

EchoTik
TikTok analysis tool

TikTok Shop Market Report: Spain (2024-2025)



www.echotik.ai

Product Selection Influencer Discovery Find TikTok Shop View The Data

Statistical period: January 2024- January 2025



EchoTik's
official
webShop



EchoTik's
official
account



Research Background

**Explanation of the background/
Market situation/
Explanation of the data**



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INTRODUCTION

In the era of the rapid development of global social e-commerce, TikTok has emerged as a crucial platform for in-depth interaction between brands and consumers. TikTok has not only reshaped consumers' shopping habits but also created a new "discovery-based shopping" model, bringing unprecedented opportunities and challenges to brand marketing.

Since the opening of its first Shop, the Indonesia Shop, in 2021, TikTok Shop has expanded its footprint across eight Southeast Asian countries, as well as the UK and the US. Recently, TikTok Shop has opened two new Shops, the Mexico Shop and the Spain Shop, demonstrating TikTok's ambition to enter emerging markets.

TikTok Shop announced that it will officially launch in the Mexican market on January 13, 2025. The opening of the first-batch of store-entry permissions marks another major layout of TikTok in the e-commerce field. Merchants can upload products, and influencers can also apply for samples and prepare videos. This move will undoubtedly inject new vitality into the Mexican e-commerce market. On February 13, 2025, the TikTok Shop Mexico Shop officially launched its mall function, allowing consumers to complete purchases directly on the platform.

To help a large number of sellers quickly seize new business opportunities, EchoTik has rapidly launched data for the Spain and Mexico Shops, and prepared the "TikTok Shop 2024-2025 Mexico Shop Report". This report, from multiple aspects such as existing TikTok data, market overview, population analysis, and consumption analysis, will lead you to comprehensively interpret the market situation.

NOTICES

Data Explanation

- 1. Statistical period:** From January 2024 to January 2025.
- 2. Research object:** Analyze the short-video and live-streaming e-commerce data and growth trends of the TikTok Shop Spanish market. Select content related to TikTok short-videos, live-streaming, and e-commerce for the analysis report.
- 3. Data source:** Based on the data tracked by EchoTik, a third-party TikTok data analysis platform, rather than official full-volume data. Considering privacy and data security, the data in this report has been desensitized.
- 4. Disclaimer:** Since any data source in the field of statistical analysis has limitations, the data estimated and analyzed in the report is for reference only.

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***For more data, please refer to the official webShop of EchoTik: <https://echotik.ai>**



Market Overview

Macroeconomic situation
/Consuming behavior analysis
/E-commerce pattern



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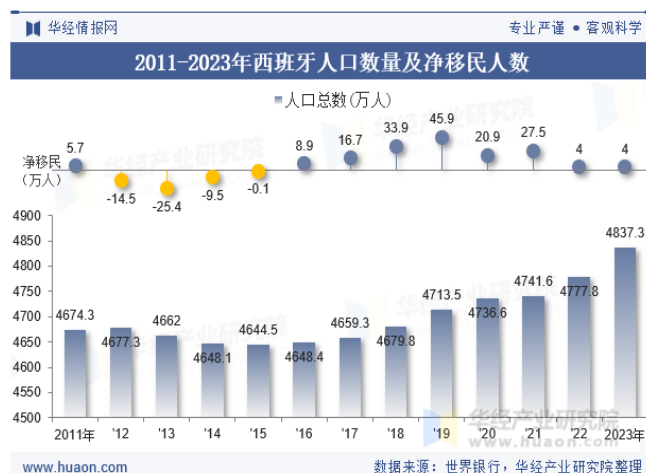
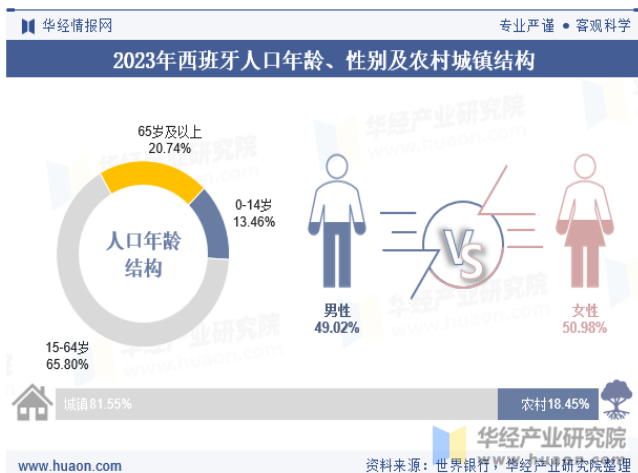
Macroeconomic Market Analysis

