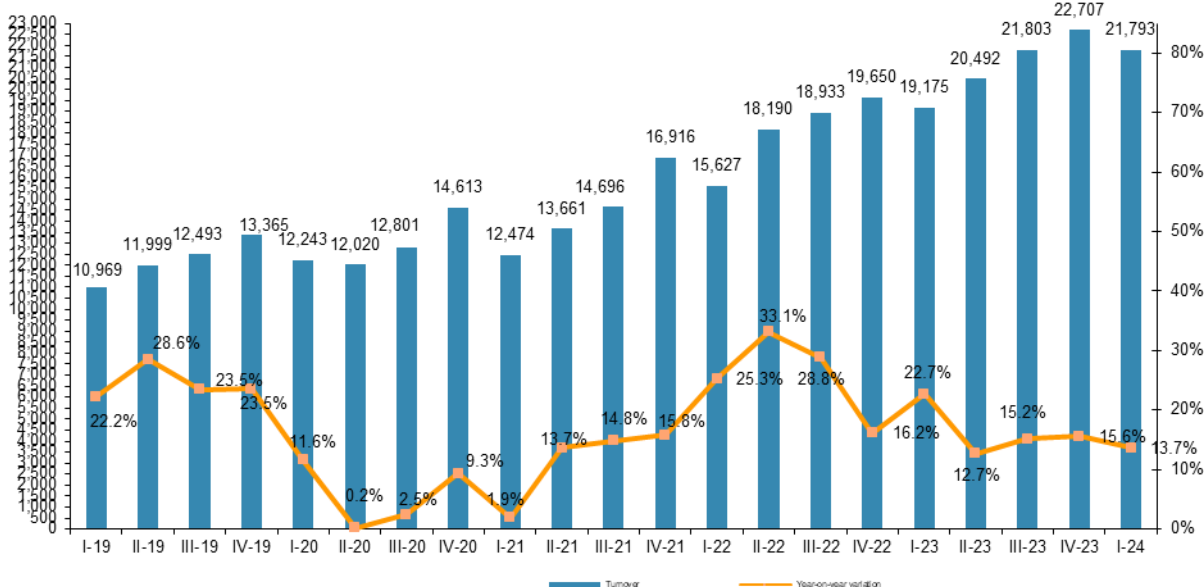


**PRESS RELEASE**

**E-commerce exceeds 21 billion euros in Spain in the first quarter of 2024-up 13.7% from last year**

**Madrid, 4 October 2024.** – E-commerce turnover in Spain has increased in the first quarter of 2024 with a year-on-year growth of 13.7% to total 21.793 billion euros, according to the latest e-commerce data available on the [CNMCData website](https://www.cnmc.es/cnmcdatos).

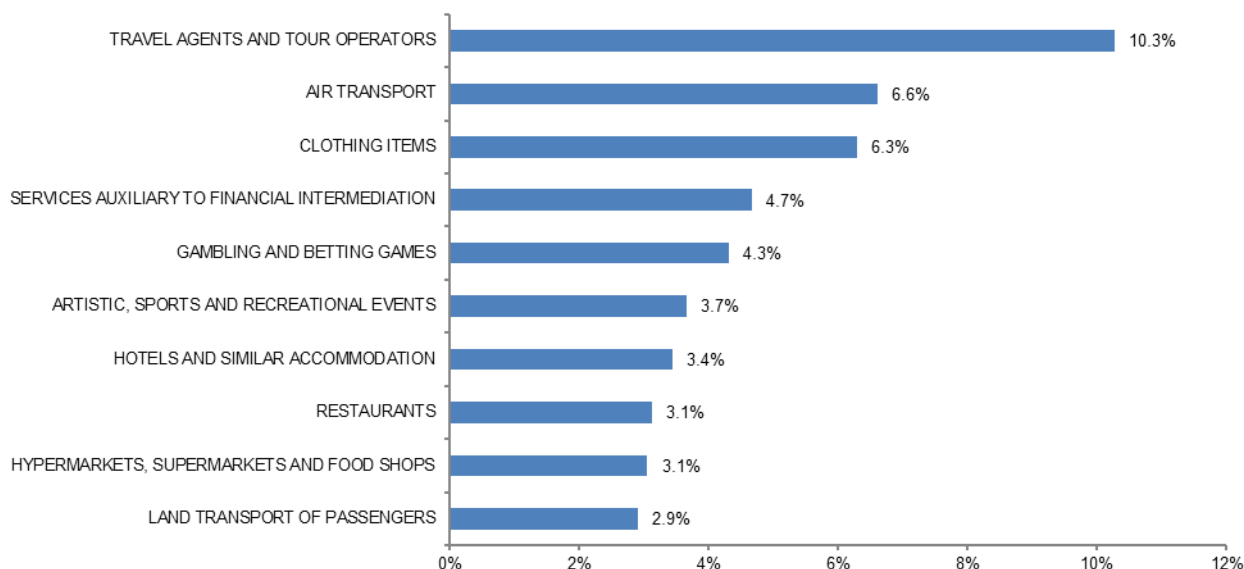
QUARTERLY TREND IN E-COMMERCE TURNOVER AND YEAR-ON-YEAR VARIATION (millions of euros and percentage)



