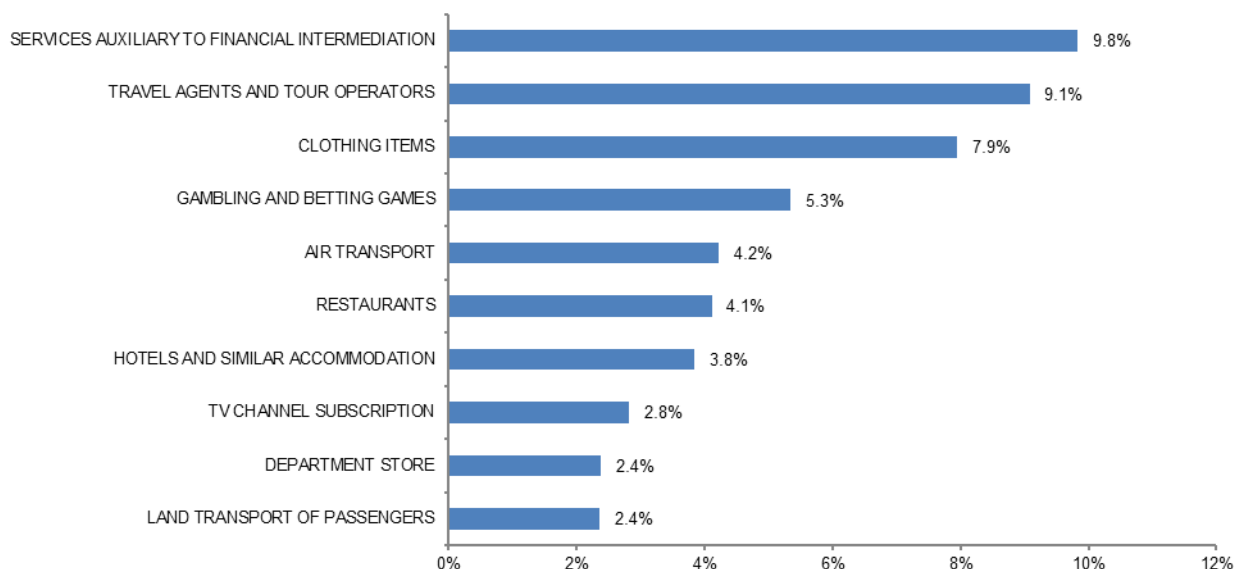
**E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (III-25, percentage)**



Source: CNMC

The areas of activity with the greatest turnover from Spain sent to foreign locations are services auxiliary to financial intermediation (9.8%) and travel agents (9.1%).

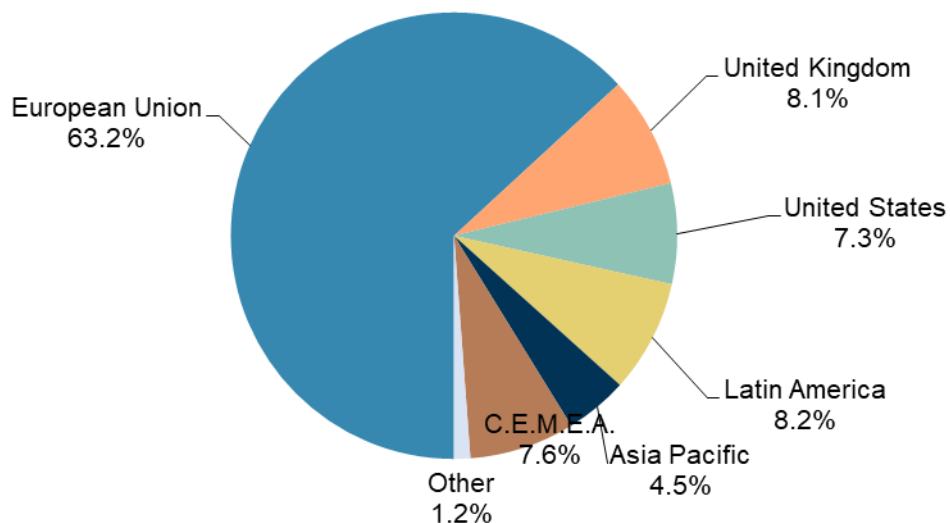
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE  
TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (III-25, percentage)



Source: CNMC

Meanwhile, transactions from foreign locations to Spain have reached a turnover of 4,346 million euros - up 29.9% on the figure from the third quarter of the previous year. 63.2% of purchases from foreign locations originated in countries within the European Union.

