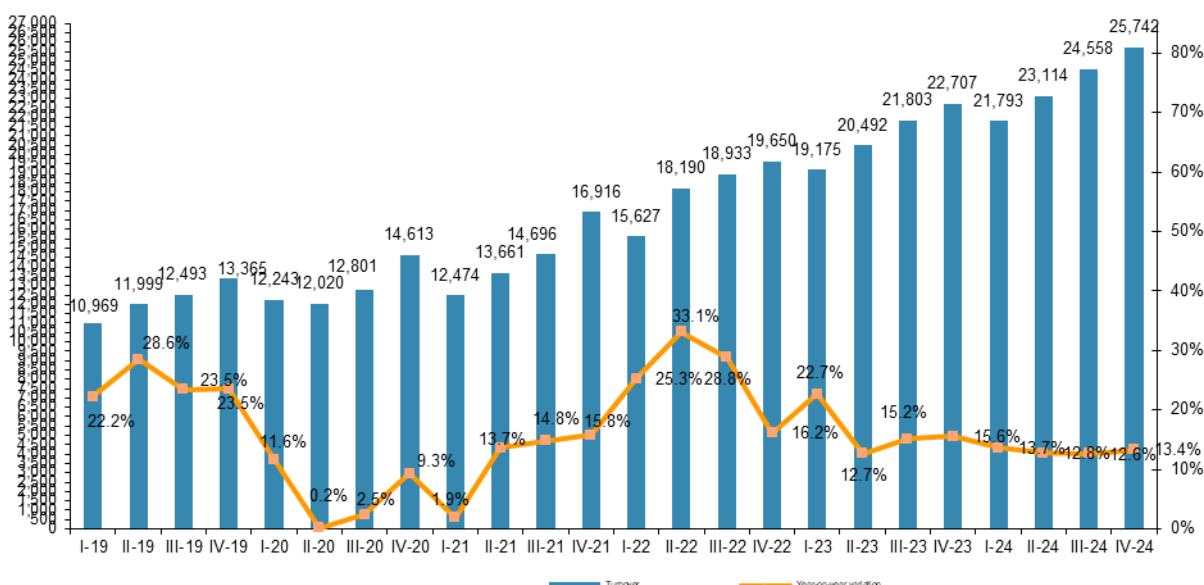


E-commerce exceeds 95 billion euros in Spain in 2024- up 13.1 % from last year

- In the fourth quarter of last year, revenues reached €25.742 billion.

Madrid, 3 July 2025. – E-commerce turnover in Spain has increased in the fourth quarter of 2024 with a year-on-year growth of 13.4 % to total 25.742 billion euros, according to the latest e-commerce data available on the [CNMCData](https://www.cnmc.es/cnmcdata) website.

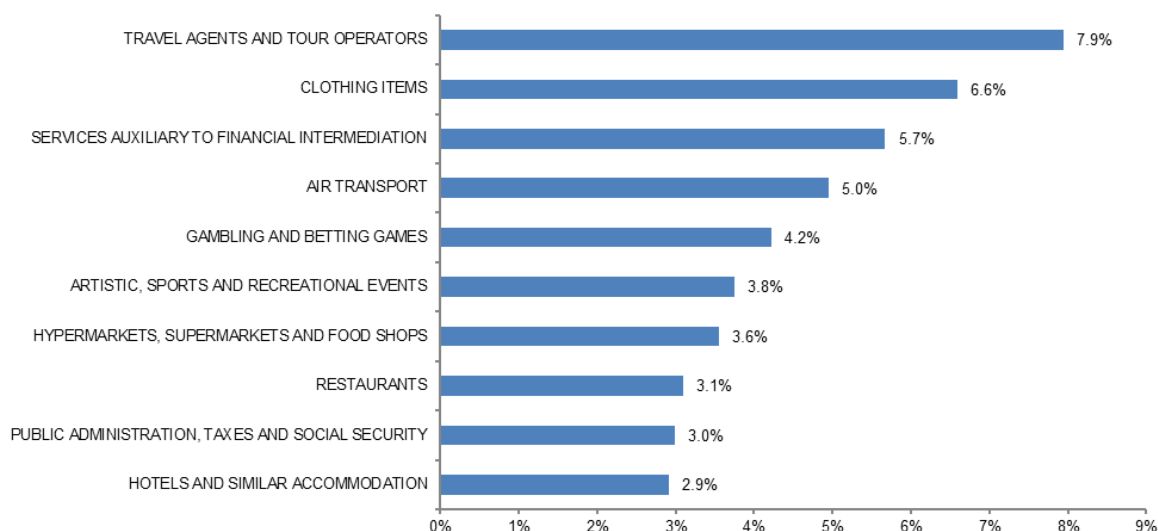
QUARTERLY TREND IN E-COMMERCE TURNOVER AND YEAR-ON-YEAR VARIATION
(millions of euros and percentage)



