

# Digital Insights: Spain



# Introduction

---

Spain is the 13th largest market for eCommerce with a revenue of US\$27 billion in 2021, placing it ahead of Italy and behind Russia.

With an increase of 17%, the Spanish eCommerce market contributed to the worldwide growth rate of 29% in 2021. Revenues for eCommerce continue to increase. New markets are emerging, and existing markets also have the potential for further development. Global growth will continue over the next few years. This will be propelled by East and Southeast Asia, with their expanding middle class and lagging offline shopping infrastructure.

However, please note that Spaniards pay attention more to the discounts and better offers than to the brand name when deciding where to buy.

As for the devices people use, so do not be surprised that the computers are still the primary devices to buy goods online. Spaniards also watch TV a lot, and almost half of the population uses Smart TV, therefore, you can definitely take advantage of this.

# The Spanish Online Consumer

The most intensive buyers are Spaniards in the age between 16 and 34 y.o.  
**13%** of them buy 3 or 4 times a week.

**59.6%**  
of men making online  
purchase



**48.8%**  
of women making  
online purchase



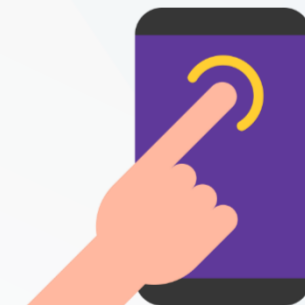
**61.7%**

of Spaniards return to the site  
where they have already  
bought due to the prices