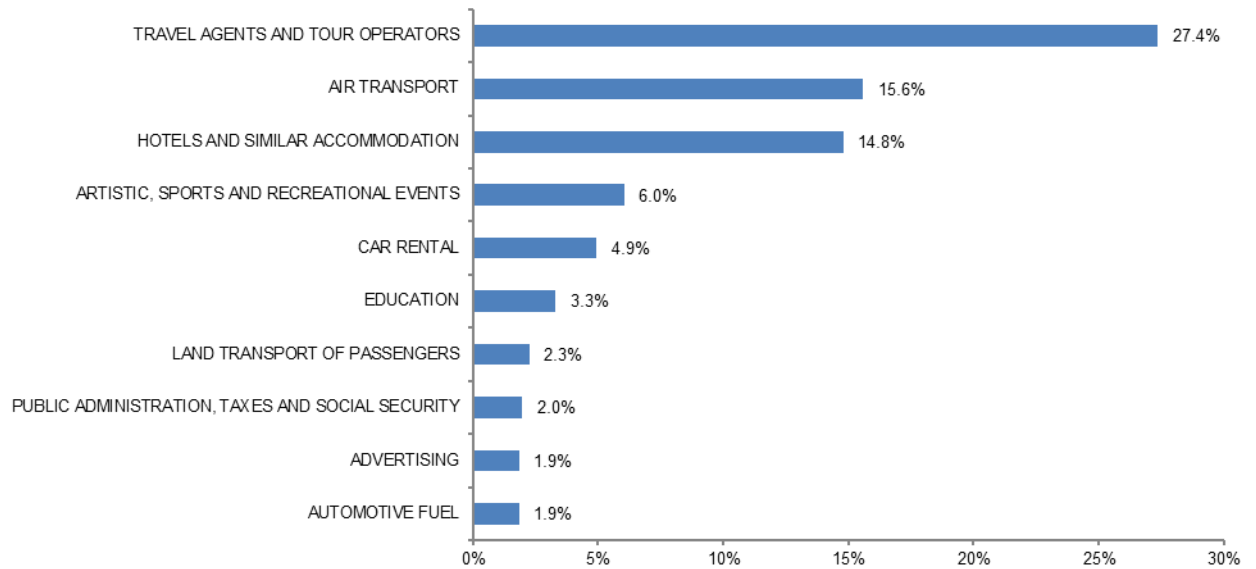
DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (III-25, percentage)



Source: CNMC

Furthermore, areas of activity related with the tourism sector (including travel agencies, air transport, land transport, car rental and hotels) account for 65.0% of the purchases to Spain from foreign locations.

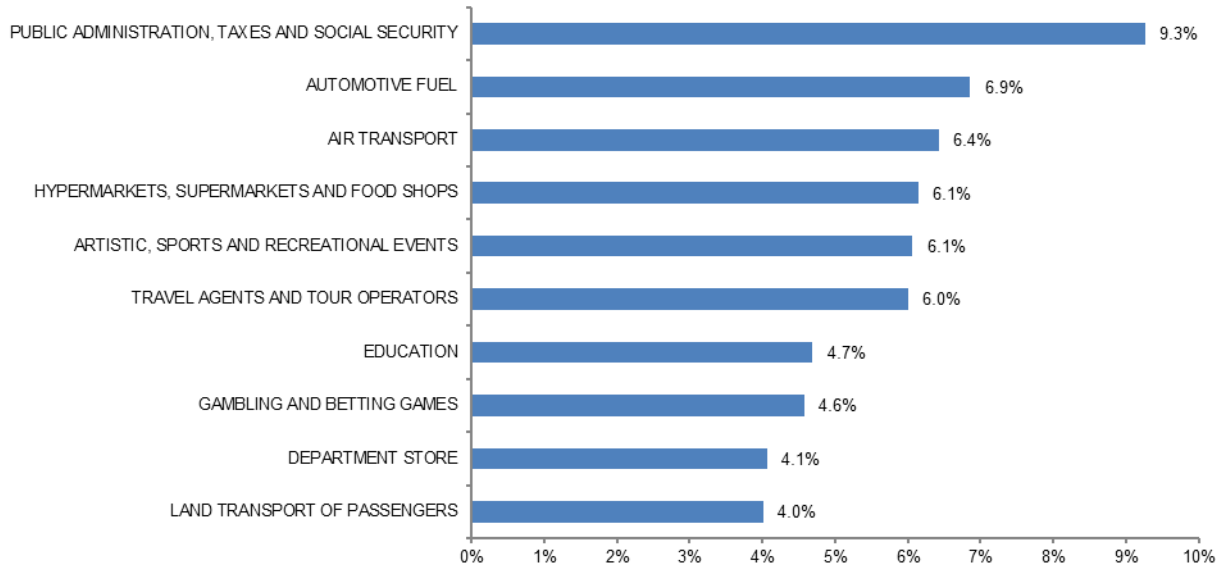
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE  
TURNOVER FROM FOREIGN LOCATIONS TO SPAIN (III-25, percentage)



Source: CNMC

Revenue from e-commerce within Spain experienced a year-on-year increase of 29.8%, reaching 9.300 billion euros. The activity sector with the highest revenue within Spain was public administration, taxes and social security, with 9.3%.

**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE  
TURNOVER WITHIN SPAIN (III-25, percentage)**



Source: CNMC

More data on [CNMCData](#)