Source: CNMC

The activity sectors with the highest revenue were travel agencies, with 10.3% of the total turnover; followed by air transport, with 6.6%, and clothing taking third place with 6.3%.

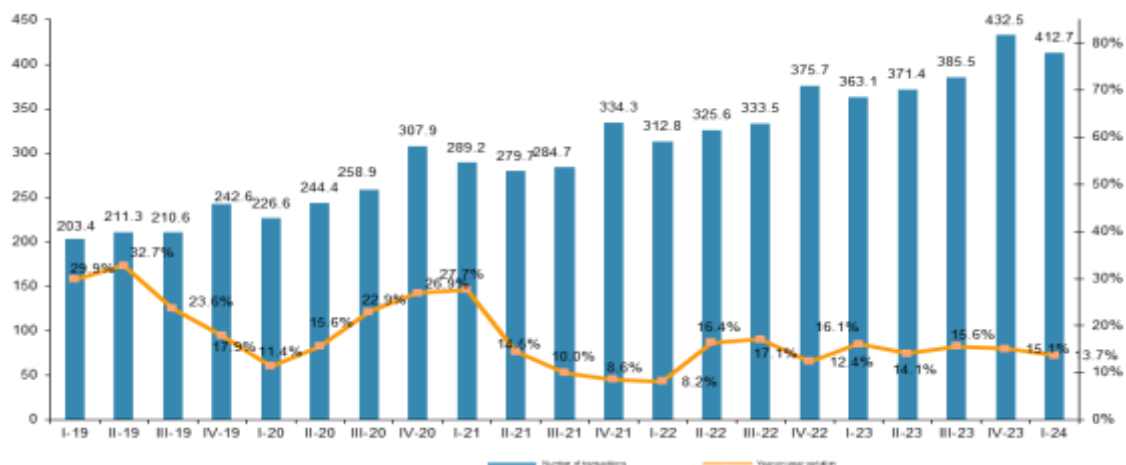
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER (I-24, percentage)**



