

Clicks, carts & conversions in Spain



What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

Key

↑ = Higher than global average

→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic Spanish market

80% ↑

make purchases during Black Friday weekend

The Black Friday shopper

73% ↑

say sustainability is important to them when shopping online

The sustainable shopper

67% ↑

buy from online retailers based in other countries

The cross-border shopper

50% ↓

buy directly from social media platforms

The social shopper

44% ↓

buy refurbished or pre-owned items online

The refurbished and recycled shopper

33% ↓

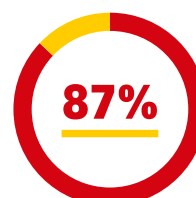
have an online shopping subscription

The subscription shopper

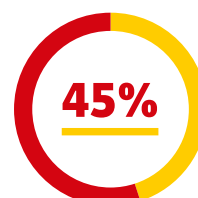


99% buy from marketplaces

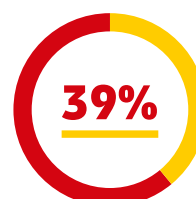
Which ones do they buy from the most?



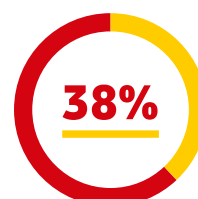
Amazon



Shein



Alibaba/
AliExpress



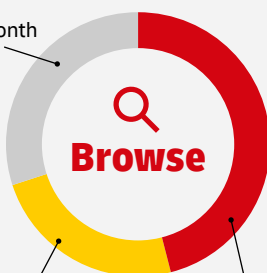
elcorsteingles

The conversion challenge: Turning browsers into buyers

Shoppers in Spain browse more than they buy. But if you get the experience right at every touchpoint, your business can turn clicks into sales.

30% ↑

Once a month or less



24% ↑

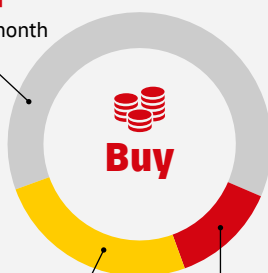
Once a week

46% ↓

At least two to three times a week

62% ↑

Once a month or less



25% ↓

Once a week

14% ↓

At least two to three times a week



What device do they use to shop?

Smartphone

88% ↓

Laptop/desktop

85% ↑

Retailer's mobile app

72% ↓

Voice commands

27% ↓



How do they pay?

Credit or debit card

93% ↑

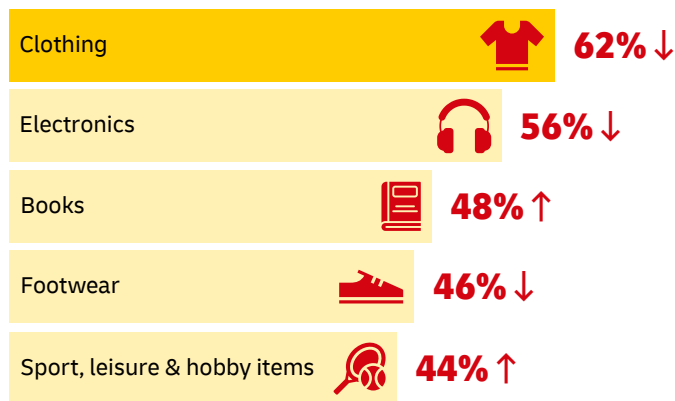
Digital wallet

76% ↑

Buy Now, Pay Later

44% ↓

What do Spanish shoppers buy online?



39% ↑
buy electronics during Black Friday sales

31% ↓
buy clothing from retailers in other countries

34% ↑
buy refurbished or pre-owned books

30% →
buy footwear on marketplaces

33% ↓
buy clothing via social media

30% ↑
buy sport, leisure & hobby items on subscription

The shift to more sustainable choices

51% of Spanish shoppers say sustainability will become more important to them in the next five years.

