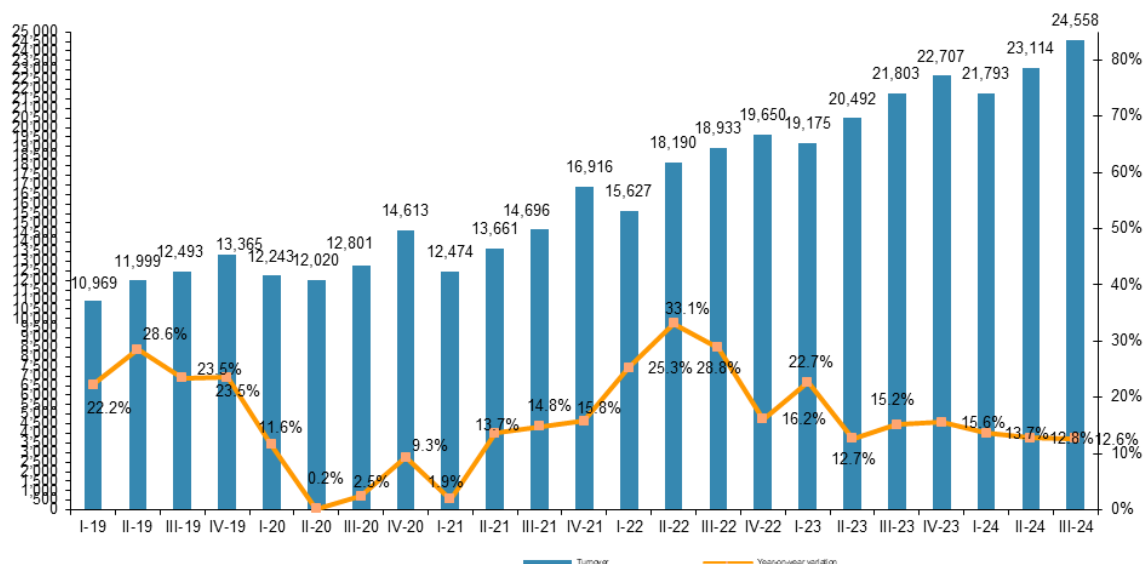


E-commerce exceeds 24 billion euros in Spain in the third quarter of 2024 - up 12.6% from last year

- This number represents a 12.6% increase over the previous year.

Madrid, 4 April 2025. – E-commerce turnover in Spain has increased in the third quarter of 2024 with a year-on-year growth of 12.6% to total 24.558 billion euros, according to the latest e-commerce data available on the **CNMCData** website.

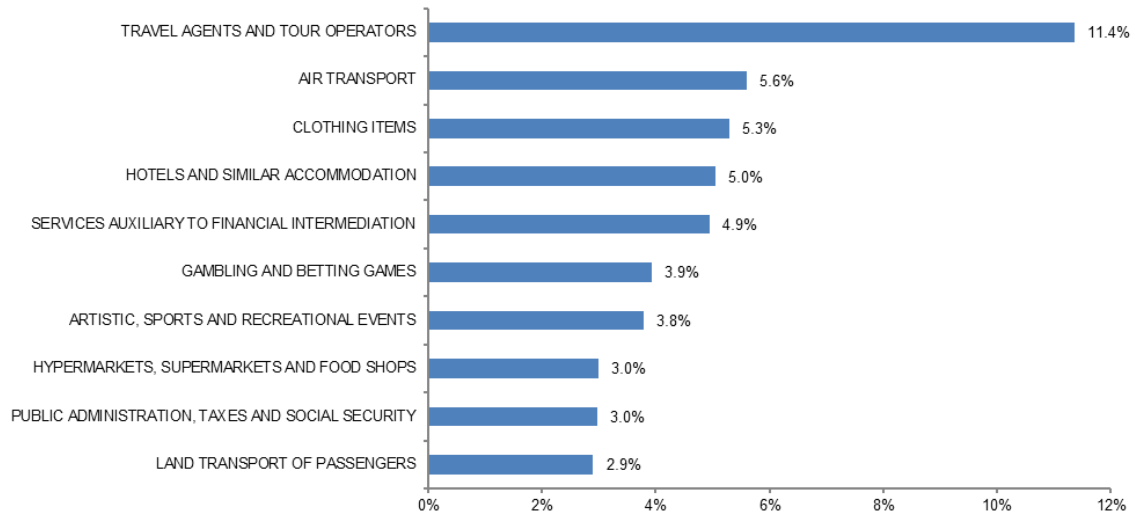
QUARTERLY TREND IN E-COMMERCE TURNOVER AND YEAR-ON-YEAR VARIATION (millions of euros and percentage)



Source: CNMC

The activity sectors with the highest revenue were travel agencies, with 11.4% of the total turnover; followed by air transport, with 5.6%, and clothing taking third place with 5.3%.