**92%**

Visited an online  
site or store

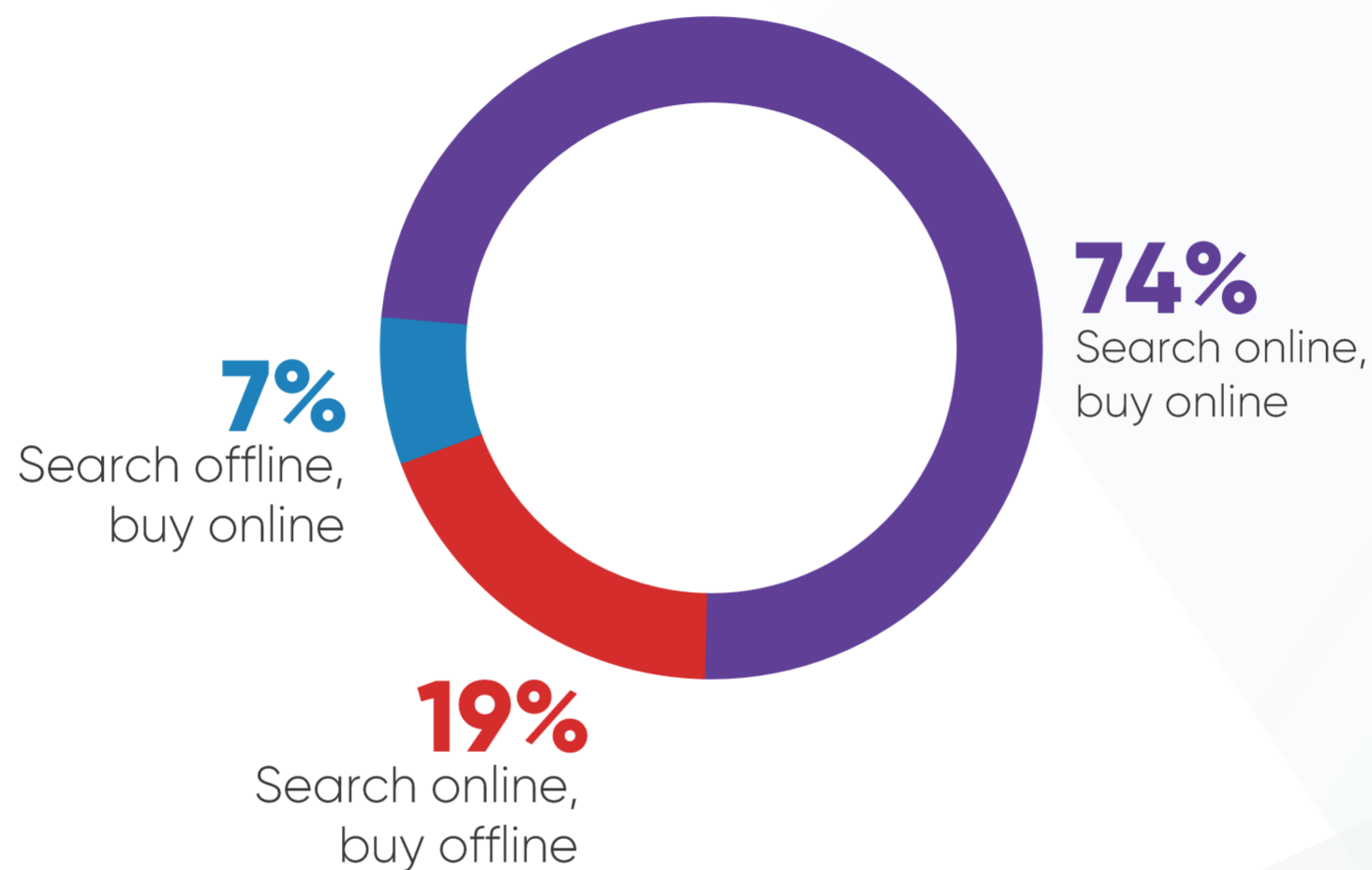


**74.8%**

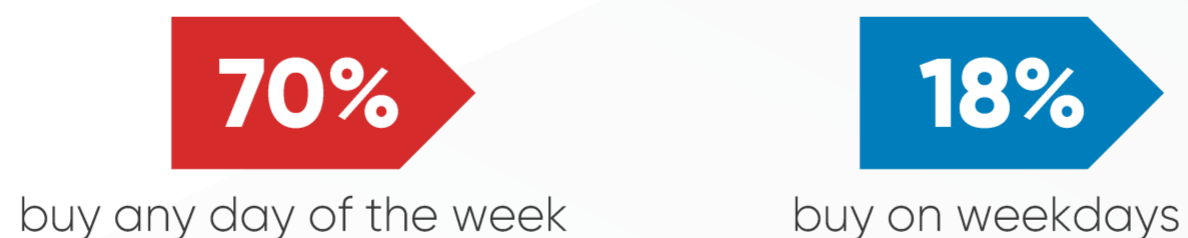
Used a Shopping  
app on a mobile  
phone/tablet

# E-Consumer Behavior

**79%** of Spaniards say they have made an online purchase last month.



## Buying behavior by time

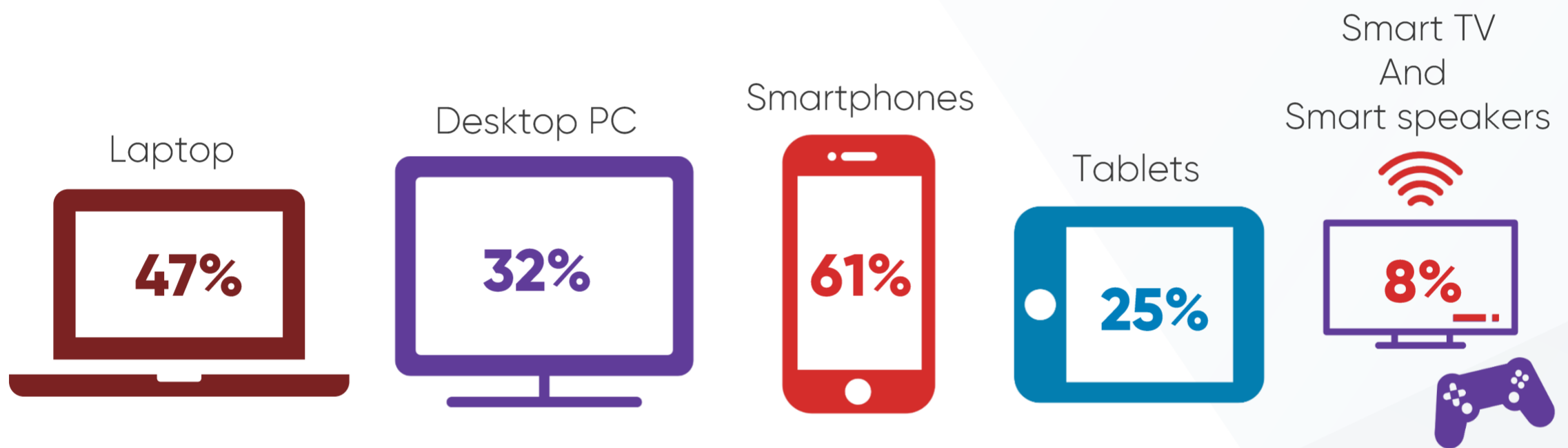


The omnichannel shopping has grown 8 points from **70%** to **78%**

# Internet and device usage

**94%** Spaniards have access to the Internet.

## Which devices have Spaniards used for online shopping?



The consumers have high brand recognition as **60%** of all e-commerce traffic is direct.