As an important economy in southern Europe, Spain has a mature consumer market and advanced digital infrastructure. In recent years, the Internet penetration rate in Spain has been rising continuously, and the widespread use of smartphones has provided a solid foundation for the development of mobile e-commerce.

Population condition

Data from the HuaJing Industrial Research Institute shows that Spain is one of the high-income countries. In 2023, the total population of Spain was 48.3733 million, an increase of 0.595 million compared with the previous year. Compared with the population data in 2011, the population increased by 1.6306 million. In 2023, the net immigration number in Spain was 40,000, the same as the previous year. Spain is a multi-ethnic country, mainly composed of Spaniards, Catalans, Galicians, Basques, etc. In terms of religion, Catholicism is the dominant faith.

In terms of population structure, Spain shows the structural characteristics of "aging" and "low fertility rate". In 2023, the population aged 65 and above accounted for 20.74% of the total population, and the population aged 0 - 14 accounted for 13.46%, which belongs to a very low fertility rate. In terms of gender, the female population is relatively larger than the male population. In terms of the urbanization process, in 2023, the urban population accounted for 81.55% of the total population, and the proportion of the urban population has been increasing year by year.



Macroeconomic Market Analysis

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Level of urbanization

Spain has a relatively high level of urbanization. In 2023, the urban population accounted for 81.55% of the total population, while the rural population accounted for 18.45%. Major cities such as Madrid, Barcelona and Valencia have concentrated a large number of people, providing a concentrated consumer group and complete logistics infrastructure for the development of the e - commerce market. According to the data released by CNMC in 2023, Spain has a complete digital infrastructure. The 4G network coverage rate reaches 98%, and the 5G network is being rapidly promoted, which also provides a favorable foundation for the development of e - commerce.

Economic conditions

According to the latest report by LeMonde in October 2024, the Spanish economy has gradually recovered after the 2008 financial crisis. In 2024, the expected economic growth rate of Spain is 2.7%. The booming tourism industry and labor market reforms have played a crucial role in the economic recovery.

According to a 2023 study by Eurostat, the middle class in Spain accounts for more than 60% of the total population. With relatively strong spending power, they have an increasing demand for high - quality goods and services. The younger generation (aged 18 - 35) has a high acceptance of the digital lifestyle and is the main driving force behind the e - commerce market. The proportion of people shopping through social media is rising year by year, especially among young users who discover and purchase products through Instagram and TikTok.

In conclusion, Spain has a large and diversified consumer market. Its high level of urbanization and advanced digital infrastructure provide favorable conditions for the development of e - commerce. At the same time, the trends of population aging and a low birth rate also pose new challenges to market demand and labor supply.

E-commerce pattern

According to the report of the Spanish National Commission on Markets and Competition (CNMC), the online sales volume in Spain has been growing rapidly. It is expected that the e-commerce sales in 2023 will increase by 20%, and the total retail sales will reach 70.72 billion US dollars, with the proportion from online sales channels accounting for 17%. The e-commerce user penetration rate in Spain reached 26.8% in the second half of 2022. Compared with 27.1% in the first half of the year, it slightly decreased. However, overall, it indicates that the scale of online shopping users in Spain has become relatively stable.

The e-commerce market in Spain is dominated by several local and international platforms. Amazon holds an important position in the Spanish market. More than 3,500 small and medium-sized enterprises in Catalonia conduct online sales through Amazon, with the export volume increasing by 15% year-on-year, exceeding 300 million euros. In addition, Chinese e-commerce platforms have also gained a significant share in the Spanish market. As of the first half of 2024, Chinese e-commerce platforms such as Alibaba and Temu accounted for 34% of the Spanish market, far exceeding that in other European countries.