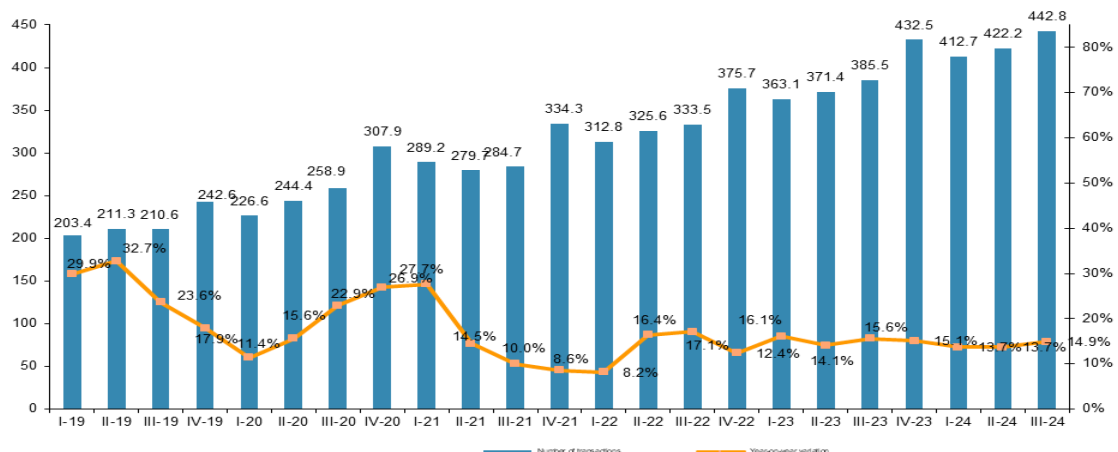
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER (III-24, percentage)



Source: CNMC

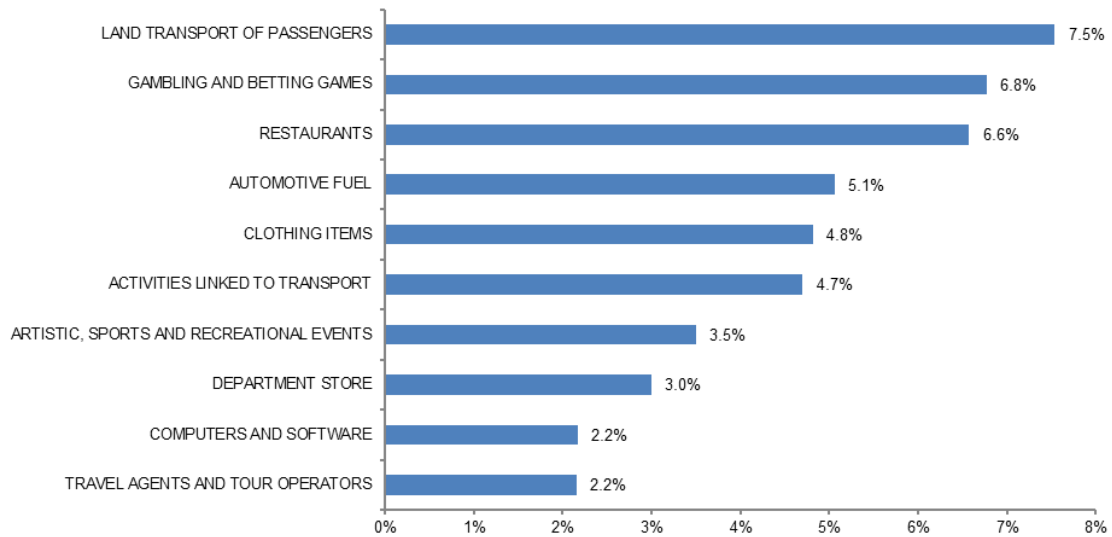
As regards the number of transactions, in the third quarter of 2024 more than 442 million transactions were registered - up 14.9%. Land transport of passengers lead the ranking in terms of sales (7.5%).