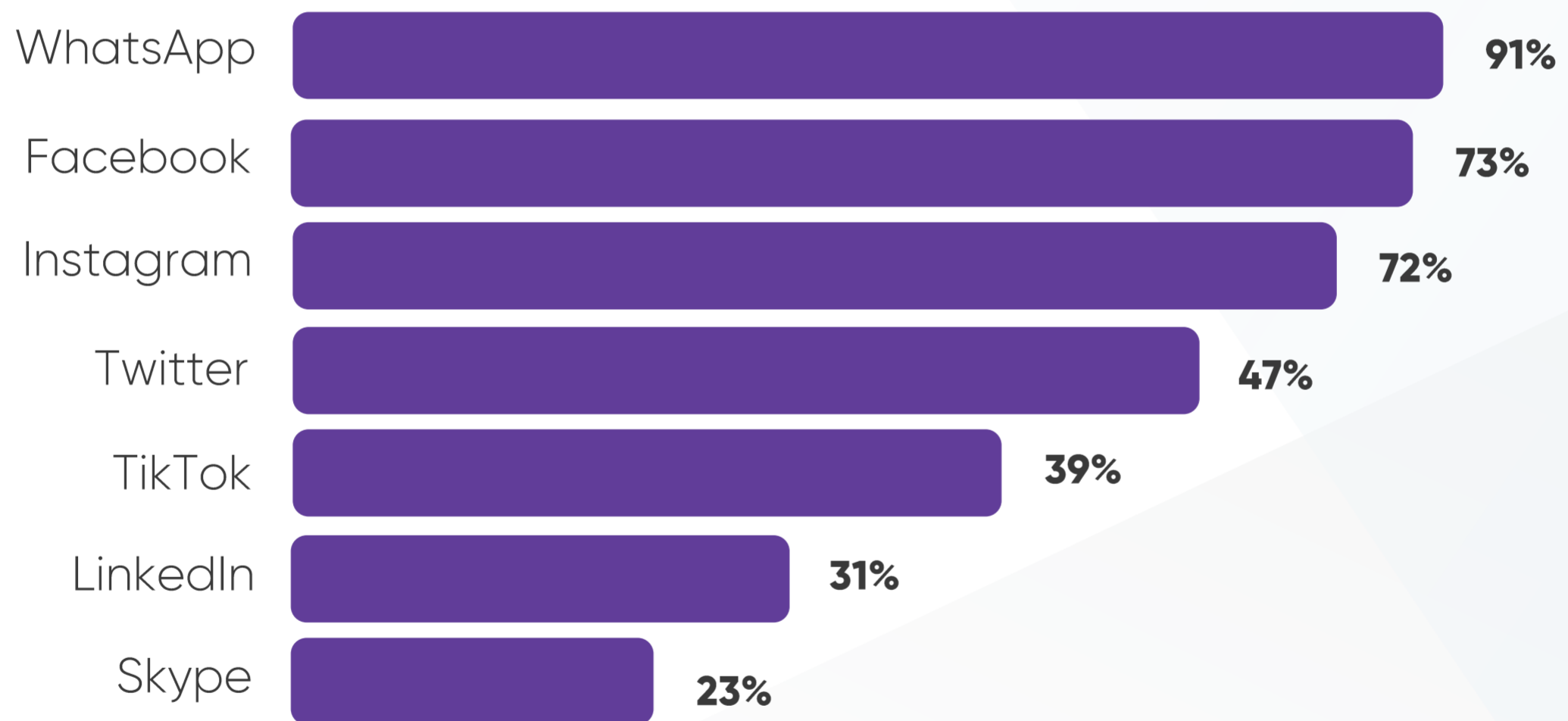


# The role of Social Media

---

Number of social media users - **40.70 million**. It is **87.1%** of social media users among total population in Spain.

## The most popular Social Media



# E-commerce growth by category

Total ecommerce revenue across all product categories is US\$23 billion, expected to reach US\$29.6 billion by 2025. Fashion is currently the leading product category, accounting for US\$7 billion market share.