29% ↑
would switch to collection or drop-off to be more sustainable

71% ↓
buy sustainably-sourced items at least a few times a year

41% ↓
would likely use a retailer's recycling or buy-back program

29% ↓
have abandoned their basket due to sustainability concerns

44% ↓
buy pre-owned or refurbished items online

51% ↓
say free and easy returns would make them use a retailer's recycling or buy-back program

57% →
want to know the environmental impact of their delivery

79% of Gen Z shoppers and 76% of Baby Boomers in Spain say sustainability is important to them, compared to **70% of Millennials** and **68% of Gen X shoppers**.

Social shopping: connecting trends with the cart

1 in 2 shoppers in Spain have made a purchase on social media, and 61% say it could become their top shopping destination by 2030.

82% →
say trends or viral products influence their buying decisions

58% ↓
are interested or somewhat interested in live-streamed shopping events

53% ↓
say offers or discounts on social media influence their buying decisions

Keeping up vs. buying: generational differences

Gen Z are the biggest social shoppers in Spain, and they mainly buy from Instagram and TikTok. Baby Boomers don't shop on social media as much but are more likely to use it for shopping inspiration.

Do Spanish shoppers believe the Black Friday hype?

80% buy online during Black Friday or Cyber Monday – but 12% don't believe the hype.

51% are motivated by limited-time offers during Black Friday. Gen Z and Millennials lead in activity, while Baby Boomers are the least likely to trust retailers' offers and prices.

How much do Spanish shoppers buy and do they trust retailers' Black Friday offers?

	Buy more or the same	Buy less or not at all	Completely or mostly trust retailers' offers
Gen Z	80%	20%	56%
Millennials	84%	16%	49%
Gen X	79%	21%	46%
Baby Boomers	77%	23%	36%

What does it take to win over Spanish shoppers?

From high delivery costs and long delivery times to not being offered their preferred options for receiving or returning their orders, the barriers to purchase for Spanish shoppers are clear. To turn browsers into buyers, you need to provide the delivery and returns options these shoppers want – otherwise, they're likely to walk away instead of clicking 'buy now'.



What frustrates these shoppers?



What improvements do they want?

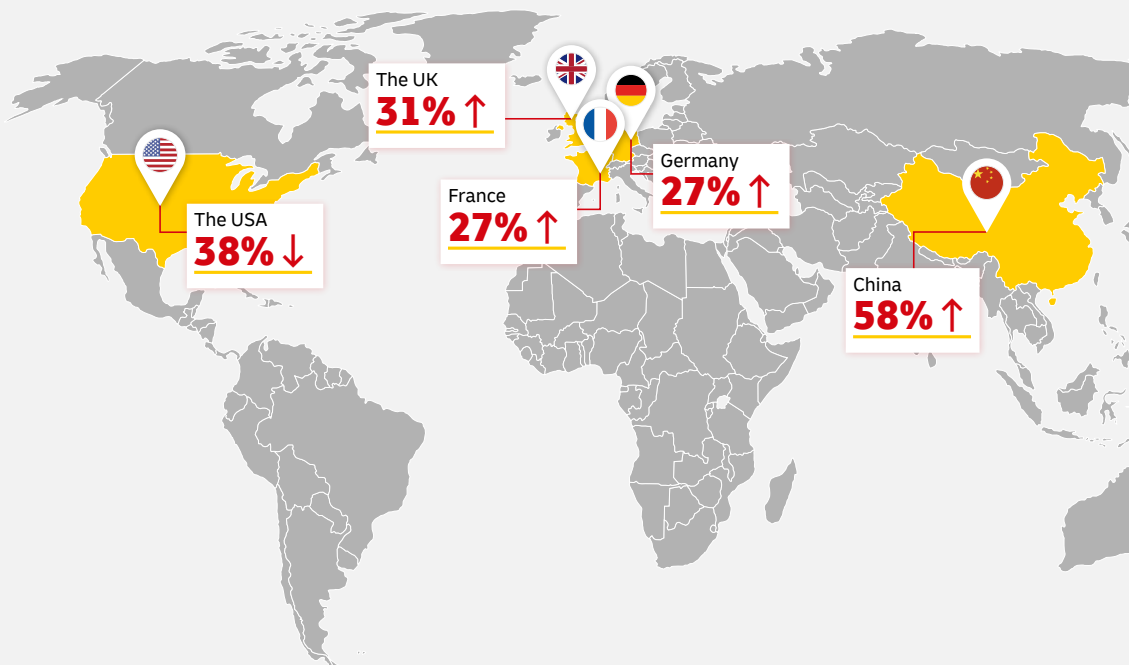


What makes them abandon their baskets?