Source: CNMC

The activity sectors with the highest revenue were travel agencies, with 7.9 % of the total turnover; followed by clothing, with 6.6 %.

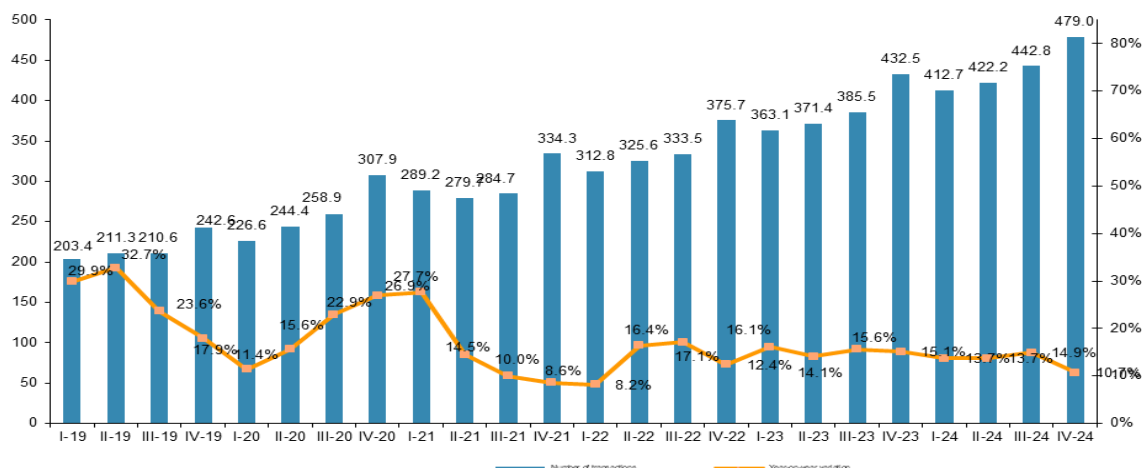
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TURNOVER (IV-24, percentage)



Source: CNMC

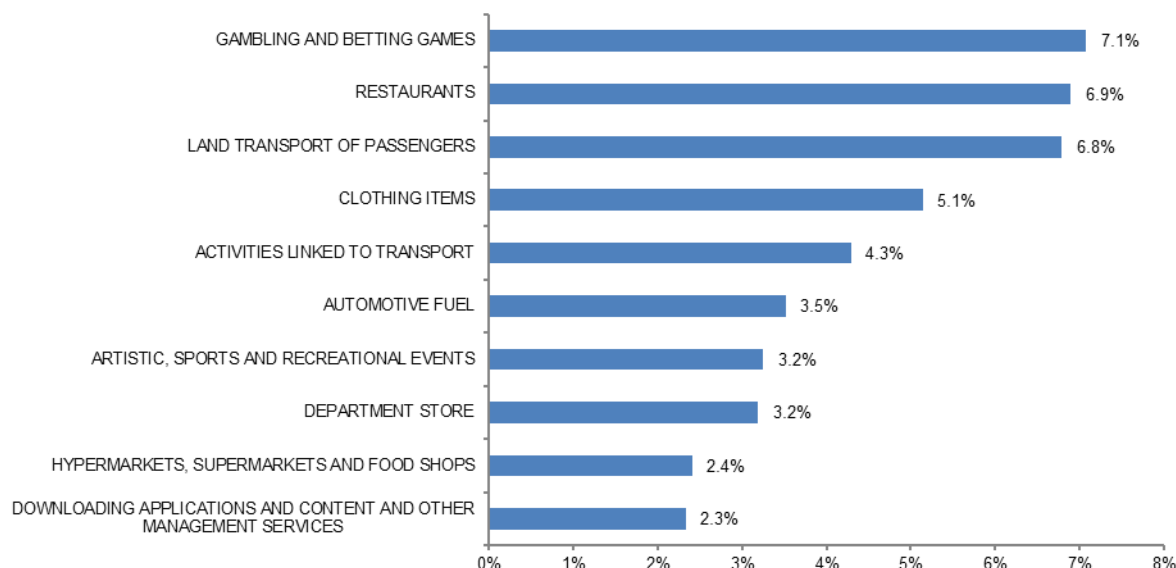
As regards the number of transactions, in the fourth quarter of 2024 more than 478 million transactions were registered - up 10.7 %. Gambling leads the ranking in terms of sales (7.1 %).