Analysis of E-commerce Platforms in the Spanish Market

Platform	Country	Estimated market share	Main product categories
Amazon Spain	The US	35%	Electronic products, Home Furnishings, Books, Fashion
AliExpress	China	15%	Electronic products, Fashion, Smallware
El Corte Inglés	Spain	20%	Fashion, Food
Zalando	Germany	10%	Clothes, Shoes, Accessories
Shein	China	5%	Fast fashion clothing, Accessories
Wallapop	Spain	3%	Second-hand goods, Home Furnishings, Electronic products
Temu	China	35%	Electronic products, Home Furnishings, Books, Fashion



TikTok Shop Data

Monthly additions / List data / Hot products



3

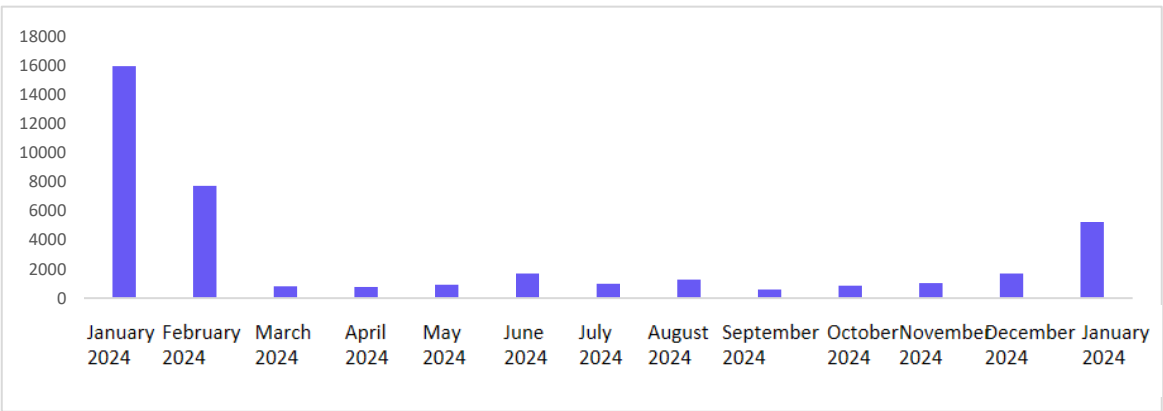
Data Situation of TikTok in the Spanish Market

Nearly **40,000** new influencers were added throughout the year, with a **significant increase in 2025**.

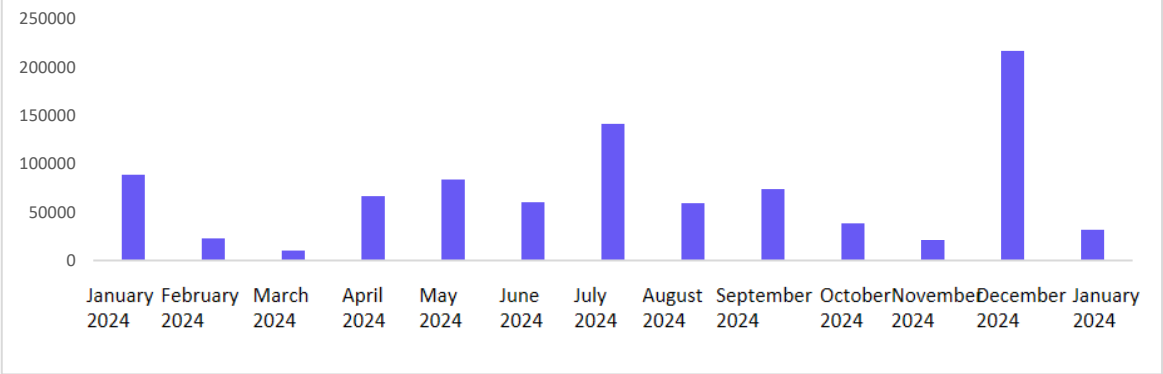
The number of videos reached a peak during the major promotions at the end of 2024, with nearly **one million videos** accumulated throughout the year.