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



Source: CNMC

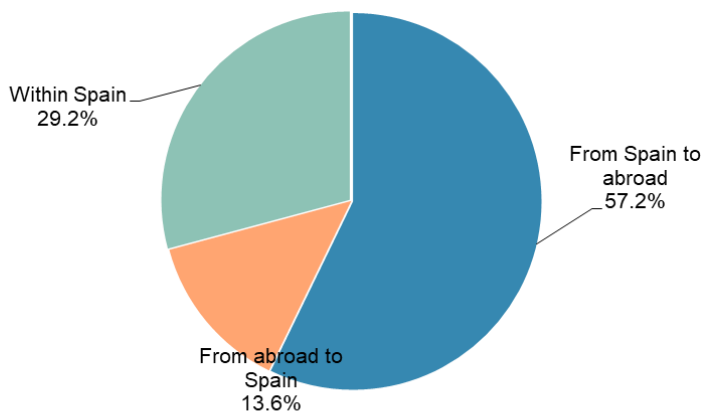
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (III-24, percentage)



Source: CNMC

In terms of geographical segmentation, 42.8% of the revenue from the third quarter of 2024 was to Spain. The remaining 57.2% corresponds to purchases originating in Spain carried out through foreign locations.

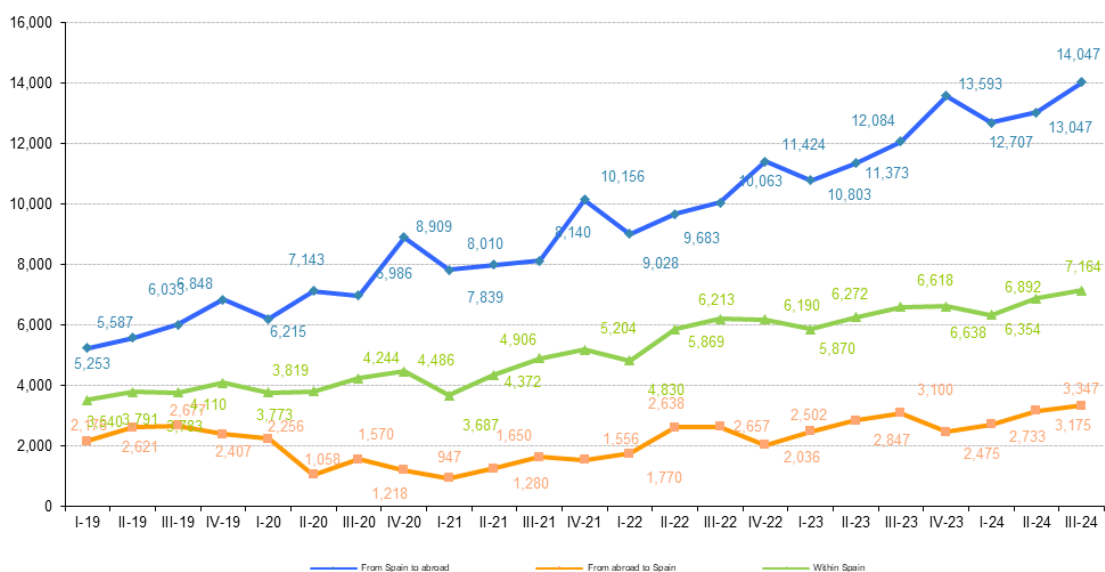
E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (III-24, percentage)



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 10.700 billion euros.