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



Source: CNMC

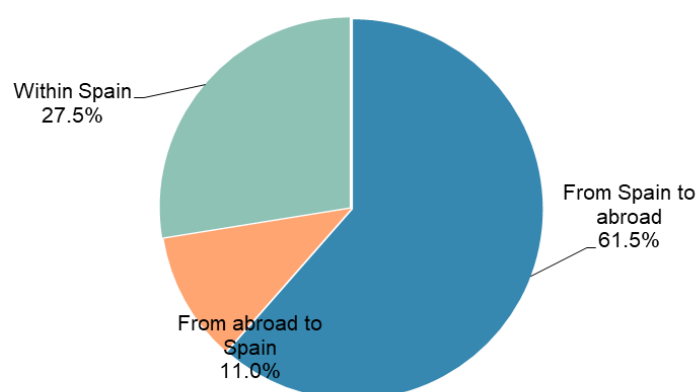
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE TRANSACTIONS (IV-24, percentage)



Source: CNMC

In terms of geographical segmentation, 38.5 % of the revenue from the fourth quarter of 2024 was to Spain. The remaining 61.5 % corresponds to purchases originating in Spain carried out through foreign locations.

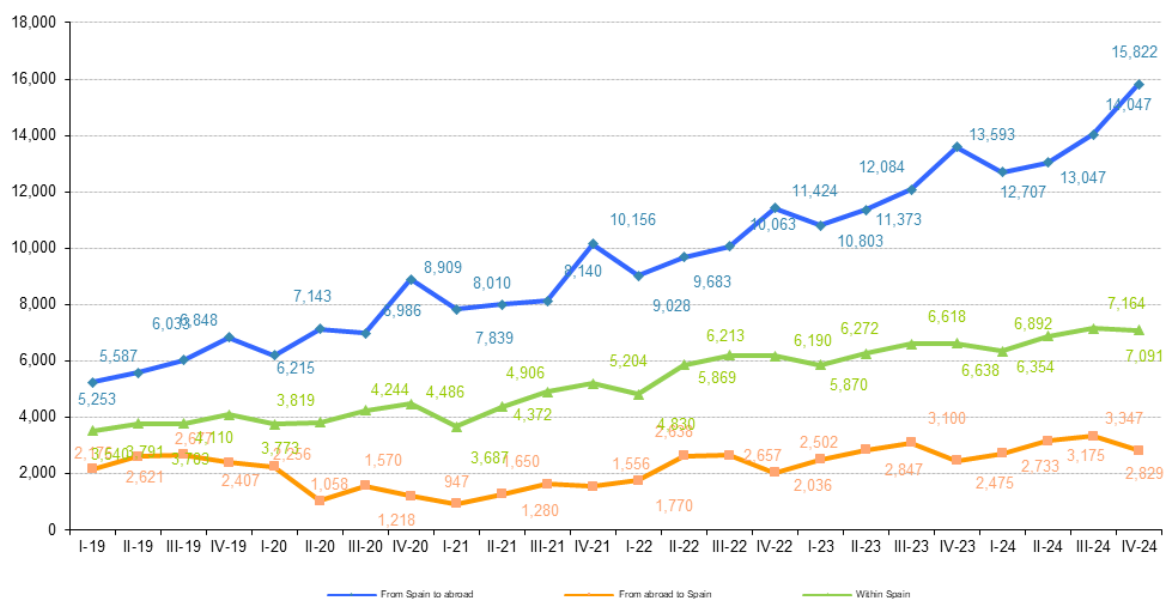
E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (IV-24, percentage)



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 12.993 billion euros.