**9.27\$ bn**



Fashion and  
beauty

**9.66\$ bn**



Electronics and  
physical media

**2.44\$bn**



Food and  
personal care

**3.20\$ bn**



Furniture and  
appliances

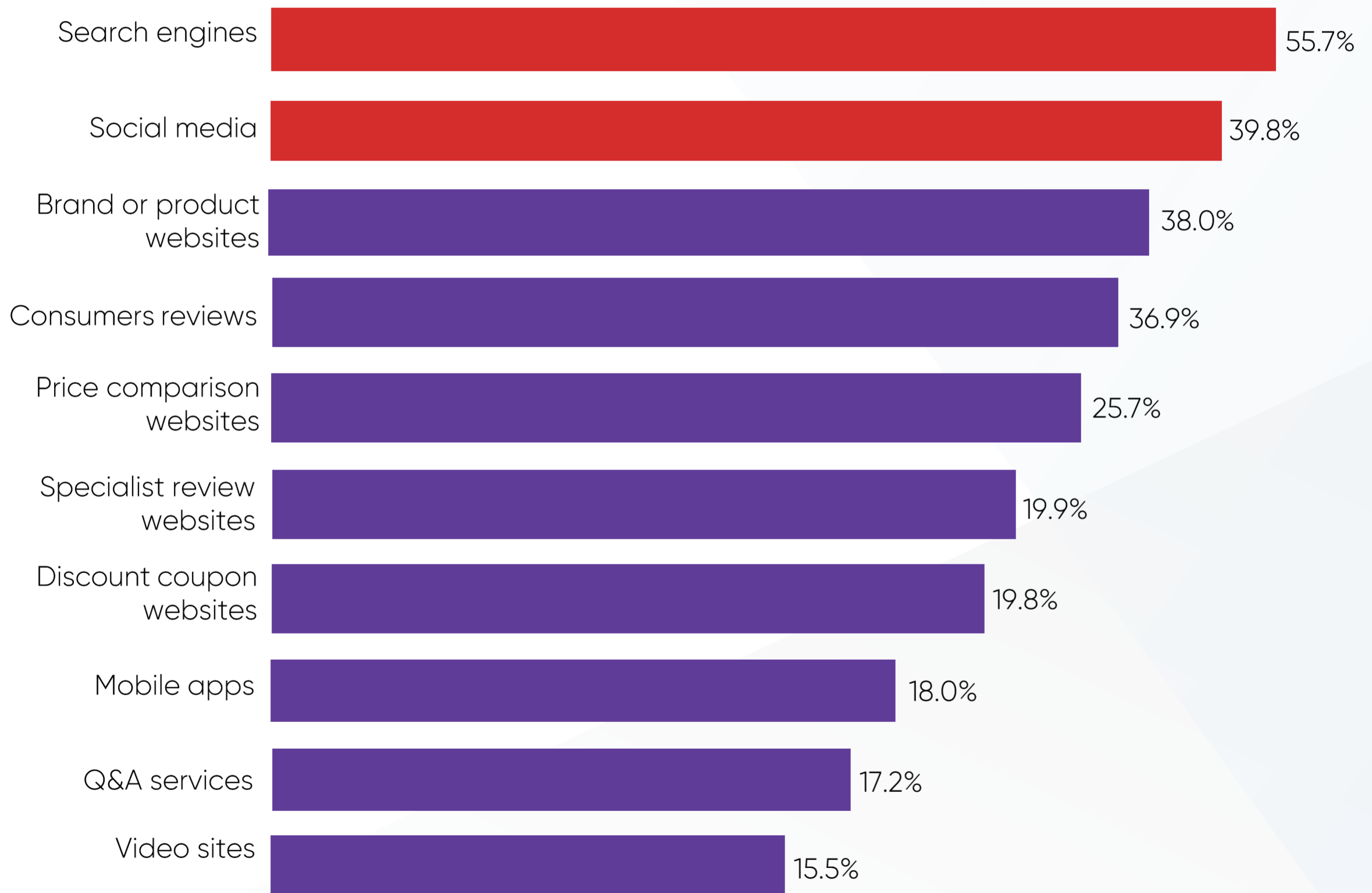