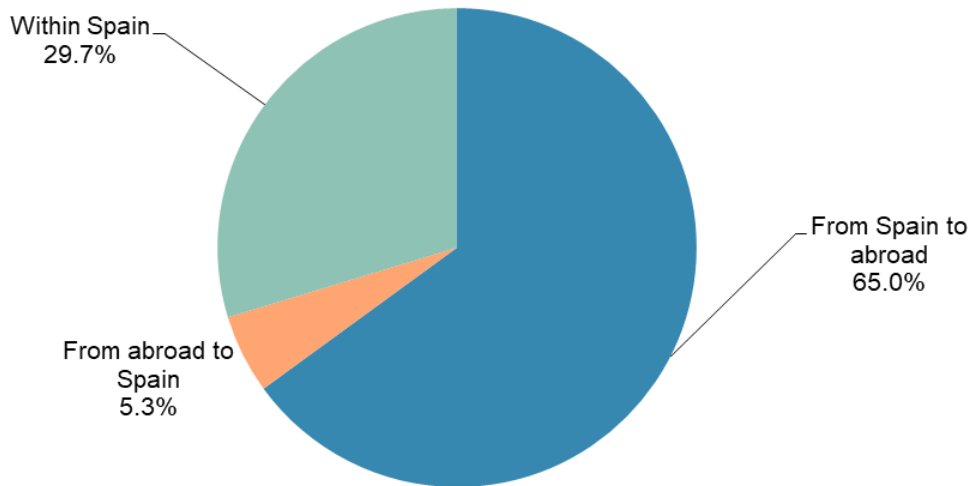
QUARTERLY TREND IN E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY
(millions of euros)



Source: CNMC

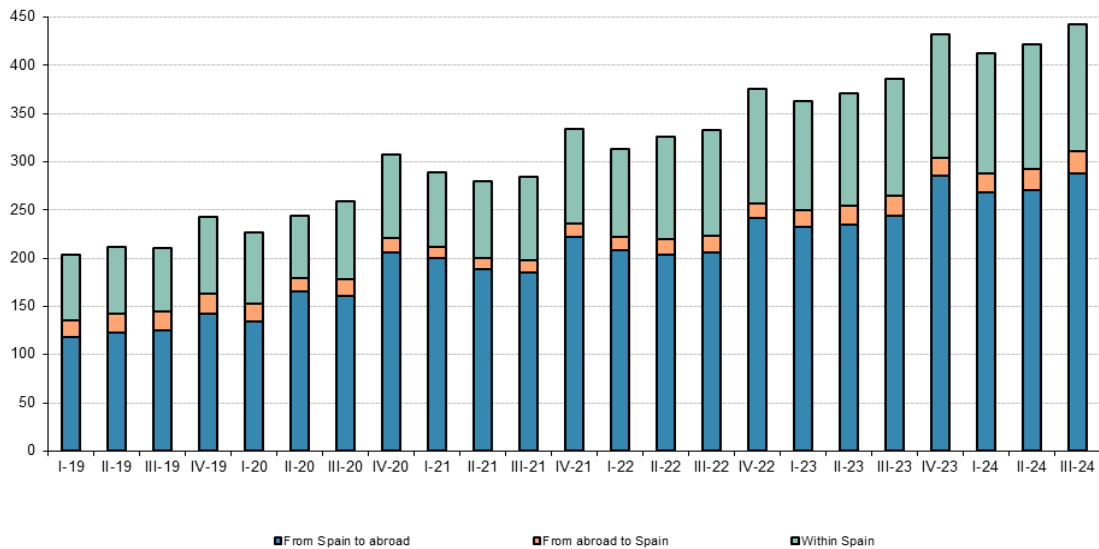
Broken down into number of transactions, 35.0% of sales were registered in Spain and 65.0% abroad.

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



Source: CNMC

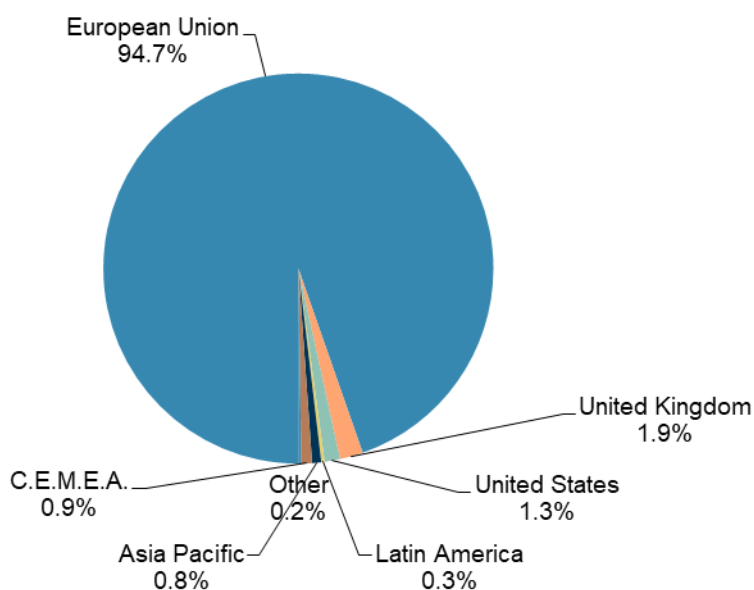
QUARTERLY TREND IN E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (millions of transactions)



