



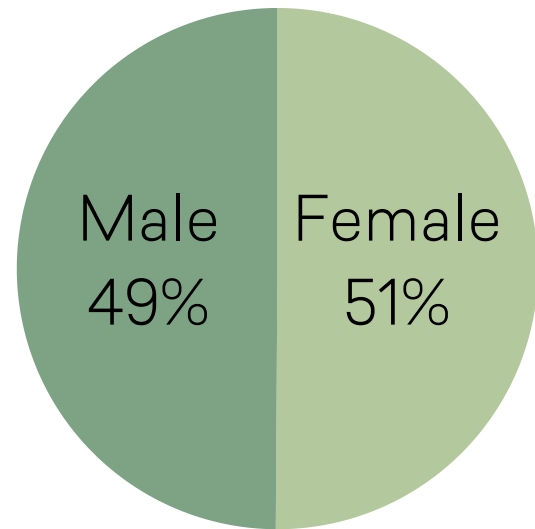
# Digital Marketing in Spain

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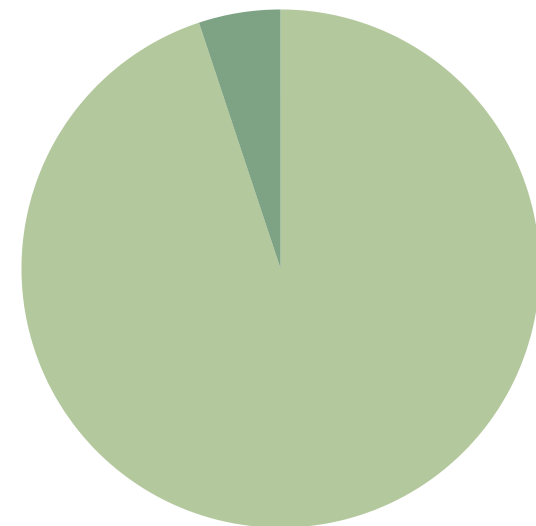
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# INTRODUCTION TO SPAIN



Non Internet Users  
5.1%



Internet Users  
94.9%

- The total population in Spain is 47.54 million as of January 2023
- The median age is 44.7
- Spain's population equates to 0.6% of the global population and it ranks 30th in the world for population
- Spain's economic activity is projected to grow 1.3% in 2023 and by 1.7% in 2024. They are currently experiencing high inflation rates which has slightly curbed purchasing power, but consumption still remains



# REASONS YOU SHOULD CONSIDER MARKETING IN SPAIN

- ✓ Despite the current high inflation rates, the economy is still growing
- ✓ Within the EU, Spain is the 2nd largest recipient of Foreign Direct Investments (FDI) and the 3rd largest investor
- ✓ They have solid infrastructure and logistical services. It is home to one of Europe's most important Information and Communications Technology markets
- ✓ Very high internet penetration rate means that a large percentage of the population can be reached through digital channels

# INTERNET USER BREAKDOWN

There were 45.12 million internet users  
in Spain in January 2023



Search Engines:



Google - 95%



Bing - 3.5%



Yahoo! - 1%



DuckDuckGo - 0.30%



Yandex - 0.1%



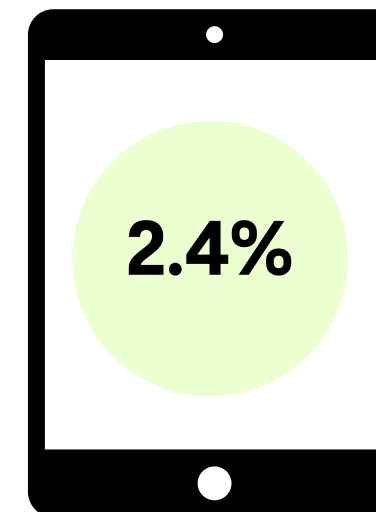
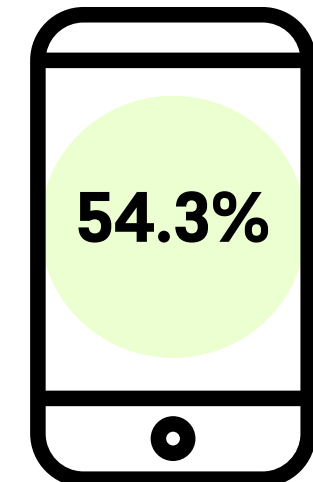
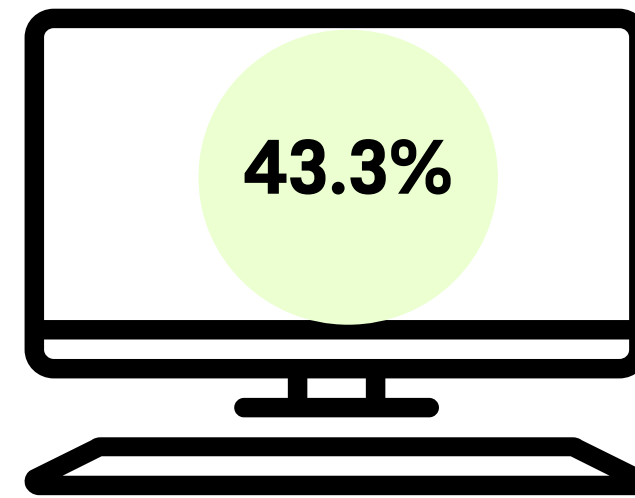
Other- 0.1%