Source: CNMC

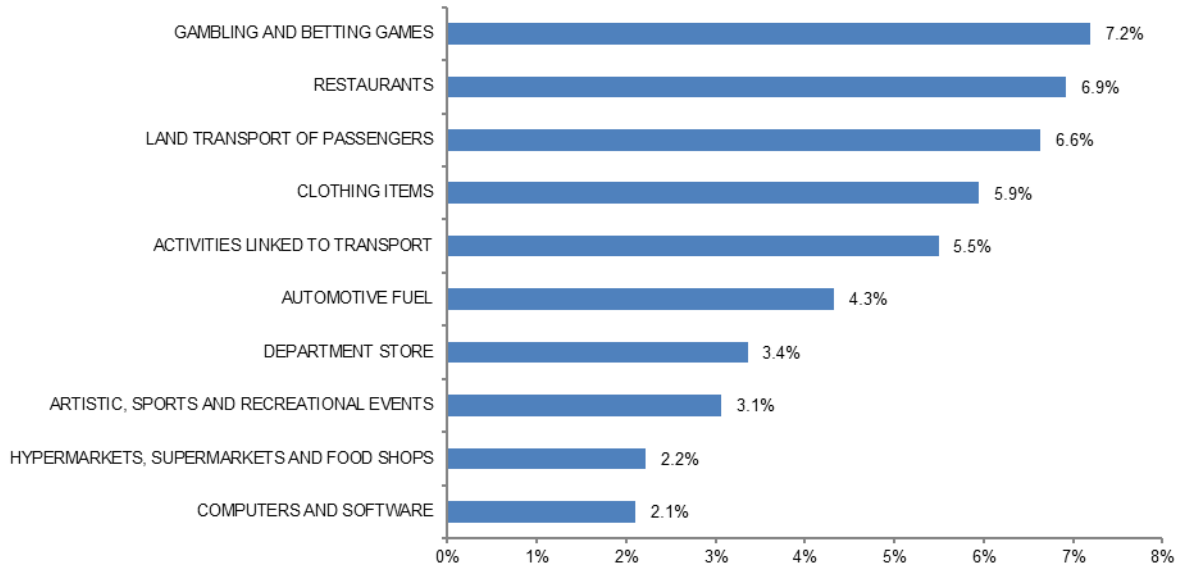
As regards the number of transactions, in the first quarter of 2024 more than 412 million transactions were registered - up 13.7%. Gambling leads the ranking in terms of sales (7.2%).

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



Source: CNMC

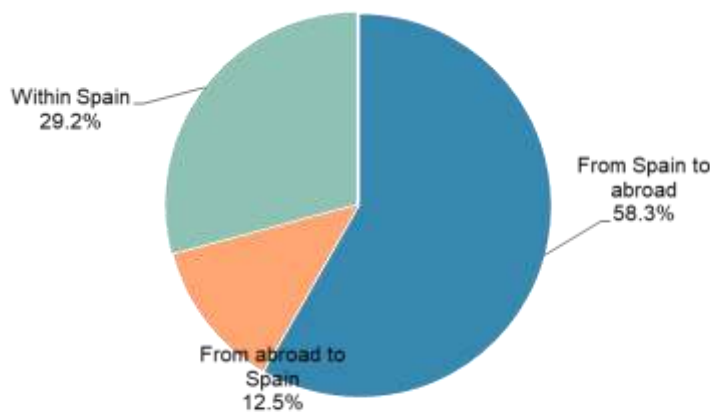
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (I-24, percentage)**



Source: CNMC

In terms of geographical segmentation, 41.7% of the revenue from the first quarter of 2024 was to Spain. The remaining 58.3% corresponds to purchases originating in Spain carried out through foreign locations.

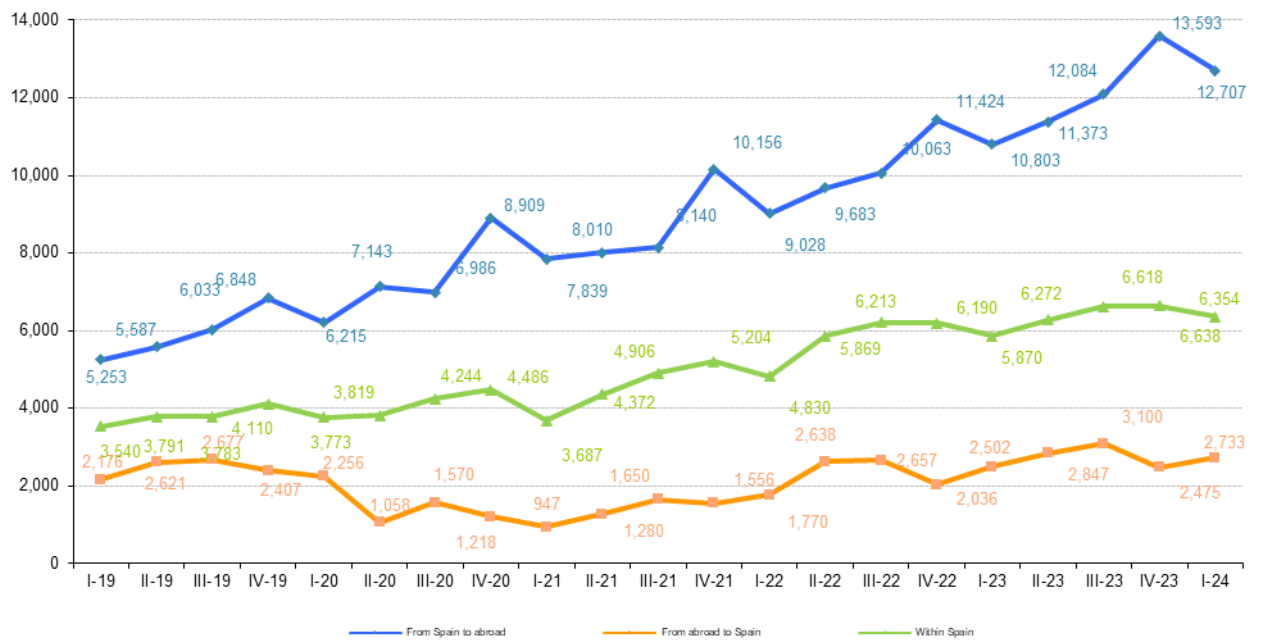
**E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (I-24, percentage)**



