Milan, 20 June 2023 – Consumer spending on travel grew 52% in 2022, according to new research conducted on behalf of Nexi, the European PayTech. Nexi's latest ecommerce report reveals a total indicative travel spend of over €175 billion in 2022, including €52 billion on hotels, almost €45 billion on flights and over €33 billion on charter and package trips. The travel sector accounted for 32% of overall ecommerce spending among the countries surveyed (Austria, Denmark, Finland, Germany, Italy, Norway, Sweden, Switzerland), with travellers in Italy and Germany accounting for 70% of the total spend. However, it was Austria and Finland that saw the largest year-on-year increases, with consumers indicating spending levels over 110% higher than the previous year.

The European survey of over 10,000 consumers also revealed that over two-thirds of consumers prefer to buy from local shops online, rather than shopping with foreign marketplaces. Consumers indicated they do so primarily (47%) because it feels good to support small / local businesses, while 29% indicated it is because it feels more personal or familiar. One in five (19%) signalled that they shop local because they do not support big global marketplaces.

This data was reported in the Nexi 2022 European Ecommerce Report, which reported that overall ecommerce spending grew by 11% in 2022, with physical goods having the highest share of spending (49%). This was followed by travel (32%) and then services (19%).