



# A focus on Spain

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

To help you understand how consumers in different countries shop online, we've created a series of Country Reports.

In this report, we uncover what's important to online shoppers in Spain. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

**Whether you already sell to Spain or are considering doing so, these insights can help you expand into this market.**

**Key**

- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average

🔍 2024 Online Shopper Trends



To find out more about the data used in this report, [click here](#)

## What does Spain buy online?

Online shoppers in Spain regularly look online for what to buy next – **75% browse online at least once a week** and 39% make a purchase this often. But what do they buy most often?



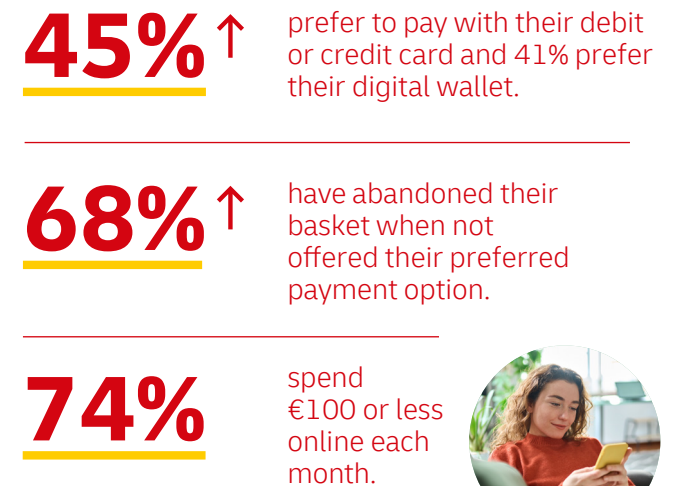
**37% of Spanish consumers have an online shopping subscription.** Of these people, 56% subscribe to clothing items and 39% to beauty products. If you don't already offer a subscription service, it might be time to consider one.



### How does Spain shop online?



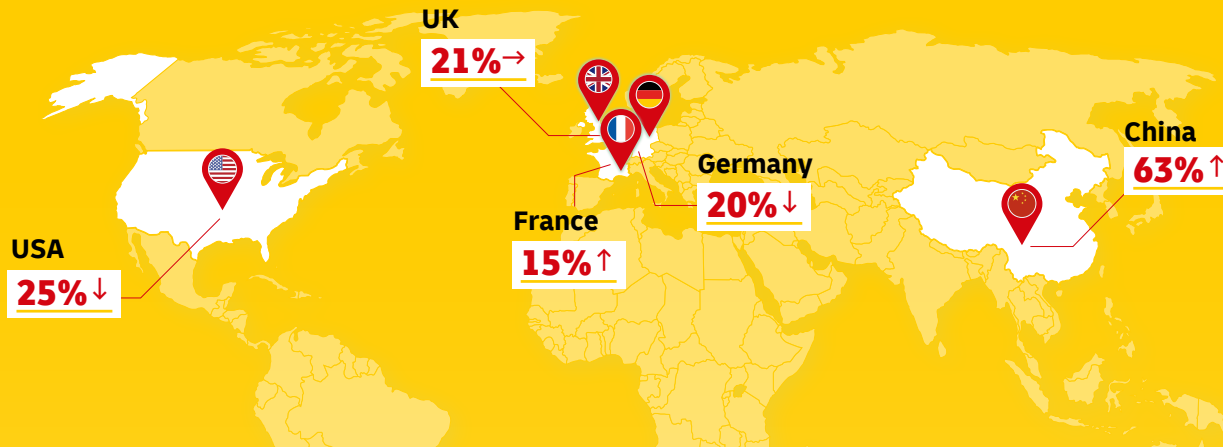
### Spending habits of Spanish shoppers



## Selling to Spain

64% of Spanish consumers buy from abroad, and 57% do so at least once a month. If you're thinking about selling to this country, it's important to know why these shoppers do or don't buy from abroad to meet their expectations and ease any concerns.

## Which countries do Spanish shoppers buy from?



### Why do they buy from abroad?

**63%** ↑

To get lower prices.

**32%** ↓

The product isn't available in Spain.

**30%** ↓

A wider choice of products.

### Why don't they buy from abroad?

**49%** →

Fear of fraud.

**46%** ↓

Longer delivery times.

**37%** ↑

Prefer to support their own economy.