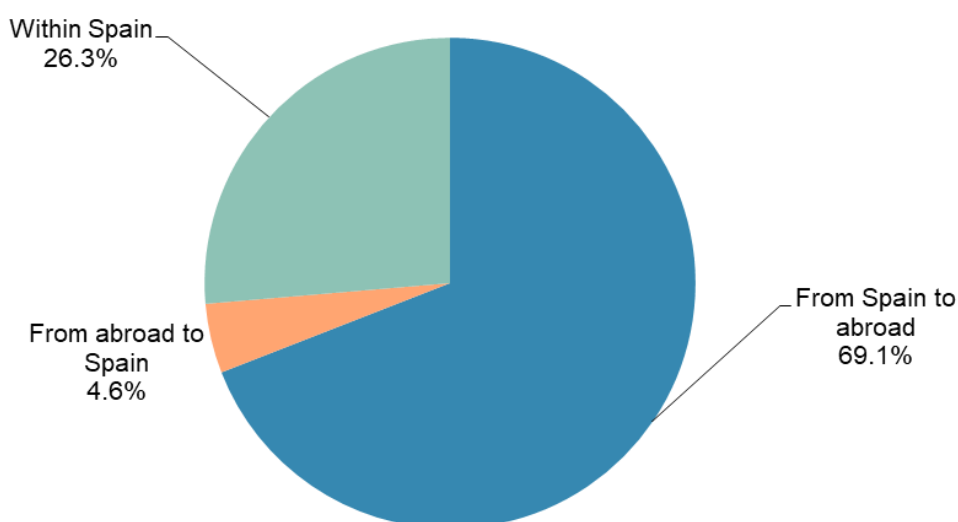
QUARTERLY TREND IN E-COMMERCE TURNOVER SEGMENTED GEOGRAPHICALLY (millions of euros)



Source: CNMC

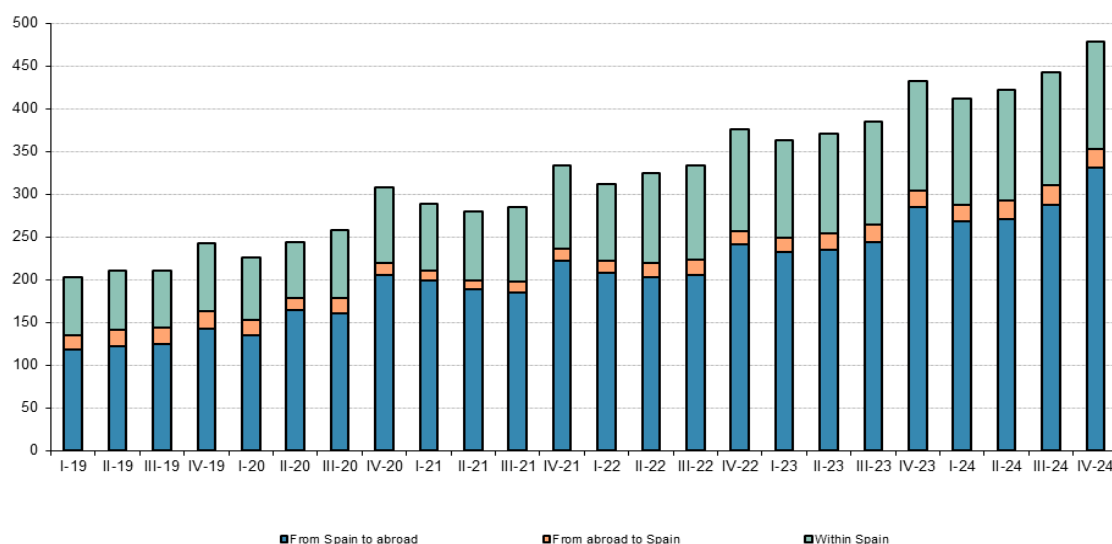
Broken down into number of transactions, 30.9 % of sales were registered in Spain and 69.1 % abroad.