Market Share Percentages

0.0 20.0 40.0 60.0 80.0 100.0

Serps Invaders

# DEVICE SHARE



# REGIONAL LANGUAGES OF SPAIN



The official language of Spain is Spanish, locally known as Castellano.

There are actually 4 other official regional languages spoken across the peninsula; however, this does not mean that all Spaniards speak these languages.

**Catalan** - the official language of the north-eastern region of Catalonia, Andorra and Balearic Islands. It is spoken by around 4.6 million people.

**Galician** - it is the official language of Galicia, in the north-west of Spain. It is spoken by roughly 2.6 million people in the area.

**Basque** - Basque or Euskera, is spoken by 900,000 people in the Basque Country (located on the northern border of Spain) and the western end of the Pyrenees (France).

**Aranese** - Spoken in the Val d'Aran region of Spain by around 1,600 people, the language has official status in that area, alongside Spanish and Catalan.

# TYPICAL SPANISH USER

Spends 5 hours  
45 minutes  
online per day

Spends time online  
finding information,  
keeping up to date with  
news, ...

... researching  
how to do things  
and researching  
vacations and travel

Ecommerce is a very  
large market in Spain  
that is valued at around  
\$27 billion (2021). The  
most popular online  
purchases are fashion  
items

For Spanish consumers one of the most important factors when considering a purchase is the price. Other key factors include the ease of payment, promotions and effective customer service



44% decline cookies on websites



52% worry about how companies use their online data



62% have concerns over what is and what is fake online

# POPULAR TYPES OF CONTENT



93.1% of internet users are watching some kind of video content each week



33.8% are watching how-to videos and 26.8% are watching product reviews. Therefore, it is a popular format of content to take advantage of



If you're thinking about writing how to guides for your blog why not include some video elements, or use a video along with a transcript?



In 2022, according to the English proficiency index, Spain had the second lowest level of English in the EU, therefore it is essential that your content is translated and localised