**Consider offering free, simple returns to these shoppers – 63% would feel more reassured when buying from abroad if they could return their purchases for free.**

Q 2024 Online Shopper Trends



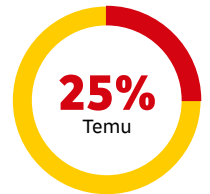
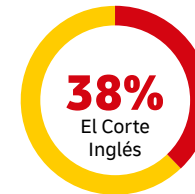
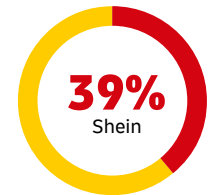
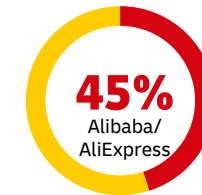
**99%** ↑ of Spanish shoppers buy from marketplaces.

**COUNTRY TRENDS REPORT**



**89% of people in Spain say that reduced prices are important to them**, so it's no surprise that marketplaces are so popular. They give consumers access to a wide range of products at different price points.

### Which marketplaces are most popular with Spanish shoppers?



## Do you run an e-commerce business in Spain?

For online retailers looking to expand abroad, there are opportunities to grow your business. **7% of global shoppers buy from Spain.**

**Spanish goods are most popular with shoppers in:**



Argentina



Morocco



France

# How do Spanish shoppers want to receive and return their orders?

With 51% of Spanish shoppers frequently abandoning their basket if not offered their preferred delivery option, it's vital to know what they want to secure those sales.

COUNTRY  
TRENDS  
REPORT



Paperless returns are more popular in Spain than in any other European country – 30% would prefer to scan a QR code in-store or at the parcel locker.



74% of Spanish shoppers want to be able to redirect their parcel to a safe place or change the delivery day if they are not home to receive their order.



People in Spain prefer delivery costs to be incorporated into the cost of what they are buying – 61% would rather pay delivery charges this way. If you're selling to Spain, it's important to keep this in mind as 42% will abandon their basket if delivery is too expensive.



97% ↑

say delivery options influence where they shop online.



74% ↑

say free delivery would improve their online shopping experience.



47% ↑

feel frustrated if they have to pay for returns.



61% ↓

say it's important to know who the delivery provider is before clicking 'buy now'.



2024 Online Shopper Trends





## Anything else to know about this market?



**42%** ↑ always use a laptop or desktop.  
vs  
**34%** of global shoppers always use a laptop or desktop.



**43%** ↓ always use a smartphone to shop online.  
vs  
**57%** of global shoppers always use a smartphone.

### Why are Spanish shoppers abandoning their baskets?

**42%** ↑

Delivery is too expensive.

**34%** ↑

Unexpected costs at checkout.

**29%** ↓

They find the items cheaper elsewhere.



**77%** ↑

prefer to create or have an account with an online retailer instead of using a guest checkout.

**67%** ↑

have subscribed to a retailer's email newsletter to receive discount codes or rewards.

## How important is sustainability to Spanish shoppers?

Spanish consumers are becoming more environmentally conscious, but that doesn't mean they are willing to pay more to be more sustainable.



say sustainability is important to them when shopping online.



want to know how climate-friendly their delivery is.



would never choose to pay more for a more sustainable delivery or more eco-friendly packaging.



# Interested in finding out more?



Read our series of Online Shopper Trends Reports for data and insights that can support business growth in new or existing markets.



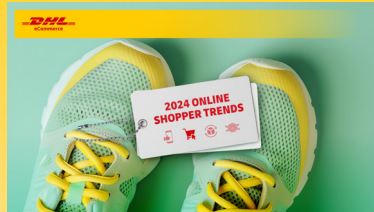
## E-Commerce Trends Report

Why do online shoppers really abandon their baskets?



## Cross-Border Buying Report

Why are online shoppers buying from other countries (and how can you sell to them)?



## Online Purchasing Behavior Report

What's driving shoppers to spend and subscribe online?



## Beyond the Basket Report

What's really influencing the buying decisions of social, sustainable and cross-border shoppers?



## Delivery & Returns Report

How can businesses create a seamless delivery & returns experience?



## Country Reports

Want to know what matters most to shoppers in a specific country?

## LET US HELP GROW YOUR BUSINESS

At DHL eCommerce, we can help you expand within and beyond borders. Discover how our best-in-class products can support your business.