

ECOMMERCE COUNTRY FACTSHEET

# Spain



Population - 46.75 million  
Capital - Madrid  
Currency - Euro  
Main language - Spanish

21,422m  
USD

The eCommerce revenue amounted to 21,422m USD in Spain 2020

69.8%

With a share of 69.8% the eCommerce market generated the highest revenue in the Spanish digital sector for 2020

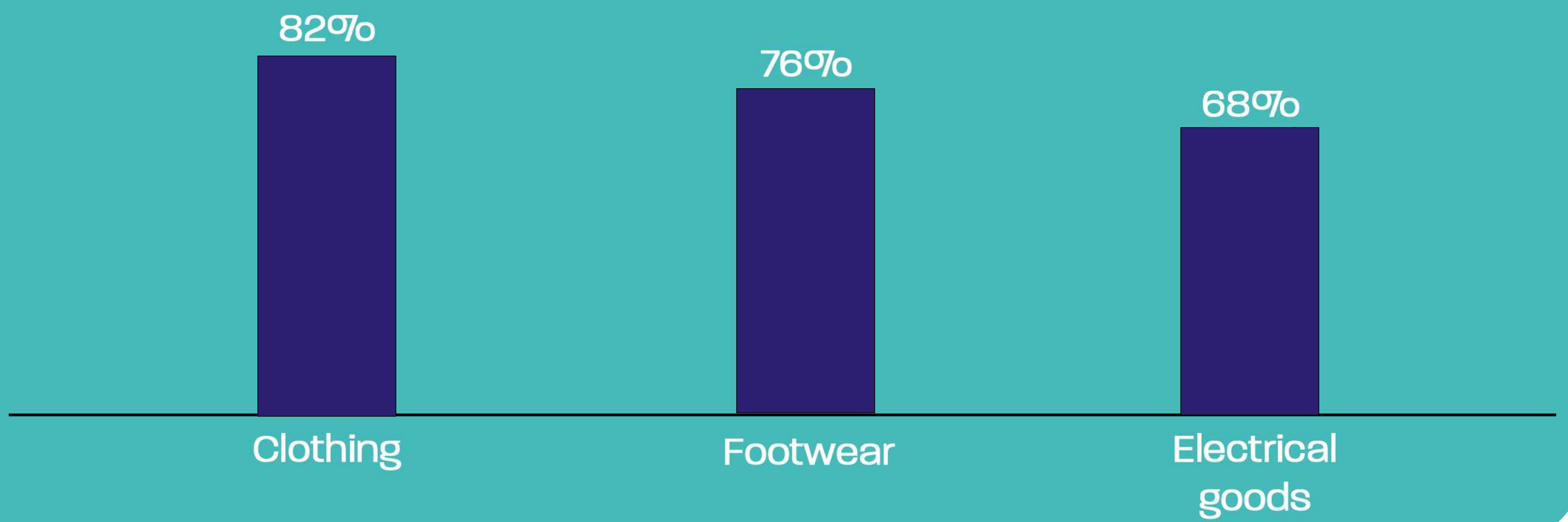
6.7%

Spanish eCommerce revenue is expected to show a positive annual growth on average of 6.7% by 2025

29,607.3m  
USD

The Spanish eCommerce market is expected to reach a market volume of 29,607m USD by 2025

## Sectors Spanish consumers are most interested in...



### The most successful online shops are...

- \* Amazon.es
- \* Elcorteingles.es
- \* Carrefour.es

Other retailers include: Pccomponentes.com, Zara.com & Apple.com

### Shipping methods offered by leading online retailers...

- \* Click & Collect
- \* Correos
- \* SEUR

Other shipping & courier services include: UPS, GLS & DHL

30m

The amount of eCommerce users in Spain 2021 was 30m

76%

Spain saw a net sales growth of 76% from 2018-2020

21%

On average, the top Spanish stores achieved a year on year growth of 21% in 2021