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



Source: CNMC

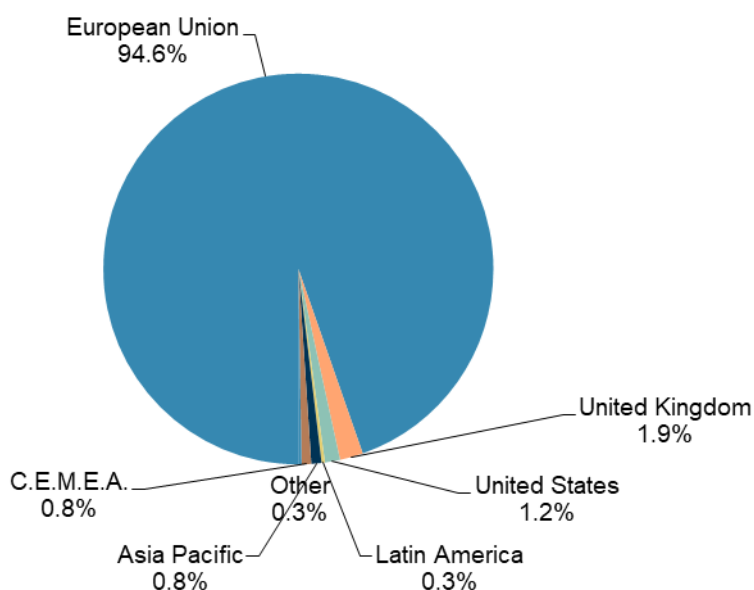
QUARTERLY TREND IN E-COMMERCE TRANSACTIONS SEGMENTED GEOGRAPHICALLY (millions of transactions)



Source: CNMC

The turnover of transactions originating in Spain that were sent to foreign locations totalled 15.822 billion euros - up 16.4 % on the figure from the fourth quarter of the previous year. 94.6 % of purchases from Spain with destinations in foreign locations was sent to businesses within the European Union.

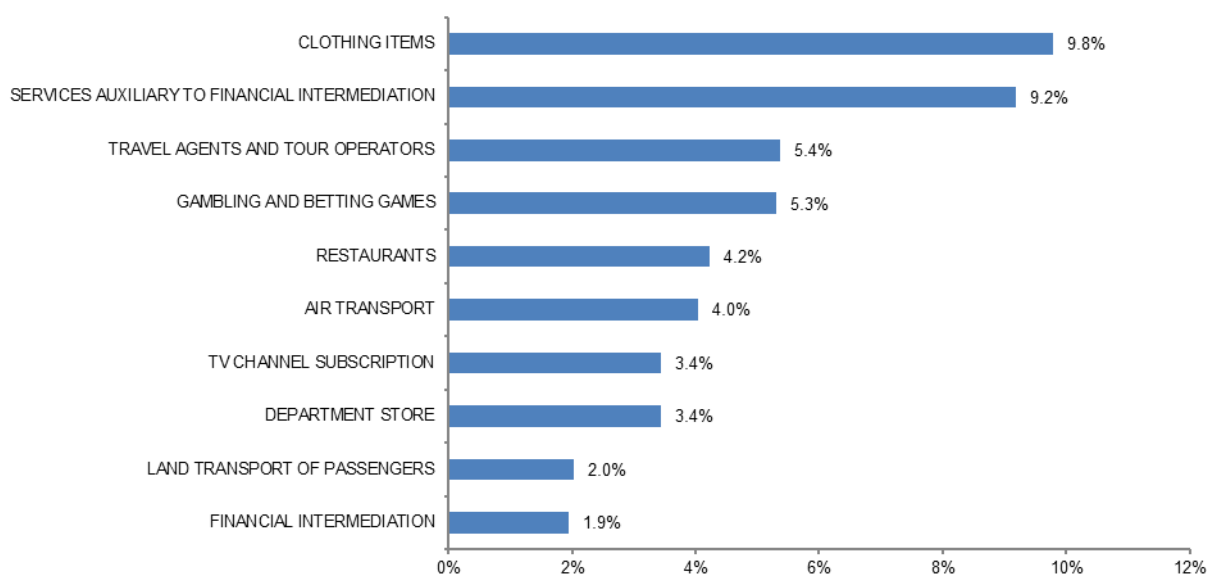
E-COMMERCE TURNOVER FROM SPAIN TO FOREIGN LOCATIONS BY GEOGRAPHICAL AREA (IV-24, percentage)