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 9.974 billion euros.

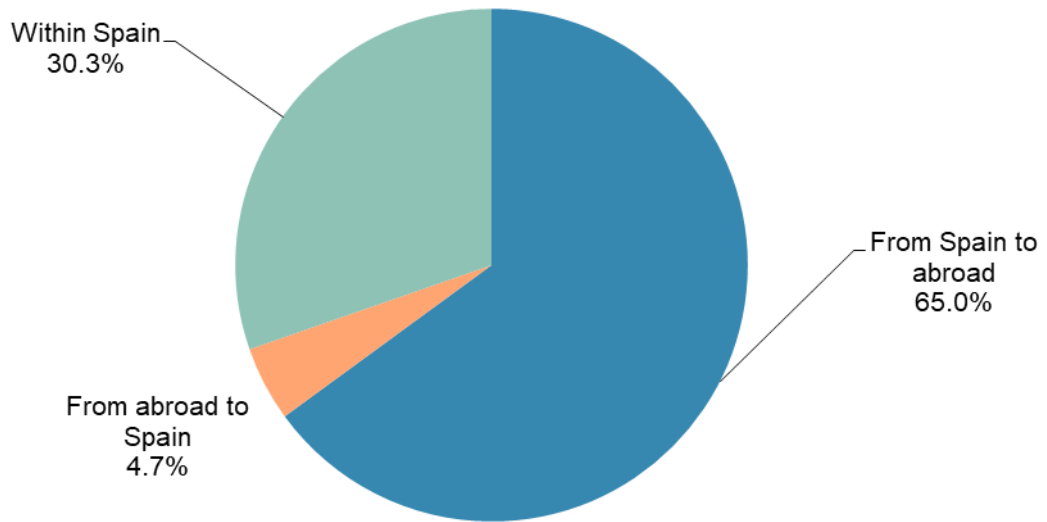
**QUARTERLY TREND IN E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY**  
(millions of euros)



Source: CNMC

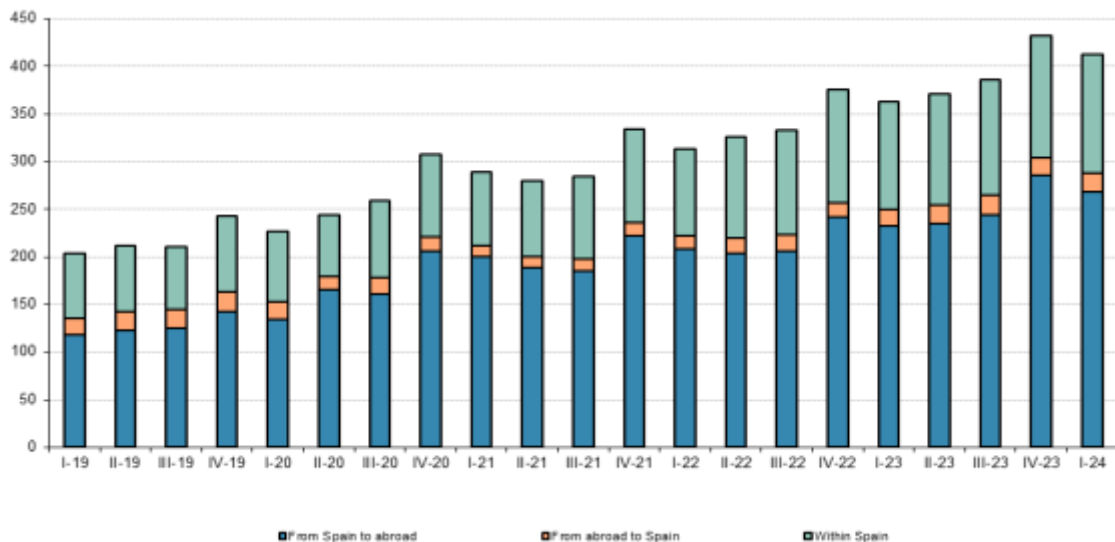
Broken down into number of transactions, 35.0% of sales were registered in Spain and 65.0% abroad.

