

E-commerce  
Country Factsheet

# SPAIN



## Spain strengthens its position in European e-commerce

Spain's e-commerce market is gaining momentum in 2024, driven by a digitally savvy population and an increasing appetite for cross-border shopping. Social platforms like TikTok are redefining how younger generations engage with brands, fueling a new wave of online purchasing behaviors and expanding the reach of Spanish e-commerce across borders.



**33.8 million**  
online shoppers



**3300€**  
Average spend per shopper



**€95 billion**  
Estimated value of e-commerce



**56%**  
of e-commerce is cross-border

### CONSUMER INSIGHTS

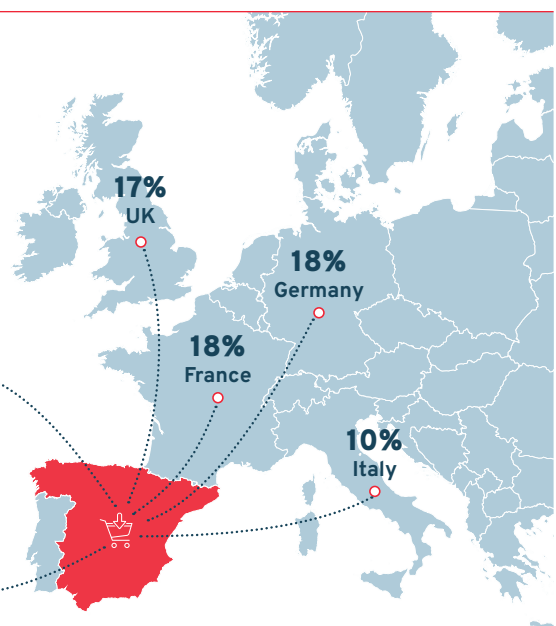
## Cross-border shopping trends remain stable among Spanish consumers

China remained the leading cross-border destination, though its share slightly declined compared to 2023. Most major countries saw minor losses, including Germany, the US, and the UK. France held stable, while Portugal gained 3 points, reflecting increased interest in regional alternatives and smaller markets.



**59%**  
China

**17%**  
U.S.



## The Spaniards mainly shop across borders because of lower product prices

Lower prices remain the main driver in Spain, followed closely by delivery speed and product accessibility. Subscription programs sharply declined in importance compared to 2023.

**Low product prices: 37%**

**Fast delivery speed: 33%**

**Easy to find products: 31%**

**Reliable delivery: 30%**

**Cheap delivery cost: 28%**

## Clothing and footwear remains the main cross-border purchase category

Like in other EU countries, clothing tops the online basket, while electronics and home & garden both gained ground compared to last year, reflecting increased Spanish interest in tech products and domestic upgrades.

**Clothing and footwear: 43%**

**Consumer electronics and accessories: 27%**

**Home and garden: 19%**

**Sport, leisure and hobbies: 18%**

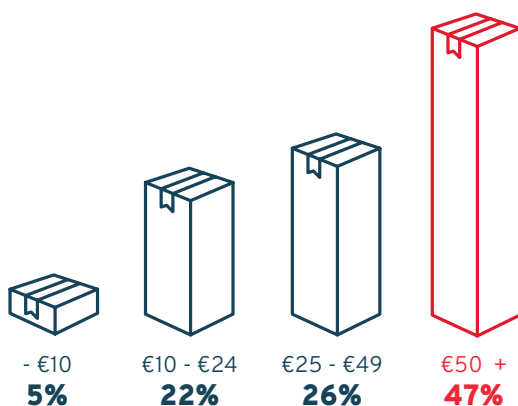
**Personal care and beauty products: 16%**



Landmark Global partners with both postal and commercial logistics operators to deliver your parcels from anywhere to Spain on time and in a cost-effective way.

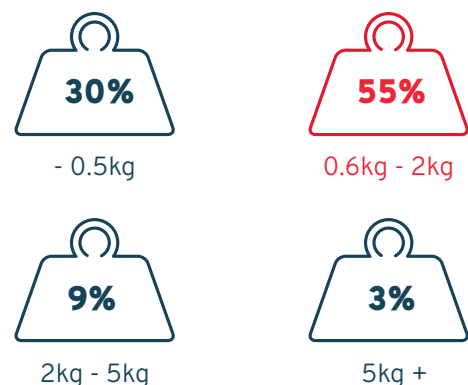
## Higher product value than in previous years for cross-border purchases

Even though Spanish cross-border purchases continue to rise in value, they are now on par with the European average.



