

Spanish Shopper Deep Dive

The New E-Commerce Calendar

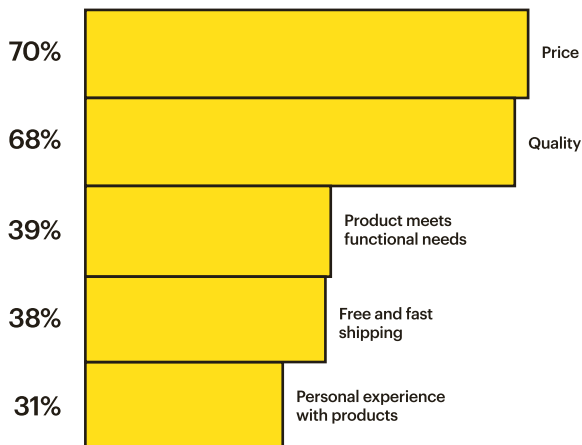


When planning your approach to The New E-Commerce Calendar, it's crucial to consider consumer shopping behaviors on a regional level. Ignoring these differences makes you appear out of touch with local sentiments and customs, which risks alienating your audience. A localized approach, tailored to local attitudes and shopping behaviors, is crucial for success.

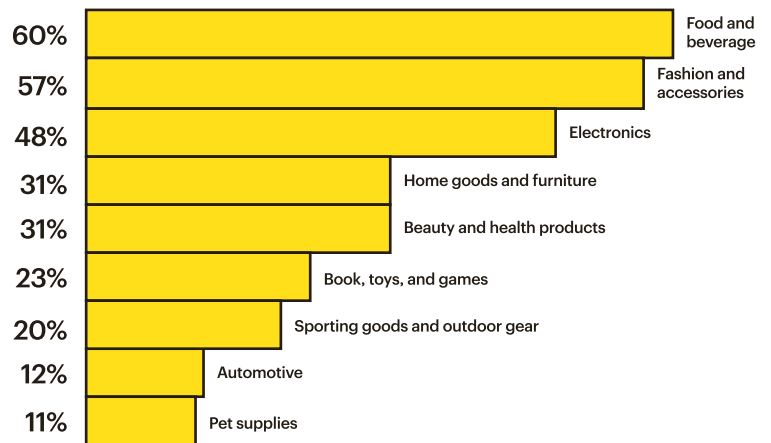
Alongside our research partner, Canvas8, Intuit Mailchimp surveyed shoppers from 9 different markets to map out how their mindsets and spending behaviors around key calendar Moments (in the last 2 years) are shaping The New E-Commerce Calendar—and vice versa.



Top 5 most important factors for Spanish shoppers when making purchases



Categories Spanish shoppers spent the most money on in the past 2 years



Spanish shopper attitudes and behaviors

35% ⬇️ of Spanish shoppers believe discounts offered during Sales Moments are often exaggerated, the second lowest across all 9 regions surveyed.

⬆️ Global: 51%

49% ⬇️ of Spanish shoppers worry about missing out on good deals during Sales Moments.

⬆️ Global: 43%

79% ⬆️ of Spanish shoppers made a purchase during Black Friday in the last 2 years, the highest across all 9 regions surveyed

⬇️ Global: 75%

42% ⬆️ of Spanish shoppers made a purchase during Back-to-School Sales in the last 2 years, the highest across all 9 regions surveyed.

⬇️ Global: 33%

62% ⬆️ of Spanish shoppers made a purchase associated with seasonal events (e.g. Summer Break) during Together Moments in the last 2 years, the highest across all 9 regions surveyed.

⬇️ Global: 54%

61% ⬆️ of Spanish shoppers made a purchase for Mother's Day in the last 2 years, the highest across all 9 regions surveyed.

⬇️ Global: 52%



Across the Globe

For a closer look at how market nuances shape The New E-Commerce Calendar, check out our regional deep dives in 8 other markets, including Australia, Benelux, Canada, Germany, Italy, Scandinavia, the UK, and the US.

Get the market-specific insights →

Spanish Shopping Moments per Month

Ranked by Spending Propensity



January	
Epiphany / Three Kings' Day	77%
Winter Sales	68%
New Year's Day	25%
February	
Valentine's Day	54%
Carnival	24%
Lunar New Year	4%
March	
Father's Day	50%
International Women's Day	13%
St. Patrick's Day	8%
April	
Holy Week	32%
Earth Day	3%
Eid al-Fitr	3%
May	
Mother's Day	61%
Labor Day/International Workers' Day	11%
May Day/Walpurgis Night	5%
Eurovision Song Contest	3%
June	
Summer Sales	66%
Summer Vacation	59%
Pride Month	6%



July	
Amazon Prime Day	60%
August	
Back-to-School Shopping	42%
September	
Rosh Hashanah	3%
October	
All Saints Eve	26%
Diwali	2%
November	
Black Friday	79%
Singles' Day	9%
Movember (Men's Health Awareness Month)	4%
December	
Christmas	73%
Christmas Eve	53%
New Year's Eve	42%
Cyber Monday	31%
Super Saturday	16%
Advent Season	12%
Green Monday	5%
Hanukkah	1%
Kwanzaa	1%