**NUMBER OF E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (I-24, percentage)**



Source: CNMC

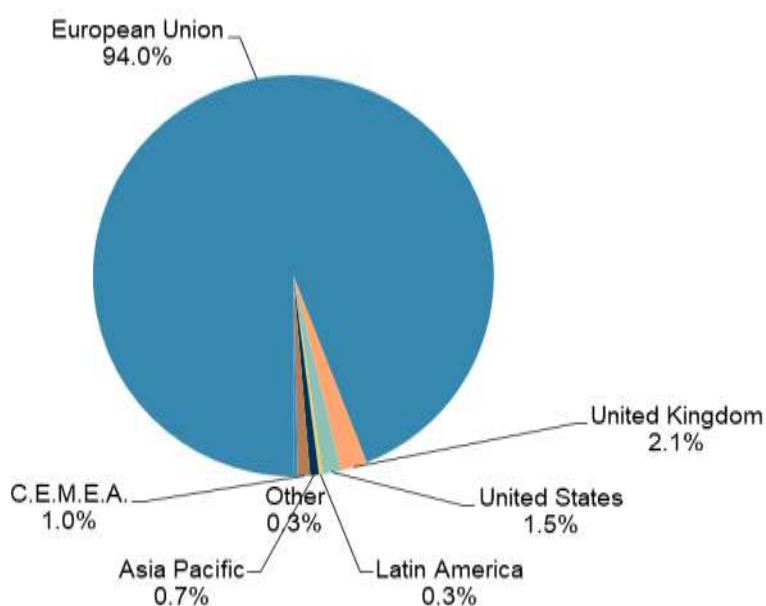
**QUARTERLY TREND IN E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (millions of transactions)**



Source: CNMC

The turnover of transactions originating in Spain that were sent to foreign locations totalled 12.707 billion euros - up 17.6% on the figure from the first quarter of the previous year. 94.0% of purchases from Spain with destinations in foreign locations was sent to businesses within the European Union.

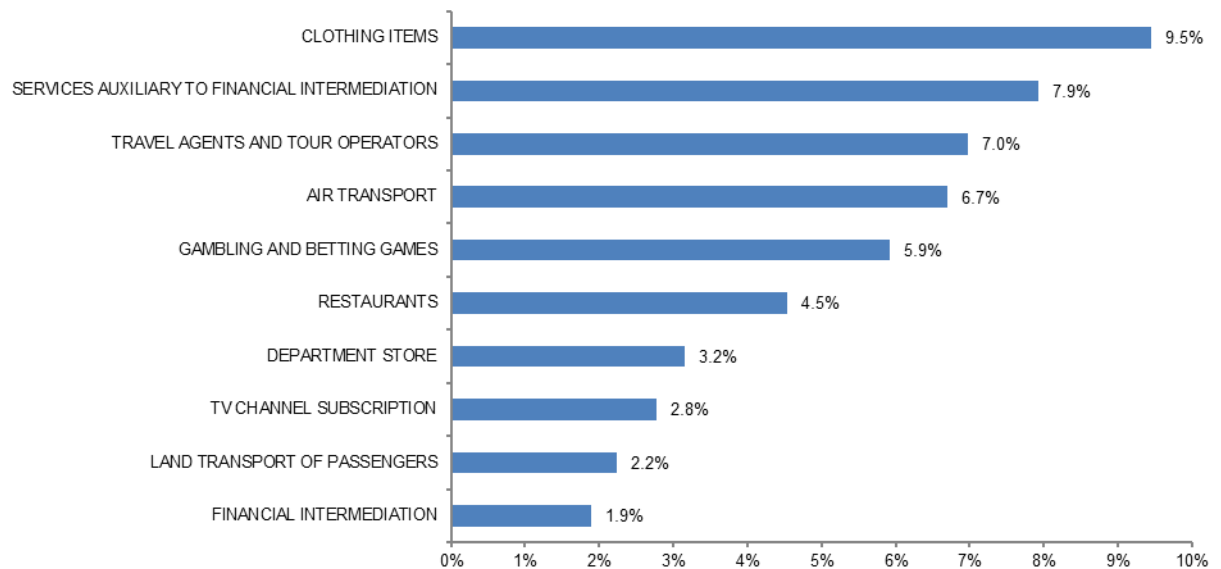
**E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (I-24, percentage)**