After the opening of shops in 2025, the number of live-streaming sessions hit a new high, increasing by **107 times year-on-year**.

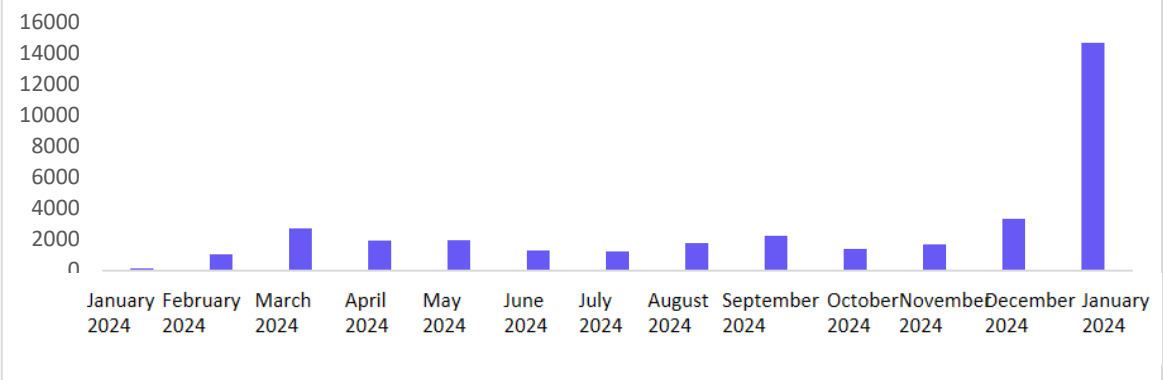
Growth trend of the monthly newly-added number of influencers on the Spanish market



Growth trend of the monthly newly-added number of videos on the Spanish market



Growth trend of the monthly newly-added number of live streaming on the Spanish market



Data Situation of TikTok in the Spanish Market

The shops are still in the initial stage. The product prices are relatively lower compared with those in the US and UK markets.

TikTok Shop's shops in Spain have just started. According to the latest February ranking data, the sales threshold for the top 10 categories is relatively low, less than 20,000 euros, and there is no significant gap for now. The small store "DESPEGUE" ranks first on the store list with a total sales of 128,600 euros, mainly selling food and daily necessities. In terms of price segments, the average selling price of products in currently popular small stores ranges from 10 to 40 euros, which is lower than the average price in the more developed US and UK markets.

List of the Top 10 Stores in Spain in February 2025

Shop	Total sales amount (EUR€)	Total sales volume	Number of products	Average price (EUR€)
DESPEGUE	128609.1496	6402	71	20.04
ARMONIAS	34774.01228	1717	2597	15.99
LONKOOM.ES	30009.85251	2222	27	19.39
IMOLI-ES	28451.41913	2038	12	12.95
VAYAVA_ES	12863.85287	95	54	13.39
viutycosmetics	11936.3284	483	8	15.40
Hijo de la Suerte	11862.32502	357	13	10.81
KREMTIK	11341.47645	637	581	19.33
GETMOD ES	11268.75123	473	9	39.47
1990s Maletas y Bolsos	11135.58219	409	53	31.05

Spanish Market-Popular Shops

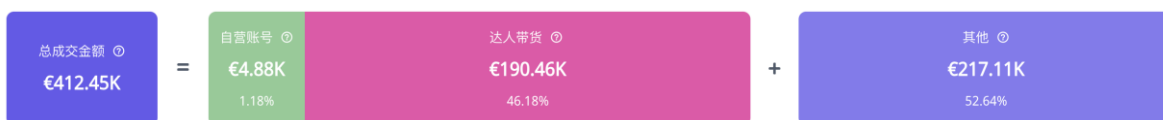
Mainly focus on daily necessities and food



TOP 1: DESPEGUE

DESPEGUE is a local shop. Its main product categories are Others/Cooking Ingredients/Oils. The price range is from €10.00 to €73.00, with an average price of €20.04. The main sales method is video - based product promotion. The total sales volume of DESPEGUE is 19,400 units, with an estimated GMV of €412,450. The sales volume in the recent 30 days is 12,800 units, and the estimated GMV is €264,830.

