



HOW TO ENTER THE SPANISH ONLINE MARKET



Spain has gone through hard times recovering from recession and recently has been affected by the coronavirus pandemic. However, **Spain is one of the leading eCommerce markets in Southern Europe.** It's also considered the 4th largest B2C eCommerce market in Europe behind Germany, the UK, and France.

Spain's eCommerce potential

Spain boasts a thriving and rapidly growing eCommerce sector. In 2020 it was worth \$35.80 billion. Revenue is expected to show an annual growth rate (CAGR 2020-2024) of 7.6%, resulting in a projected market volume of \$25,824M by 2024. According to the study carried out by Comision Nacional de los Mercados y la Competencia, in the case of Spain, more products are bought abroad than sold. Hence, this up-and-coming marketplace has lots of cross-border trade potential.

The Spanish online buyer

Spaniards speak loudly, are affectionate with newly-met people and love drinking and eating. They're also a group of online buyers that growth-minded international sellers should consider. The average revenue per user is expected to amount to \$680.83.

There are around 47 million people living in Spain, over 80% of which are Internet users according to the World Bank. Due to the challenging economic situation, Spanish buyers have been hungry for cheaper prices, which is likely to affect their product searches online.

It's also worth mentioning that the **Spanish love freebies**: it doesn't matter what it is, as long as it's free, they will love it.

According to Landmark Global, the typical online buyer in Spain:

- Is 25-49 years old (35-49 year olds in particular).
- Lives in urban areas and works full-time.
- Is university educated.
- Comes from a medium to high professional social class.

Popular payment methods in Spain are Visa, MasterCard and PayPal.

How to gain trust from the Spanish online shopper?

Generally, Spaniards like shopping online, but unfortunately some of them fail to complete their online purchases. Not only because the buyer finds the price too high, but also due to confidence and trust issues.

Some shoppers may feel uncomfortable not being able to physically see the product. Others may be put off by the necessity to enter personal details whilst making online payments.

What are the main reasons for incomplete online transactions?

- The free shipping option is not available
- Products are too expensive
- Shoppers don't feel confident when it comes to returns
- Shoppers don't feel safe when it comes to payments and may not want to give out personal details.
- Shoppers can't see what they're about to purchase and may not have enough product information, which may result in a lack of trust.

To increase your chances of making a sale, **you need to overcome any potential trust issues.** For instance, by providing shoppers with a great deal of product information, photos and customer reviews. You should also work with an experienced and trusted payment service provider.

To give Spanish online buyers more confidence, online sellers should:

- Provide consumer opinions proving that other shoppers haven't had any issues with their purchases
- Offer secure payments with tools like Paypal
- Make sure shoppers know about the possibility of returns so that they don't feel intimidated by an irreversible purchase
- Provide shoppers with easy ways to contact the merchant
- Provide shoppers with enough information and detailed product descriptions.

Spanish online shopper in a nutshell:

- Has an exceptional fondness for finding low prices and being offered freebies
- Values simple returns

- Wants to feel confident when purchasing a product that they can't see and when they have to enter personal details online
- Likes to see their purchases delivered within 3–5 days.

Sell in SPANISH!

The stereotype has it that Spaniards speak English in a way that leaves a lot to be desired. According to a study conducted by the OCU, 9 out of 10 Spaniards feel embarrassed whilst communicating in English.

Thinking of selling in Spain, think about the language as a key driver. The official language is Spanish, spoken by 72% of the population. Moreover, around 414 million people worldwide speak Spanish as a native language. This number ranks Spanish second to Mandarin when it comes to the number of native speakers.

An important takeaway here is:

Much of ecommerce in Spain is driven by language, rather than by geography.

This places many of Spain's international customers in South America.

So if you are thinking of selling online in Spain, communicate in Spanish! **Adapt your offers to the local buyer.** At the same time, there is a chance that millions of other Spanish native speakers outside of Europe will find your offers too.

Conclusions

You need to understand the culture and research the market before starting to sell in Spain. The average Spanish online shopper acts a certain way and it's used to a specific way of buying. So you need to match these if you want to make an impact.

Luckily **Gromi is the Spanish expert** when it comes to ecommerce and online marketing and we can help you overcome the barriers to succeed in Spain. Send us an email to **info@gromi.io** or give us a call at **+34 961 163 191** to discuss your situation and give you a personalised answer to your case.