

Deporvillage reports record turnover of 35 million euros for 2017

Meaning a growth of 60% for the e-commerce, reaching almost one million orders.

Deporvillage, the Spanish e-commerce specialising in sports clothing and equipment, closes 2017 with sales of almost 35 million euros, reaching a growth rate of 60%. In the same year, the company successfully launched its official app and saw the expansion of its warehouse and the implementation of a new ERP. With cycling, running and outdoor products being in greatest demand, the one-million-order milestone is imminent.

Deporvillage has continued to sustain this upward trend, following their business plan, which was designed when the company was set up in 2010. After doubling sales in 2016, the past financial year they reported a turnover of 35 million euros, up 60%. According to CEO Xavier Pladellorens, this means “the strengthening of our leadership in Spain, and a significant growth internationally, where our sales figures continue to increase”. Based in Barcelona, with a total investment of 7 million euros, the e-commerce has a strong customer base, with 300,000 customers all over Spain, France, Italy and Portugal, recording figures such as 1,500 customers per day, or more than one million visits.

Last year was a decisive period for Deporvillage from the reinvestment point of view. The year started with the launch of their official app and website restyling to improve the web usability. Additionally, the significant increase of operations drew forth new and important developments, such as the introduction of a buy now pay later payment option, the implementation of a new ERP to optimise its supply system, as well as the expansion of the company’s premises, with both their offices and logistics centre in Sallent (Barcelona) doubling in size. The immense 6,000m² warehouse, boasts a new 3,000m² mezzanine floor, as of this year. In terms of communication, the company made a relevant investment with several highlights like the creation of new TV adverts, which were even broadcast in France during the Tour de France; and La Vuelta sponsorship, being the official shop for the next two editions.

This year’s forecast is, as a result, undoubtably bright, with the target set to exceed 47 million euros turnover. Close to reaching the one-million-order milestone, Deporvillage will try to strengthen their existing presence in European markets. In addition, they are faced with even more challenges as they finalise the development of their very own brand.

About Deporvillage

Founded in 2010 by Xavier Pladellorens and Àngel Corcuera, Deporvillage is the leading Spanish online shop specialising in sports equipment, and one of the benchmarks in Europe. The e-commerce specialises in cycling, running, triathlon, swimming, gym and outdoor activities, and offers more than 40,000 products from 500 leading brands in Spain, France, Italy and Portugal. The page has around 300,000 customers and more than one million visits per month. Throughout its life, the company has received support from SeedRocket, being represented by David Tomás from CyberClick and the investor Cabiedes & Partners. Additionally, among its shareholders are other important Venture Capital figures, such as Samaipata in Spain and P101 in Italy, as well as Grupo Mediaset.

More information: www.deporvillage.com