Sale Situation



达人	粉丝数	点赞数	带货分类	带货销量	带货GMV	带货视频
kiwi_xu <small>HOLA SOY KIWI</small>	1.8M	4.1M	其他	5.0K	€99.00K	Video 19
posonty	88.5K	277.5K	其他	2.7K	€54.16K	Video 24
mamadisfrutona	3.5K	139.5K	其他	627	€10.09K	Video 14

① The main sales method of this shop is to use the videos shared by influencers on TikTok to drive traffic to its own store, official website, etc. for transactions, and at the same time, it ships goods through the mall. ② The local influencers for product promotion cover all age groups, with a relatively high proportion of young women, especially the group of mothers and housewives. The main way of promoting products is through short videos.

Hot products Top3



Olive Oil
 Price: €24.22
 Sales amount: 2.9K
 Number of influencers: 320



Monster Energy Drink
 Price: \$24.65
 Sales amount: 1.6K
 Number of influencers: 204



Napkin
 Price: \$16.99
 Sales amount: 3.1K
 Number of influencers: 48

Spanish Market-All Categories

Top 5 Best - selling products in February 2025
Mainly low-priced daily necessities and food,
enjoying platform subsidies and offering high
cost - performance



Olive Oil

Shop: DESPEGUE

Price: 24.22

Sales amount: 6.7K

GMV: 160.45K



Women's Pajama Sets

Shop: ARMONIAS

Price: 21.25

Sales amount: 3.7K

GMV: 77.12K



Perfume

Shop: LONKOO.M.ES

Price: \$13.59

Sales amount: 5.2K

GMV: 70.29K



Custom - made gummy
candies

Shop: KREMTIK

Price: \$25.29

Sales amount: 2.8K

GMV: 69.34K



Monster energy
drink

Shop: DESPEGUE

Price: 24.65

Sales amount: 2.5K

GMV: 59.86K

TikTok Shop Prediction of the Development of the Spanish Market

As TikTok Shop continues to expand in the global market, the launch of the Spanish site undoubtedly lays an important foundation for the further improvement of TikTok's e-commerce landscape. Considering the outstanding performance of TikTok Shop in the US and UK markets, as well as the unique pattern of the Spanish local e-commerce market, we have made the following predictions about the future development of TikTok Shop in Spain.

Spain has a mature digital infrastructure and a rapidly growing e-commerce market. According to data from the Spanish National Commission on Markets and Competition (CNMC), online sales in Spain increased by 20% in 2023, and the proportion of online channels in the total retail sales has reached 17%. TikTok Shop's "discovery-based shopping" model is highly compatible with the shopping habits of Spanish consumers, which will be an important driving force for its rapid market penetration. It is expected that after the launch of TikTok Shop in Spain, it will achieve rapid growth within 2025, and the GMV (Gross Merchandise Volume) in the first year is expected to exceed 500 million euros.

TikTok has a large user base in Spain, with a distinct youth-oriented trend. Drawing on the successful experience of TikTok in the US and UK, it is easy to predict that TikTok Shop in Spain will also make full use of the platform's powerful content ecosystem and social attributes to promote the conversion of user shopping behavior. Spanish consumers are highly active on social media, with 42% of consumers conducting searches on social platforms before shopping. TikTok Shop is an e-commerce model driven by content and inspired by interest, which will bring unprecedented exposure and conversion opportunities for brands and sellers.

TikTok Shop Prediction of the Development of the Spanish Market

Referring to the data of TikTok Shop in the UK and US markets, beauty, fashion, homeware, and electronics are popular categories on the platform. In the Spanish market, these categories also have great potential. In particular, fashion and beauty products are loved by Spanish consumers and are more likely to showcase their product advantages through short-form videos and live-streaming. It is expected that after the launch of TikTok Shop in Spain, these categories will experience the first boom and dominate the platform's sales volume.