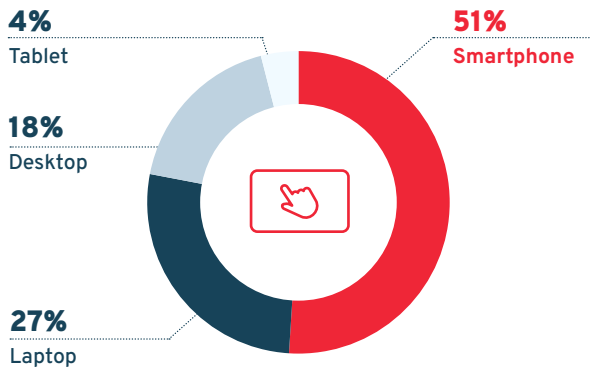
## Mid-range parcels dominate Spanish cross-border shipments

Lighter packages are increasingly rare, making room for a surge in 0.6–2 kg orders. Heavier parcels account for a small share of the total, with only minor shifts from last year.



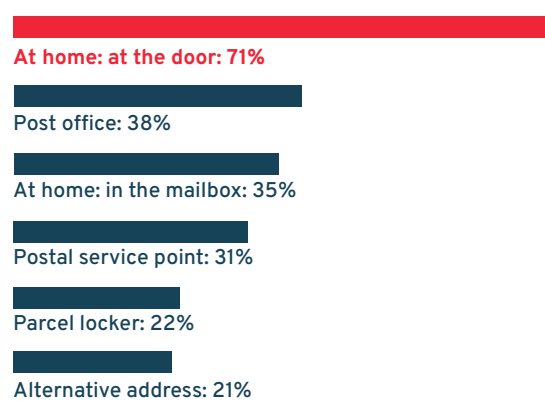
## Mobile devices take center stage among Spanish online shoppers

Although laptops still play a notable role, mobile devices have overtaken all other platforms in popularity. This steady rise signals a clear shift toward on-the-go shopping experiences.



## Delivery at the door is by far the most used delivery point in Spain

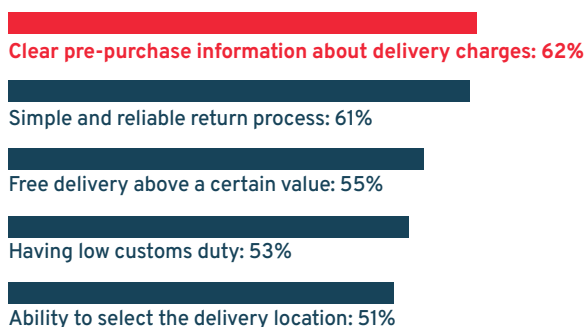
Although the majority still prefer home delivery, post offices, mailboxes, and postal service points maintain strong usage, while parcel lockers have grown in popularity, indicating a broader demand for flexible alternatives.



Landmark Global can deliver your shipments directly to your Spanish customers' doorstep or their selected pick-up location. End-to-end tracking comes with every delivery.

## Transparent costs and easy returns top Spanish delivery demands

Offering free shipping above a certain value and flexible drop-off options remain key, while carrier trust and swift shipping also influence purchasing decisions.



**89%** of the Spaniards follow their parcel via tracking notifications

## Sustainability is slowly gaining importance among Spanish consumers

Sustainability is gaining ground: more Spaniards recycle packaging and accept slower, greener deliveries. Interest in recyclable or minimal packaging stays high, but has dipped slightly since last year.



## Key Takeaways | How to score in Spain as an online retailer

- ✓ Show upfront delivery costs and provide hassle-free returns – top priorities for Spanish shoppers.
- ✓ Optimise for mobile, as smartphones now dominate Spain's online browsing and purchase activity.
- ✓ Offer free shipping above a set basket value and robust tracking – 89 % monitor parcels.
- ✓ Highlight value deals and competitive pricing – cost remains Spanish consumers' primary purchase driver.
- ✓ Use recyclable packaging and flexible delivery options to align with Spain's rising eco-expectations.

## Get in touch with us

Find out how we can help you grow your e-commerce: [landmarkglobal.com/contact](https://landmarkglobal.com/contact)

Read more news & insights: [landmarkglobal.com/news](https://landmarkglobal.com/news)

Follow us on LinkedIn: [linkedin.com/company/landmark-global](https://linkedin.com/company/landmark-global)

## Open your world

Landmark Global is the trusted international logistics partner, powering your e-commerce growth. With a network spanning 220 destinations, our services include international parcel delivery, customs clearance solutions, and returns management. Being part of the bpost group enables us to expand our knowledge and capabilities and provide better e-logistic solutions to our customers.

### Our fully integrated logistics services



Parcel  
Delivery



Returns  
Management



Customs  
Clearance



International  
Mail Delivery

#### Sources

- IPC Cross-border E-commerce Shopper Survey 2024 – Spain Report
- European E-commerce Report 2024 – Ecommerce Europe / EuroCommerce
- Statista



powering  bpostgroup