Source: CNMC

The turnover of transactions originating in Spain that were sent to foreign locations totalled 14.047 billion euros - up 16.2% on the figure from the third quarter of the previous year. 94.7% of purchases from Spain with destinations in foreign locations was sent to businesses within the European Union.

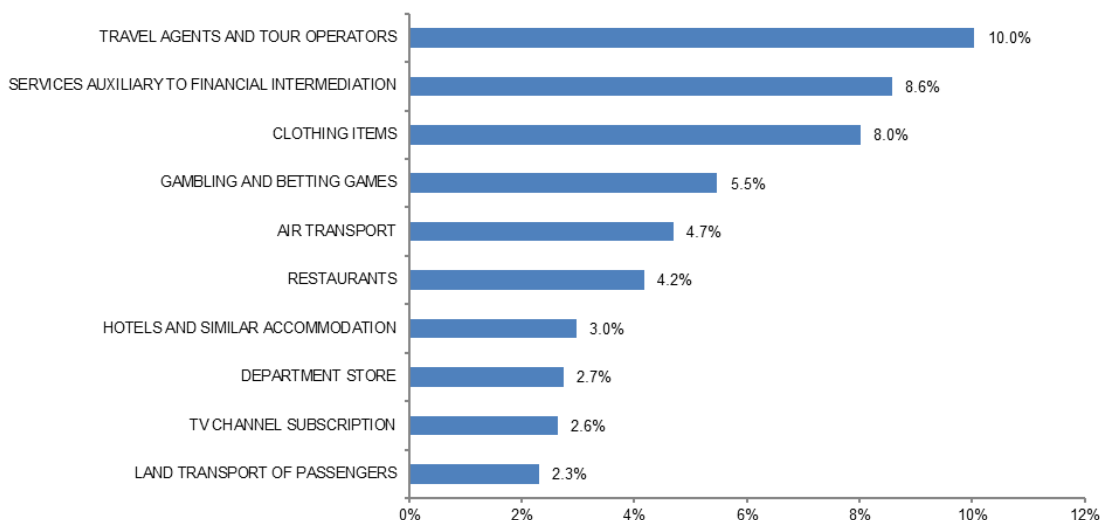
E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (III-24, percentage)



Source: CNMC

The area of activity with the greatest turnover from Spain sent to foreign locations is travel agents (10.0%).

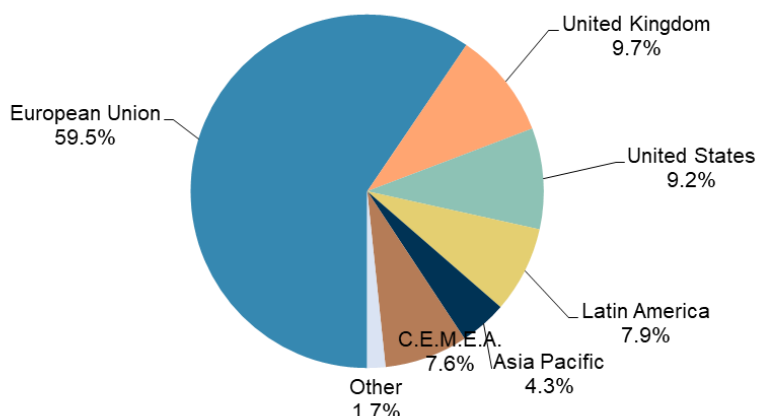
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (III-24, percentage)



Source: CNMC

Meanwhile, transactions from foreign locations to Spain have reached a turnover of 3,347 million euros - up 8.0% on the figure from the third quarter of the previous year. 59.5% of purchases from foreign locations originated in countries within the European Union.

