

## Press Release

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### **Further Potential for Development in Spanish B2C E-Commerce**

**In its latest "Spain B2C E-Commerce Report 2012", Hamburg-based secondary market research firm yStats.com presents recent facts and figures on the Spanish B2C E-Commerce market. Aside from trends, revenue figures and market shares, the report covers successful product categories, Internet user and online shopper figures and leading players in Spanish B2C E-Commerce.**

Despite the annual increase in the number of online shoppers in Spain between 2006 and 2011 by a low percentage figure, less than one third of all Spanish consumers shopped online in 2011. This figure is particularly low compared to the EU average, which was more than 40%.

#### **Spanish online Shoppers favor Travel Services**

For 2012, Spanish B2C E-Commerce is forecasted to grow by a low double digit percentage figure. In 2011, more than half of all Internet users made purchases online, spending more than 800 Euro on average. The most popular products and services among Spanish online shoppers in 2011 were "holiday accommodation" and "other travel services", "tickets and events" and "clothing and sporting goods". Major concerns voiced by Spaniards regarding online shopping are the misuse of personal data and the safety of online payments. Online food shopping has not yet been able to successfully establish itself in Spain and is only practiced by a low one-digit percentage of consumers. However, more than half of all individuals who order food online do this almost ten times per year.

#### **M-Commerce and Social Networks increasingly important in B2C E-Commerce**

Mobile shopping is very popular in Spain. Even though less than 10% of all smartphone users make purchases via mobile phone, more than 40% of those who do conduct monthly mobile purchases. Overall, in Spain, revenue in mobile retail has increased more than sevenfold between 2010 and 2011. Aside from mobile shopping, social media sites also spur B2C E-Commerce in Spain. Almost 50% of all social media users in Spain read product and service reviews on social networks prior to making a purchase.

#### **Computer and Consumer Electronics Companies popular with by Internet Users**

The "Spain B2C E-Commerce Report 2012" by yStats.com shows that online shops operated by computer and consumer electronics retailers in Spain draw the highest numbers of visitors. Movistar, Orange, Apple and Vodafone are four of the five most successful companies there. Only one mass merchant, El Corte Ingles, which launched its mobile shop in early 2012, comes in third place ranked by the number of unique visitors. Amazon is only in eighth place. Late in 2011, the Internet giant opened its Spanish Kindle Store, with almost 1 million titles on offer.

With more than 50% online shoppers of all Internet users, the Spanish B2C E-Commerce market is well developed, but it still partly trails behind the European average. Trends like mobile shopping and online food shopping are not yet well established, but they continue to gain ground.

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