**2.50\$ bn**



Toys, DIY and  
hobbies

# Primary Channels for Brand Research

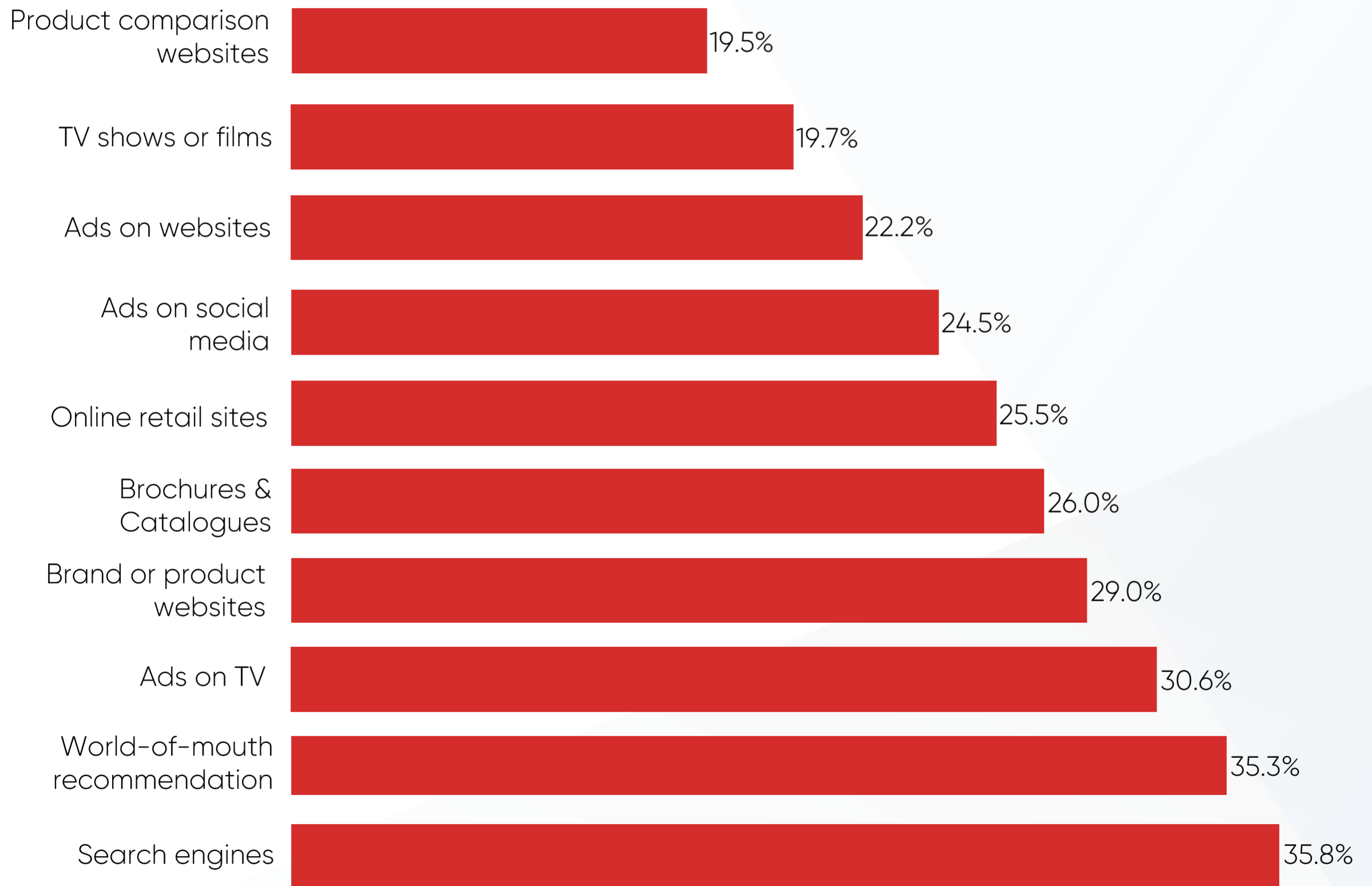
A survey in 2021 found that search engines are the main channel for brand research. Social networks take the second rank.