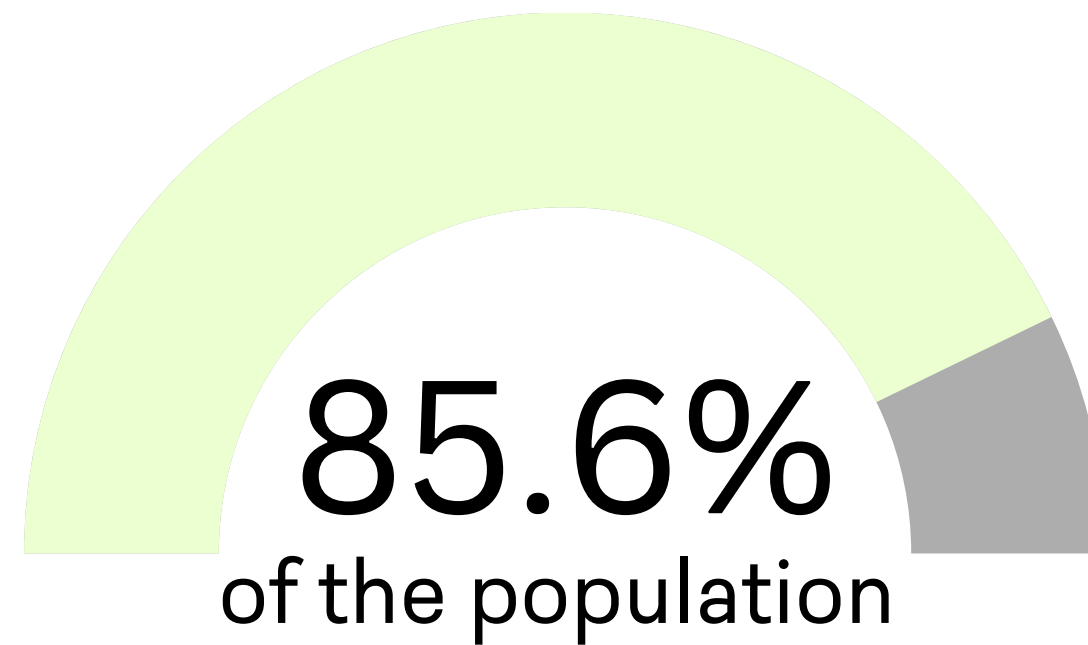
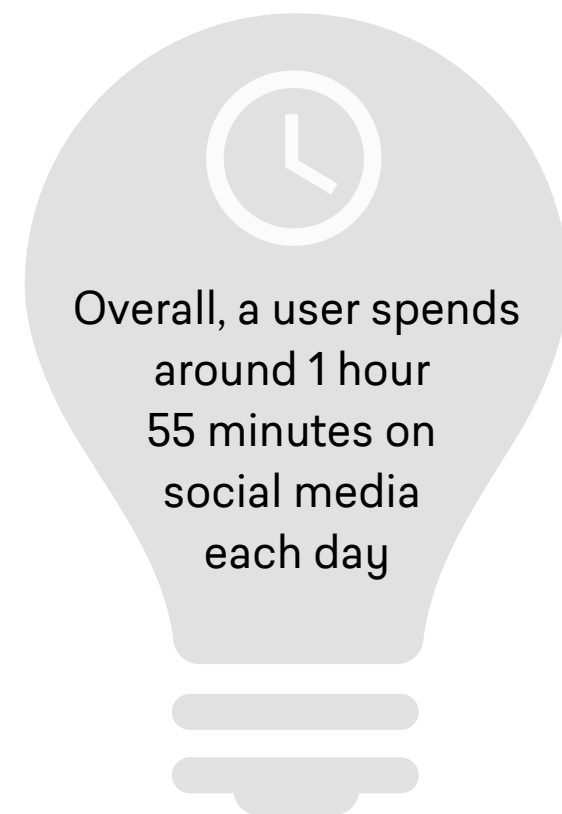


This doesn't mean simply translating all of your content, but tailoring it to Spanish culture, being aware of the nuances of the language such as grammar, idioms, currency formats, number formatting etc









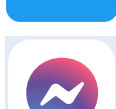
# SOCIAL MEDIA USAGE

There are 40.7 million social media users in Spain



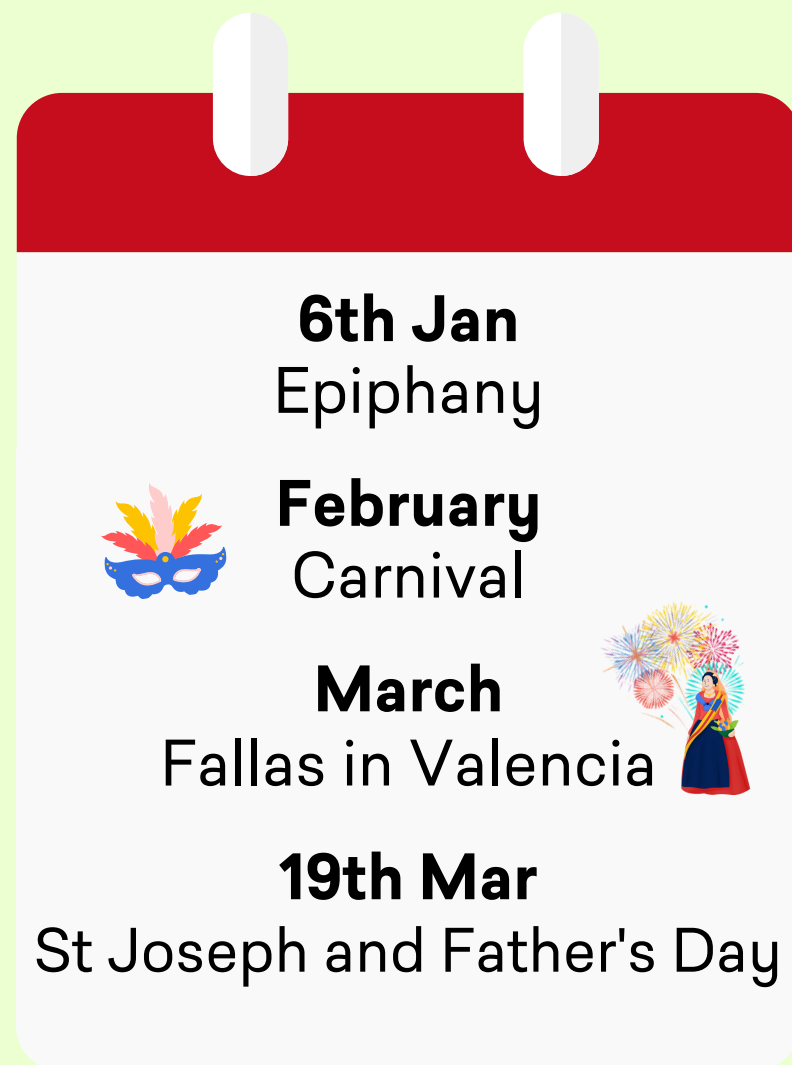
**The platforms that users spend the most time on are**  
Whatsapp, Instagram, Facebook, Twitter and TikTok