Source: CNMC

The area of activity with the greatest turnover from Spain sent to foreign locations are clothing (9.5%).

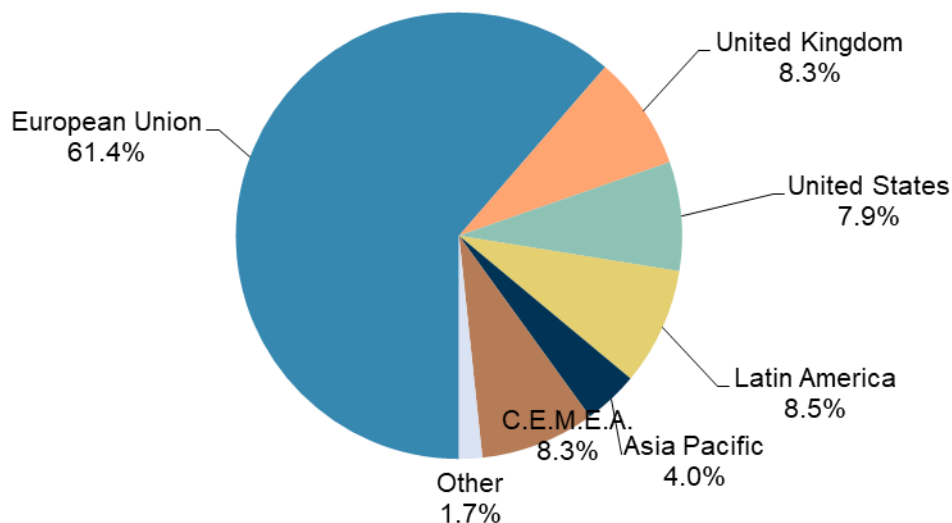
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE  
TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (I-24, percentage)



Source: CNMC

Meanwhile, transactions from foreign locations to Spain have reached a turnover of 2,733 million euros - up 9.2% on the figure from the first quarter of the previous year. 61.4% 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-24, percentage)**