Where does Spain buy from?

67% of shoppers in Spain buy from retailers in other countries – and 27% do so at least once a month. This rises to 45% for subscription shoppers and 35% for Gen Z shoppers in this market.



52% ↑

buy from other countries to get lower prices

42% ↓

don't buy from other countries due to longer delivery times

58% ↑

say free delivery would make them feel more confident buying across borders

Who buys from Spain?



Argentina



Italy



France

Do you run an e-commerce business in Spain?

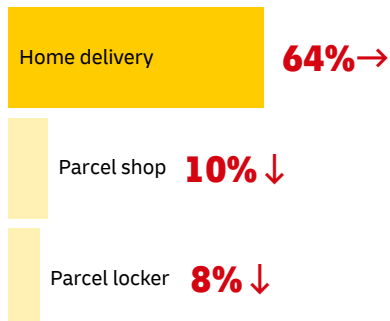
Expanding into new markets could be your next big growth opportunity. [Find out more](#) about our fast, affordable and reliable international delivery and returns.

How can you deliver on their expectations?

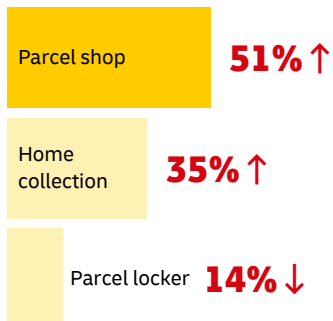
4 in 5 Spanish shoppers will abandon their baskets if their preferred delivery and returns options aren't available. Demand for out-of-home returns is high in this market, with more than half of shoppers choosing a parcel shop for their returns.

[Explore the increasing popularity of out-of-home.](#)

Delivery preferences



Returns preferences



64% ↓

won't buy from an online retailer if they don't trust the delivery provider



70% ↓

won't buy from an online retailer if they don't trust the returns provider

How do they track and redirect their parcels?

If they're not home to receive their parcel, they prefer to:



34% ↓

track and redirect their deliveries using the delivery provider's app



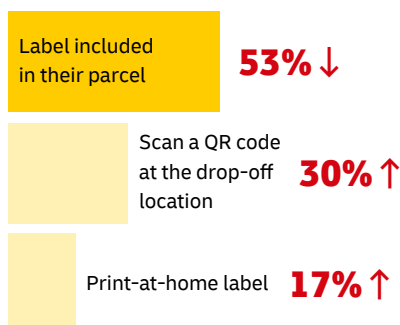
30% ↑

use the delivery provider's website

Return to retailer

58% of shoppers in Spain have returned an item to an online retailer, with 94% returning up to 30% of their purchases. Gen Z, social shoppers and refurbished shoppers are the most frequent returners. [Review the global returns landscape.](#)

What are their return label preferences?



Top reasons for returning items:

1. Poor quality
2. Wrong size
3. Damaged during transit
4. Doesn't look like the image
5. Doesn't suit them

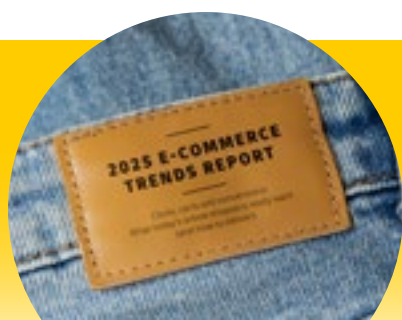


34% ↓

have spent more to get free delivery, then returned the extra items

65% ↓

prefer to return items via out-of-home locations



Unpack even more global insights...