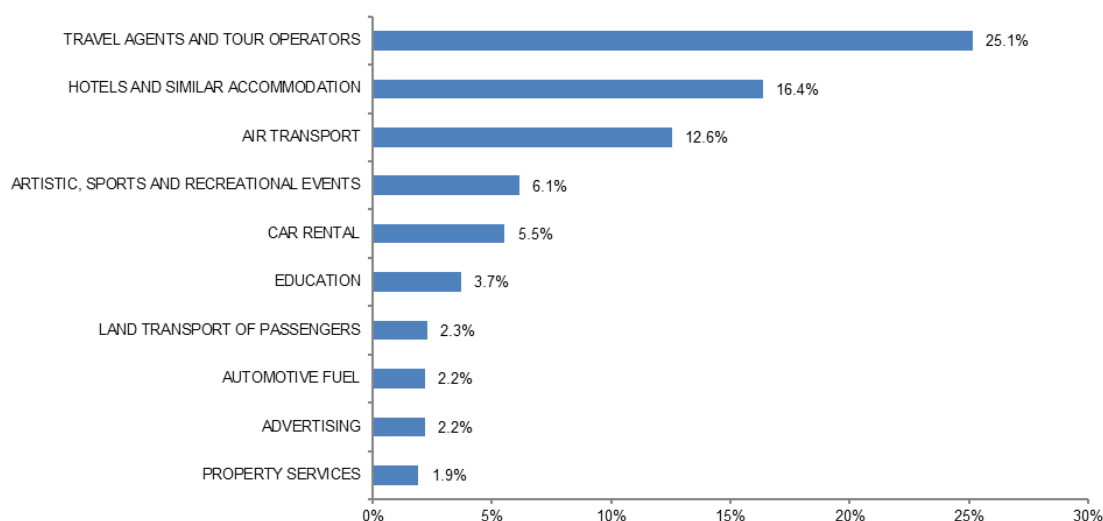
DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY GEOGRAPHICAL AREA (III-24, percentage)



Source: CNMC

Furthermore, areas of activity related with the tourism sector (including travel agencies, air transport, land transport, car rental and hotels) account for 61.9% of the purchases to Spain from foreign locations.

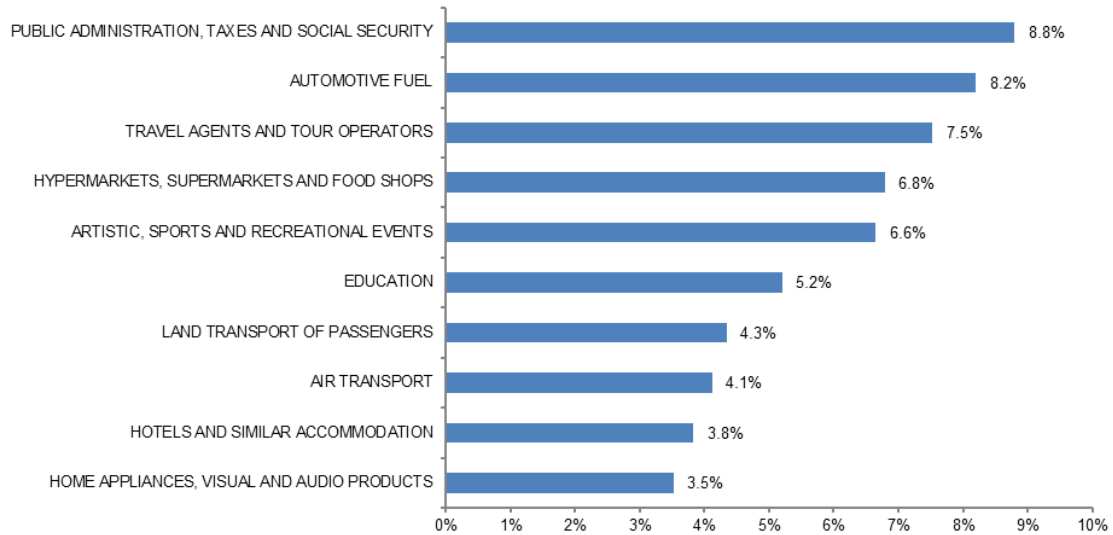
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN (III-24, percentage)



Source: CNMC

Revenue from e-commerce within Spain experienced a year-on-year increase of 8.3%, reaching 7.164 billion euros. The activity sector with the highest revenue within Spain was public administration, taxes and social security, with 8.8%.

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



Source: CNMC

Related content:

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