

## Online trade revenues in Spain exceed 1.5 billion for the first time

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The sale and purchase of goods and services over the Internet accounted for a turnover of 1.5031 billion euros during the third quarter of 2009, a record figure, according to the latest report on E-commerce published by the CMT. The turnover recorded between July and September 2009 is the highest obtained to date, with an year-to-year increase of 13.2%.

The number of transactions recorded during the third quarter of 2009 also marked a record high: 18.57 million transactions. Compared to the same period in 2008 the number of transactions grew by 8.5%. The positive figures for the third quarter of 2009 confirm the upward trend that commenced during the second quarter following several months of decreased turnover.

Broken down by activity sector, operations linked with tourism (travel agents, air transport, passenger transport and hotels, apartments and campsites) were again the most important in terms of income, representing more than 40% of total revenues with 605.9 million euros. Direct marketing continued to hold second place in the ranking, with a turnover of 112.3 million euros, followed by games of chance and betting, with 85.7 million euros.

Purchases made on Spanish websites were the most important in terms of revenues, representing 54.9% of all income from e-commerce, and reaching 824.9 million euros. This category includes purchases made in Spain from Spanish websites (650.6 million euros) and purchases made abroad on Spanish websites (174.3 million euros). Meanwhile, purchases made from Spain on foreign websites accounted for 45.1% of the total income, reaching 678.3 million euros.

### **Electronic transactions carried out in Spain**

As has been the case in previous quarters, the EU was the most sought-after destination for Spanish buyers. These transactions represented 88.4% of all transactions and amounted to 599.5 million euros. The USA was in second place, with 5.9% of the total and a turnover of 40 million euros. The most sought-after activities were air transport with 11%, games of chance and betting with 10.2% and travel agents, legal services and accounting services, with 8%.

### **Online purchases from other countries fell by 22.6%**

Foreign consumers spent 22.6% less than they did during the same period in 2008. In all, Spanish companies invoiced 824.9 million euros in their online activities. Most foreign purchases using Spanish websites weremade within the European Union (133.9 million euros), accounting for 76.8% of the total. The highest percentage of foreign electronic sales made in Spanish online stores was in the tourist sector, representing 70% of all expenditure, followed by education (7.4%) and direct marketing (6.6%).

In turn, transactions in Spain represented 43.3% of the total business volume: 650.6 million euros, with a year-to-year variation of 22.1%. The tourist sector accounted for 50% of all e-commerce revenues generated in Spain during this period.

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