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The Iberian e-commerce market is expected to be worth â‚¬125 billion in 2025.

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Online purchases of goods and services in the Iberian Peninsula are expected to exceed â‚¬125 billion in 2025, 13.7% more than the previous year, reveals the 10th edition of the CTT E-Commerce Report, which provides a detailed overview of the evolution of e-commerce in the region.

Fashion and Electronics continue to be the most purchased categories. In Spain, the category that grew the most in the online channel was "Food Products in Supermarket Stores/Websites" (+6.1pp compared to 2023). In Portugal, practically all categories saw an increase in online purchases, with "Household Utensils" standing out (+5.8pp compared to 2023).

The study highlights the strong dynamics of this market, driven by the growing consumer adoption of digital shopping. In 2024, the volume transacted online exceeded €110.4 billion in Portugal and Spain combined, demonstrating the continuous growth trend that has characterized the sector and is expected to continue in the coming years.

Data shows that consumers continue to prefer online shopping, due to the autonomy and convenience this channel offers. In Portugal, there was a 2.1% growth in 2024 compared to the previous year, bringing the number of people who shopped online to approximately 5.27 million. In Spain, the growth was even more significant: the total number of e-buyers increased by 6% in 2024, reaching approximately 27.8 million – 2.6 million more than in 2023.

The average annual amount spent on online purchases by Spanish consumers continues to be significantly higher than that of Portuguese consumers. Even so, the average spending of Portuguese shoppers is growing at a faster rate than in neighboring Spain (6% compared to 4% in Spain).

In Portugal, the average number of purchases per consumer rose by 11.2%. In Spain, the increase results from a combination of two factors: the entry of new buyers (6%) and the greater frequency of purchases by existing consumers.

Regarding sustainability, the report shows that more than half of Iberian e-buyers would be willing to receive their orders a few days

later, provided that this contributed to reducing the environmental impact of deliveries. In Portugal, 59.6% of online shoppers fully agree with this idea, a percentage that rises to 63% in Spain.

For e-sellers, the online channel is considered complementary to the physical channel, both in Portugal and Spain. The online channel is being used as a strategic tool to achieve three objectives: expanding markets, responding to customers, and increasing competitiveness.

Growing preference for using lockers

According to the CTT E-Commerce Report 2025, out-of-home deliveries will become increasingly relevant. Although home delivery remains the preferred option for most consumers (68.4%), this trend is expected to decrease as the number of e-buyers who plan to increase their use of lockers and alternative delivery points in the Collectt network grows.

In Portugal, this change is already visible: the preference for deliveries to lockers has increased so much (+5.7pp compared to the previous year) that it has become the third most chosen method. In Spain, on the other hand, the level of preference for different delivery locations remained stable.

Satisfaction with deliveries also evolved differently in the two countries: it improved in Portugal, while registering a slight decrease in Spain. Delivery continues to be a central element of the online shopping experience, valued above all for the possibility of choice, speed, and access to tracking.

C2C growth

In both countries, buying and selling second-hand goods is already a common practice among younger people, who tend to favor digital platforms over physical stores. This dynamic is expected to continue to intensify, especially in the C2C segment, where 54.9% of Generation Z sellers say they expect growth in sales of used goods.

Online purchases of second-hand goods continue to gain traction among Portuguese and Spanish e-buyers: 44% in Portugal and 40.6% in Spain already opt for this type of purchase and plan to significantly increase the number of purchases in the future. Furthermore, a significant portion of these buyers also take on the role of seller – approximately 44% of Portuguese and 43% of Spaniards who buy used goods also sell online.

Regarding the most used platforms, the market presents clear differences: in Portugal, Vinted leads by a significant margin, while in Spain the preference falls on Wallapop.

Future Perspectives

Generation Z is playing a decisive role in accelerating the digitalization of

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consumption, showing greater openness to new solutions, from more sustainable practices to emerging purchasing models such as the second-hand market, fast deliveries, and the adoption of alternative delivery points.

In Portugal and Spain, more than half of e-buyers expect to increase the intensity of their online purchases by 2025, a trend particularly marked among Generation Z consumers. The use of the digital channel is becoming increasingly rational, driven by convenience, price, and the diversity of offerings.

In Portugal, there is a growing expectation for faster and more flexible delivery solutions, especially among younger people: 10.5% of Generation Z prefer same-day delivery and 13.6% value delivery within just two hours. Although home delivery remains the dominant choice (68.4%), a gradual reduction is expected, accompanied by an increase in the use of lockers and alternative delivery points. Delivery remains a central element of the shopping experience, highlighting the importance of freedom of choice, speed, and access to tracking.

In Spain, there has been a slight decrease in demand for same-day delivery, with the exception of Generation Z, which continues to value this type of service. Simultaneously, there is growing interest in diversifying delivery locations, including lockers, partner stores, and even the workplace.

Source: CTT Portugal Post

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