# Sources of New Brand Discovery

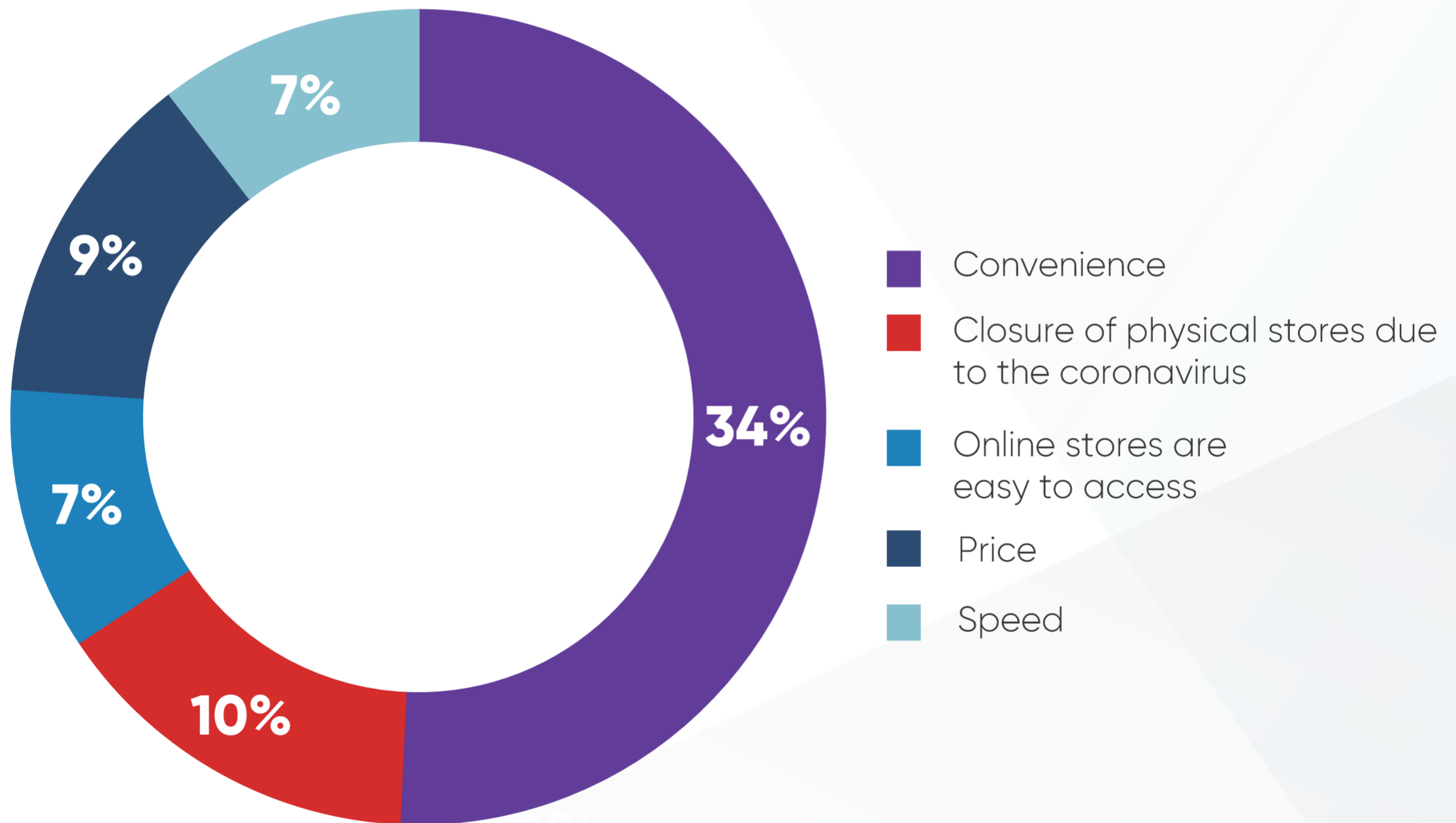
According to the DataReportal research, search engines are the primary source for new brand discovery in Spain.



\*Percentage of internet users aged 16 to 64 that uses each channel when researching brand

# The reasons to buy online

**94%** of Spaniards say that a wide range of products is important for them.



**47%** of Spaniards are concerned about personal data protection.

# Sales and discounts matter

**67.8%** of Spaniards are mainly focused on free shipping/delivery.

**47%** make a purchase applying coupons and discounts



Low Brand Loyalty

**95%**

of Spaniards consider price a determining factor

**61%** of purchasers wait for Black Friday's sales or discount coupons to buy online



**14.8%** bought a second-hand item via an online store



# Smart TV and Radio

Millennials are the main TV target audience: they spend  $\frac{3}{4}$  of their time watching television through CTV.