Source: CNMC

The area of activity with the greatest turnover from Spain sent to foreign locations is clothing (9.8 %).

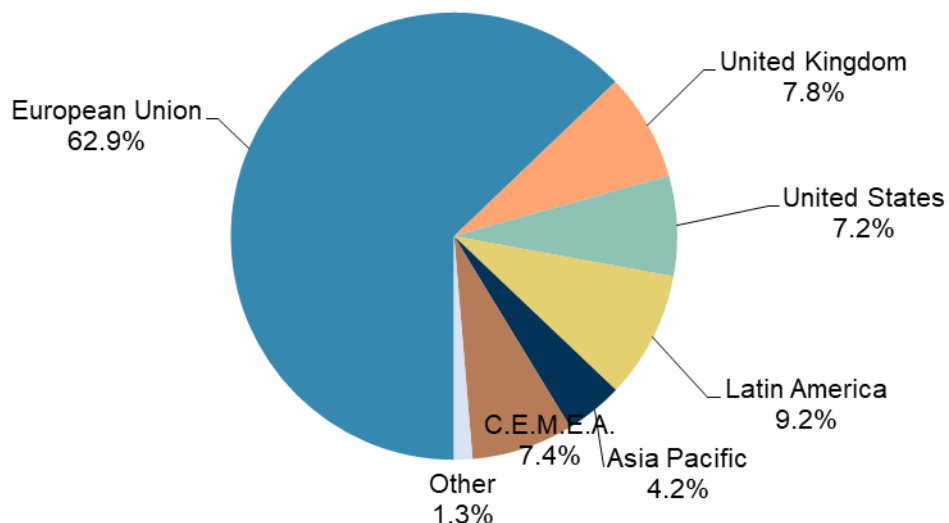
THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER FROM SPAIN TO FOREIGN LOCATIONS (IV-24, percentage)



Source: CNMC

Meanwhile, transactions from foreign locations to Spain have reached a turnover of 2,829 million euros - up 14.3 % on the figure from the fourth quarter of the previous year. 62.9 % of purchases from foreign locations originated in countries within the European Union.

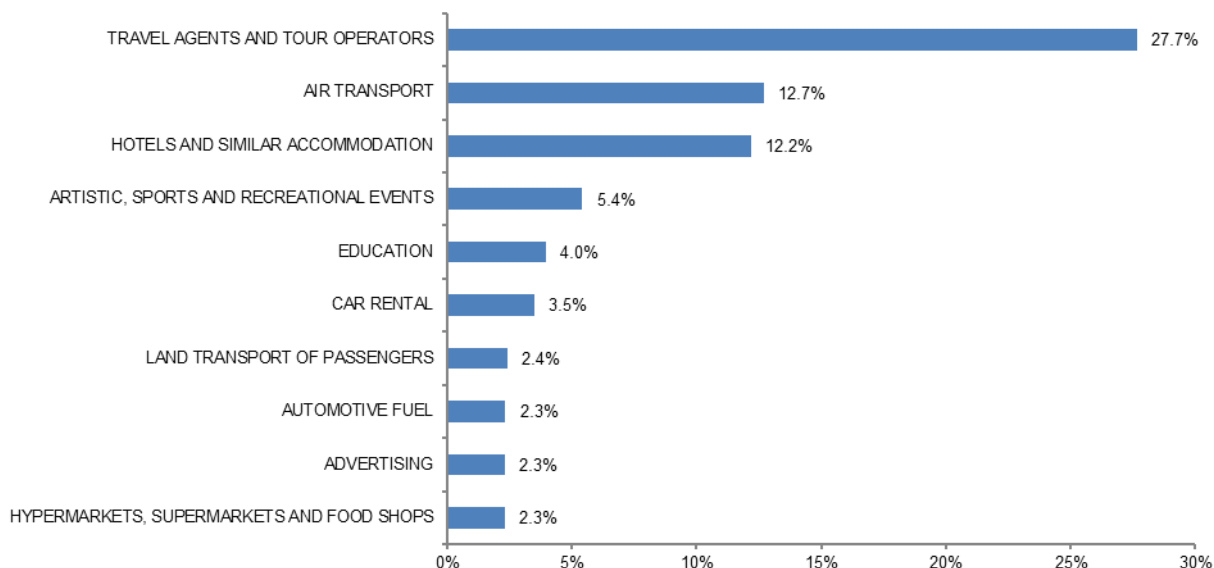
DISTRIBUTION OF E-COMMERCE TURNOVER FROM FOREIGN LOCATIONS TO SPAIN BY
GEOGRAPHICAL AREA (IV-24, percentage)



