

E-commerce
Country Factsheet | 2023

SPAIN

E-commerce still on the rise, mainly due to an increase in average spending

92% of all Spaniards shop online, and there's a clear upward trend, as this was 'only' 85% in 2020. It is also remarkable to see that average spending more than doubled since 2020, up to 1,452 euro per shopper. Reaching an e-commerce value of about 27.5 billion euro Spain is in the middle of Europe. The share of cross-border e-commerce fell slightly in 2022.



34.6 million
online shoppers



€1,452
Average spend per shopper



€27.5 billion
Value of e-commerce

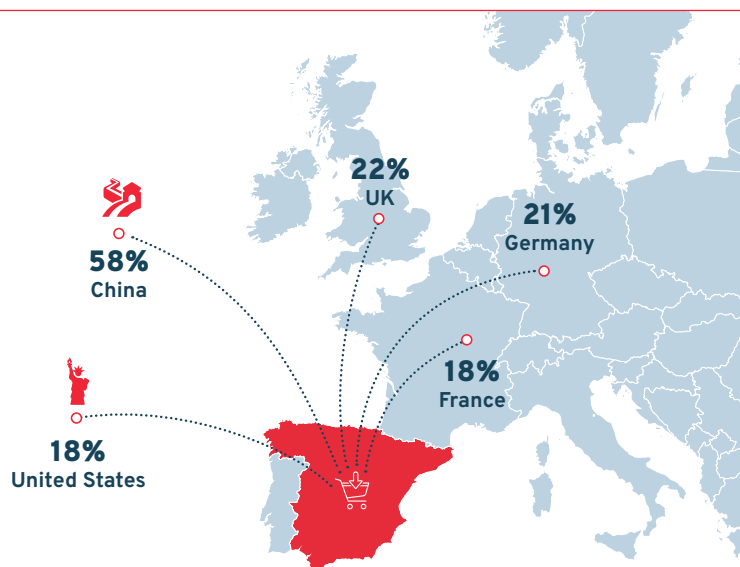


29%
of e-commerce is cross-border

CONSUMER INSIGHTS

China still number one for international orders, but decreasing

When shopping abroad, China steadily remains number one for Spaniards. Still, it's share is declining compared to preceding years. Another country getting fewer online orders from Spain is the UK, that clearly suffers a backlash from EU reforms regarding VAT and customs in relation to Brexit. Meanwhile, Germany and the United States remain stable compared to previous years, while France is on the rise.



Fast delivery and low pricing are driving cross-border orders

Main reasons why Spaniards shop online internationally are the short delivery times as well as low prices. Spaniards are also triggered by loyalty subscriptions.

Fast delivery: 35%

Low prices: 33%

Being member of a subscription programme: 30%

Trustworthy webshop: 28%

Low delivery cost: 27%

Amazon is the most popular cross-border online marketplace in Spain

Amazon and AliExpress are by far the most popular cross-border marketplaces Spaniards buy from. Still, AliExpress' share is on a decline, like eBay's is, while Shein is on a steep rise.