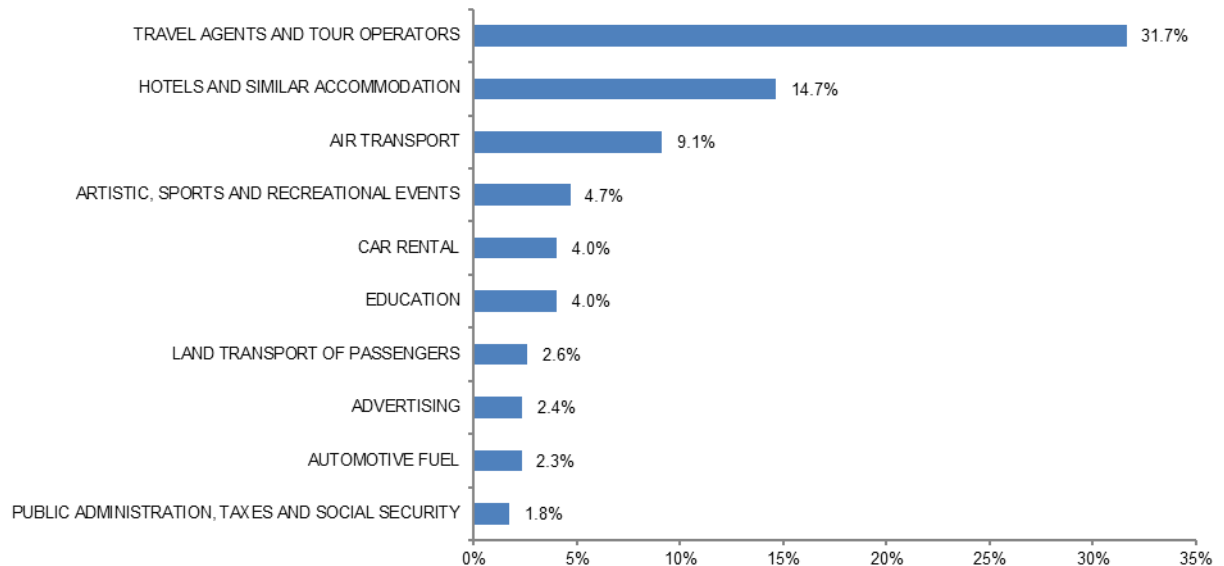


Source: CNMC

Furthermore, areas of activity related with the tourism sector (including travel agencies, air transport, land transport, car rental and hotels) account for 62.1% 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 (1-24, percentage)**



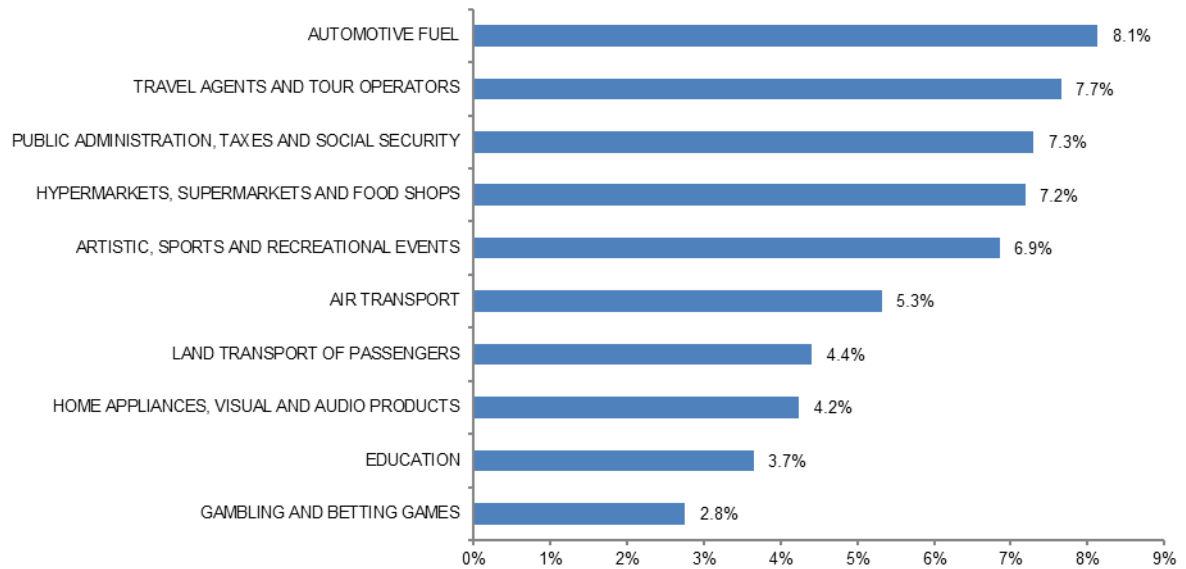
Source: CNMC

Revenue from e-commerce within Spain experienced a year-on-year increase of 8.2%, reaching 6.354 billion euros. The activity sector with the highest revenue within Spain was fuel (8.1%), followed by travel agents and operators (7.7%) and public administration, taxes and social security, with 7.3%.

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THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE  
TURNOVER WITHIN SPAIN (1-24, percentage)

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Source: CNMC

More data on [CNMCData](#)