Source: CNMC

Furthermore, areas of activity related with the tourism sector (including travel agencies, air transport, land transport, car rental and hotels) account for 58.5 % of the purchases to Spain from foreign locations.

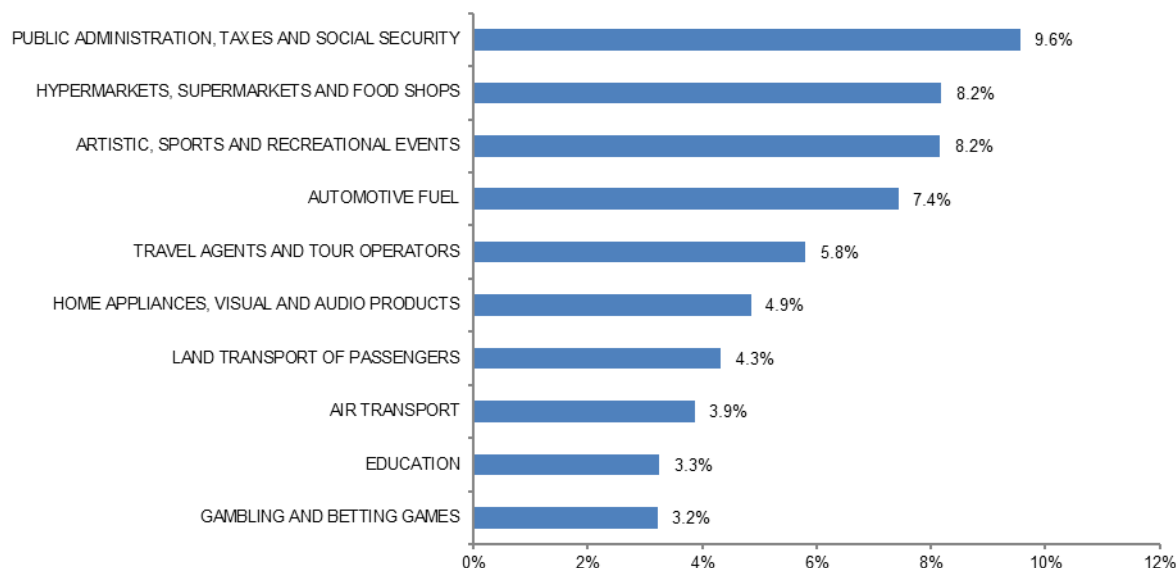
**THE TEN AREAS OF ACTIVITY WITH THE HIGHEST PERCENTAGE OF E-COMMERCE
TURNOVER FROM FOREIGN LOCATIONS TO SPAIN (IV-24, percentage)**



Source: CNMC

Revenue from e-commerce within Spain experienced a year-on-year increase of 6.8 %, reaching 7.091 billion euros. The activity sector with the highest revenue within Spain was public administration, taxes and social security, with 9.6 %.

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



Source: CNMC

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