The logistics infrastructure in Spain is relatively mature. However, facing the immediate consumption demand driven by the strong content of TikTok Shop, how to achieve efficient delivery will be an important challenge for the platform. Referring to the localized logistics layouts of Temu and Shein in the Spanish market, TikTok Shop may need to strengthen its cooperation with local logistics companies such as SEUR, Correos, and MRW to ensure fast delivery and after-sales service, and improve user satisfaction.

Combining the growth trajectories of TikTok Shop in the European and American markets (the US and UK sites) and the broad prospects of the Spanish e-commerce market, we expect TikTok Shop in Spain to rise rapidly within the next two years. In 2025, it is expected to rank among the top five e-commerce platforms in Spain, with a GMV exceeding 1 billion euros. At the same time, with the continuous improvement of the platform ecosystem and the in-depth implementation of localization strategies, TikTok Shop will build a strong brand awareness and market influence in Spain.

Overall, TikTok Shop in Spain has huge market potential and growth space. With the platform's unique content-based e-commerce model, strong user base, and increasingly mature localization operation capabilities, TikTok Shop will trigger a new round of e-commerce revolution in the Spanish market.

Why choose EchoTik?

As a professional TikTok e-commerce data SaaS service provider, EchoTik adheres to the core concepts of professionalism, focus, and innovation. The team has in-depth research on the TikTok e-commerce ecosystem and has created a one-stop data analysis solution. With profound professional qualities and keen market insight, it provides enterprises with accurate and real-time TikTok e-commerce data support. It highly focuses on the TikTok e-commerce track, continuously innovates and optimizes product functions, helps merchants seize the short-video marketing opportunity, improves the operational efficiency of live-streaming rooms, gains an advantage in the fierce market competition, and achieves performance growth.

Four core capabilities of EchoTik



The most professional and comprehensive data and indicators

- 13 popular rankings and 2 panoramic views help you fully understand the TikTok market;
- 14 dimensions and more than 60 indicators to help you select products;
- 17 dimensions and more than 100 indicators to help you filter and analyze influencers.



Exclusive browser plugin

- With just one click on the TikTok official website, analyze influencers, select products, discover live commerce videos and sort and collect them;
- Industry's first AI toolbox, based on ChatGPT, uses the most advanced artificial intelligence technology to help you improve the efficiency of TikTok business.



Real-time live-streaming room traffic monitoring

- Real-time live-streaming room traffic monitoring;
- Obtain minute-level traffic, interaction, and sales data, learn from excellent live-streaming rooms, and optimize live-streaming strategies.



Average 5-minute response to inquiries

- The core team communicates directly with you;
- Responds quickly to your needs, upgrading on average every two weeks;
- Simple and affordable pricing, unlimited use of data analysis functions.

Annual Report, Cooperative Promotion and Publicity

The following are our powerful backstops and close allies in expanding the boundaries of TikTok e-commerce. We share the same vision and mission. With professional strength and innovative thinking, we jointly explore the boundless blue ocean of TikTok e-commerce, providing outstanding e-commerce data services and precise marketing solutions for numerous merchants and brands.



HONLYLINK—border - Massive Logistics Providers. One - click Price and Delivery Time Inquiry and Comparison.



Pinzan Media —Comprehensive Digital Marketing Services, TikTok CNOB First - level Agent.



LianLian Global—Provide efficient and secure payment collection, payment and foreign exchange settlement services for global cross - border e - commerce.



Miaoshou ERP—The top choice for 800,000 sellers. An affordable and user - friendly emerging platform management tool.



TikTok Bigshot—When it comes to doing business on TikTok, turn to TikTok Bigshot.



E.VAT MASTER—Leading the Chinese cross - border compliance market share. For European VAT, turn to E.VAT MASTER.



Hitoor Browser —A cross-border browser with a purer IP.



mjzj.com—A one - stop information and service platform for cross - border e - commerce.



TKFFF—TikTok Seller Portal Navigation Website (www.tkfff.com)




Yihe Global—Mexico - specific Line, One - stop Service including Direct Flight, Transfer in the US to Mexico, and Self - operated Overseas Warehouse

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Help Sellers Set Sail Overseas

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Custom report
consultation



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Official Account