Amazon: 34%

AliExpress: 30%

Shein: 9%

eBay: 6%

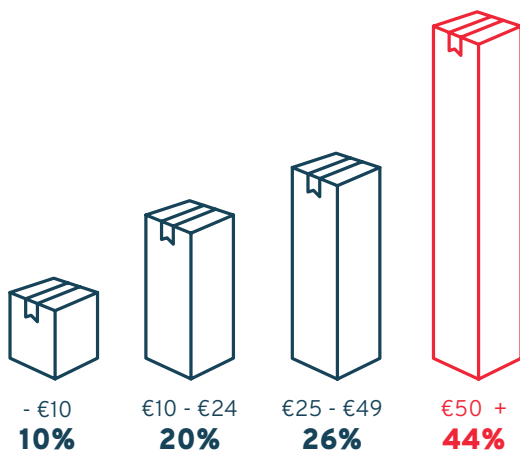
Zalando: 2%



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

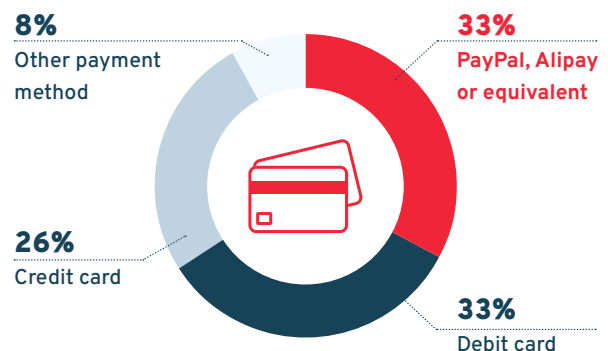
More than 4 in 10 Spanish cross-border purchases are over 50 euros

Compared to previous years, the average value of products has increased in 2022, but remains slightly below the European average. 4 out of 10 online purchases exceed the value of 50 euros.



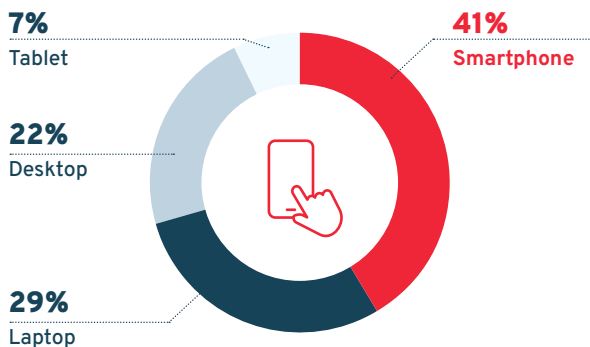
Spanish shoppers prefer paying via digital wallets and debit cards

About 1 of 3 online Spanish shoppers prefers Paypal and similar payment methods and debit cards. 1 of 4 shoppers prefer to pay by credit card for online purchases.



Mobile shopping is on a solid rise

Almost half of the Spaniards prefer to buy mobile. 41% of online purchase is made with a smartphone while 7% is done with a tablet. Smartphone purchases are becoming increasingly popular.



Spaniards prefer home deliveries

For Spaniards, receiving parcels at home is on the top of their preference list. Runner-up is the post office, which is much more popular than in other European countries, followed by deliveries at work.

At home: at the door: 73%

At home: in the mailbox: 41%

Post office: 41%

Postal service point: 24%

Workplace: 23%



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.

Being clear on delivery charges is key

For 2 in 3 shoppers, getting clear information about delivery costs in advance is crucial. An easy return procedure is also essential when selling online to Spaniards.

Pre-purchase information about delivery charges: 68%

Simple and reliable return process: 61%

Free delivery above a certain value: 55%

Having the possibility to choose the delivery location: 53%

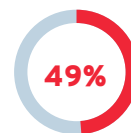
Trust in the delivery company: 52%



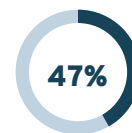
86% of the Spaniards follow their parcel using tracking notifications.

Sustainability is gaining importance

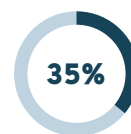
Spanish consumers are becoming increasingly sensitive to the environment. That is why they have been attaching more importance to sustainable aspects of online shopping over the past few years.



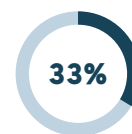
absolutely prefer recyclable packaging



want the packaging to be re-usable



dislike it when parcels are overpackaged



are willing to postpone the delivery date to reduce environmental impact



Key Takeaways | How to succeed in Spain as an online retailer

- ✓ Almost 9 in 10 Spaniards track their parcel. This is above European average.
- ✓ Offer PayPal and other digital wallets as a payment method. Debit cards are popular too.
- ✓ Be clear about the delivery charges and provide a simple and reliable return procedure.
- ✓ Make sure to offer home delivery. Unlike other Europeans, Spaniards are more in favour of post office deliveries.
- ✓ Make sure your packaging fits the content. Spaniards don't approve of overpacked products.
- ✓ Be sustainable. Almost half of Spanish online shoppers prefer recycable and re-usable packaging.

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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

- Euromonitor
- IPC Cross-border E-commerce Shopper Survey 2022 – Spain Report
- E-commerce in Europe 2021 (Postnord)