99.8%

of Spaniards  
own a television

38.4%

of Spaniards  
Listen to music  
streaming services

44%

of homes with  
Smart TV are  
connected to the Internet

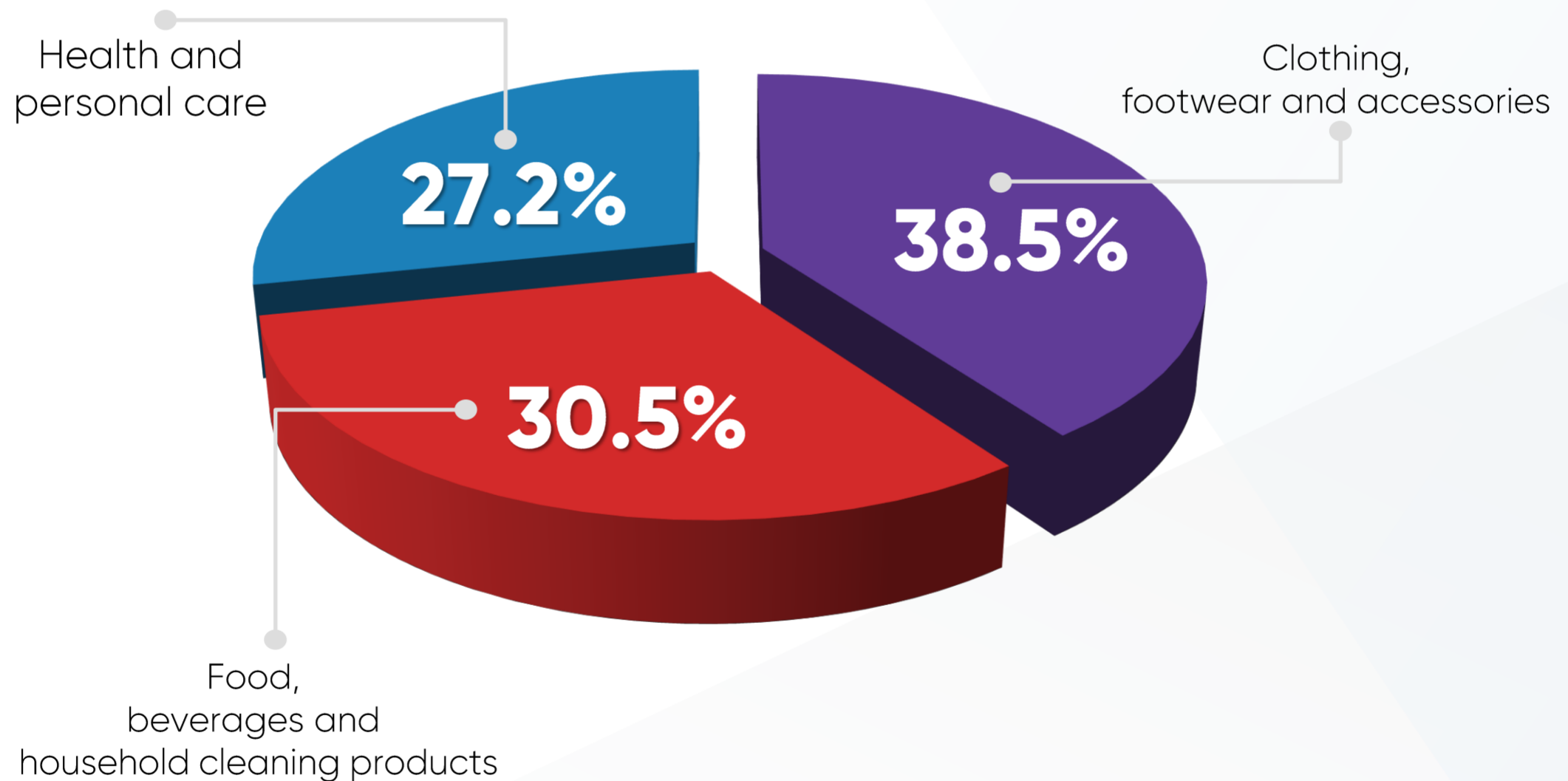


24.5% of Spaniards listen to radio shows or stations every day.

# Influence of COVID-19

The consumption of social and digital content increased by **143%** during the COVID-19.

## The most purchased product categories during the lockdown



# Online purchase drivers

Free delivery and cash on delivery option are the main online purchase drivers among Spaniards.



Please contact us if you need more detailed information

**info@nt.technology**