## Platforms by no. of users


-  40.70 million
-  21.90 million
-  19.35 million
-  17.00 million
-  16.63 million
-  10.85 million
-  9.05 million
-  7.01 million
-  3.90 million


# KEY MARKETING DATES IN SPAIN

Here are some key calendar dates that you can make use of for Spain digital marketing, which is especially useful if you're creating a content strategy. Additionally, take a look at our marketing calendar for even more international dates and holidays.

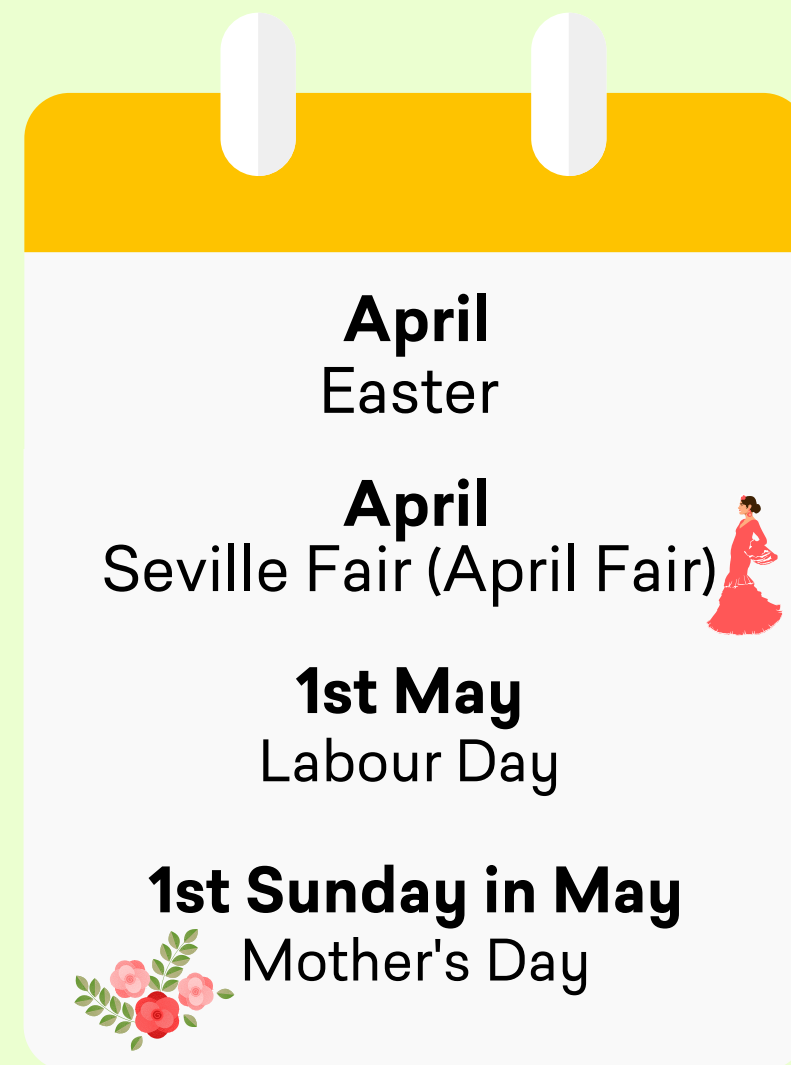


**6th Jan**  
Epiphany


 **February**  
Carnival

**March**  
Fallas in Valencia 


**19th Mar**  
St Joseph and Father's Day

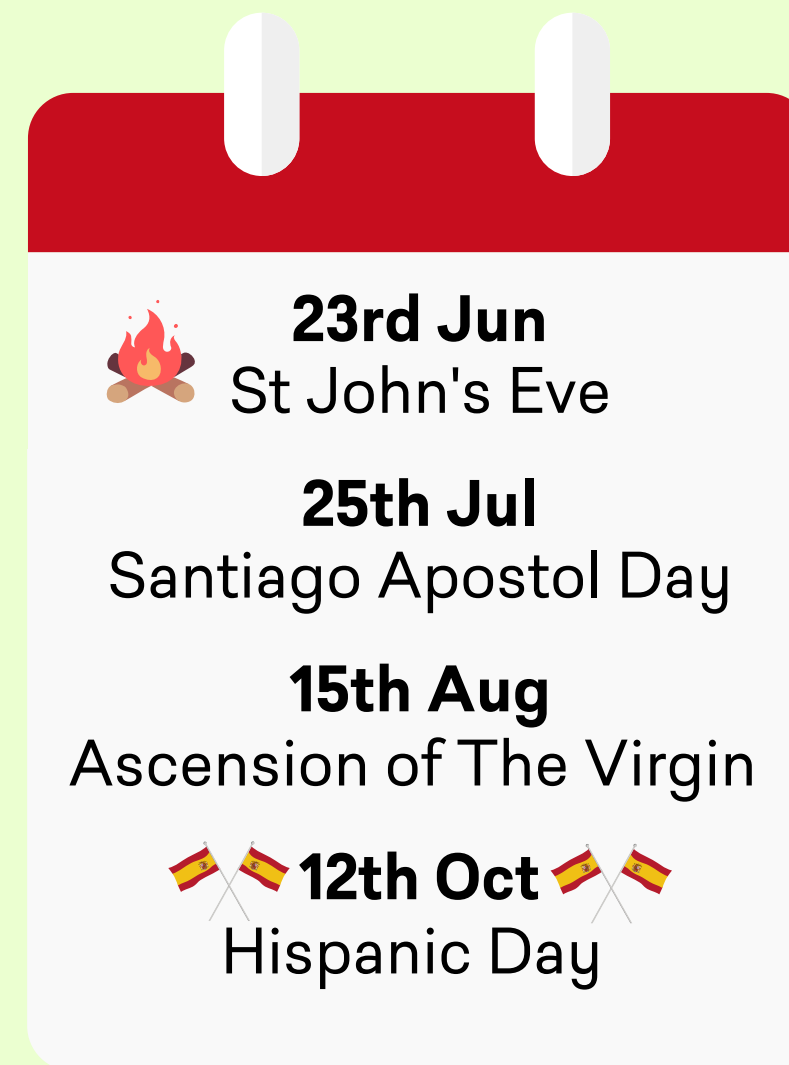



**April**  
Easter

**April**  
Seville Fair (April Fair) 

**1st May**  
Labour Day


 **1st Sunday in May**  
Mother's Day



 **23rd Jun**  
St John's Eve

**25th Jul**  
Santiago Apostol Day

**15th Aug**  
Ascension of The Virgin

 **12th Oct**  
Hispanic Day



 **1st Nov**  
All Saints' Day 

**6th Dec**  
Constitution Day

**8th Dec**  
Immaculate Conception

 **25th Dec**  
Nativity

# CONCLUSIONS

- A growing economy and the fact that Spain is a large recipient of foreign direct investment makes the country a good target for business expansion
- The high internet penetration rate also means there's good opportunity to market through digital channels
- Google has the greatest market share out of all the top search engines in Spain, so it should be the main focus of your Spanish SEO strategy
- 44% of Spanish users are declining cookies when they're online, which needs to be considered when you're analysing site traffic
- Video is an extremely popular form of content, so it would be beneficial to include it in your content strategy such as embedding videos in your blog posts
- It is really important that your content is localised in Spanish since the levels of English in the country are not very high. When localising, make sure that you are not directly translating your content but taking into account the nuances of the language and the culture
- If you are targeting a specific area of Spain, consider localising your content to match the regional language
- A large proportion of the population is using social media, the platforms to focus on are Instagram, Facebook, Twitter and TikTok



# ADDITIONAL RESOURCES

- <https://www.spanish.academy/blog/14-unique-and-amazing-holidays-in-spain/>
- <https://ga.agency/en/spain-marketing-calendar/>
- <https://www.britannica.com/place/Spain/Festivals-and-holidays>



# THANK YOU FOR READING



Want to further discuss digital marketing in Spain, or would like some help with internationalising your business?

**Get in touch with us today!**



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