

Online Shopping in March 2020

1. Overview

- ☐ The online shopping transaction value marked 12.5825 trillion won in March 2020, rising 11.8% from March 2019. The mobile shopping transaction value marked 8.4673 trillion won in March 2020, rising 19.2% from March 2019.
- Compared to February 2020, the online and mobile shopping transaction value grew by 5.3% and 4.5%, respectively.
- The mobile shopping transaction value accounted for 67.3% of the total online shopping transaction value, which went up by 4.2%p from 63.1% in March 2019.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2019		2020		Month-on-month		Year-on-year	
	Annual	Mar.	Feb. ^p	Mar. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	1,352,640	112,592	119,509	125,825	6,316	5.3	13,233	11.8
Mobile shopping transaction value (B)	872,736	71,047	81,037	84,673	3,636	4.5	13,626	19.2
Share of mobile shopping transaction value (B/A)	64.5	63.1	67.8	67.3	-	-0.5	-	4.2

2. Transaction Value by Group of Commodities

- ☐ Online Shopping Transaction Value by Group of Commodities
- Compared to March 2019, the online shopping transaction value of 'Culture and leisure services' and 'Travel arrangement and transportation services' declined by 88.9% and 73.4%, respectively. Whereas, the online shopping transaction value of 'Food services', 'Food & beverages' and 'Household goods' grew by 75.8%, 59.4% and 46.9%, respectively.
- Compared to February 2020, the online shopping transaction value of 'Miscellaneous services' and 'Travel arrangement and transportation services' fell by 54.7% and 49.7%, respectively. In the meantime, the online shopping transaction value of 'Clothing', 'Food & beverages' and 'Food services' rose by 25.1%, 10.5% and 10.3%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2019		2020		Month-on-month		Year-on-year	
	Annual	Mar.	Feb. ^p	Mar. ^p	Change	Percent change	Change	Percent change
○ Total	1,352,640	112,592	119,509	125,825	6,316	5.3	13,233	11.8
– Home electric appliances	203,242	18,739	20,107	21,704	1,597	7.9	2,965	15.8
• Computers and computer-related appliances	57,542	5,302	6,181	6,896	715	11.6	1,594	30.1
• Home electric appliances, electronic and telecommunication equipment	145,700	13,437	13,926	14,808	882	6.3	1,371	10.2
– Books	27,997	2,817	2,837	3,490	653	23.0	672	23.9
• Books	18,587	1,985	1,913	2,555	642	33.5	570	28.7
• Office appliances and stationery	9,410	832	923	934	11	1.2	102	12.3
– Fashion	423,352	35,380	32,316	35,283	2,967	9.2	–98	–0.3
• Clothing	144,965	12,376	9,419	11,783	2,364	25.1	–593	–4.8
• Footwear	21,211	1,833	1,640	1,881	242	14.7	49	2.7
• Luggage	26,072	2,250	2,032	2,152	121	5.9	–97	–4.3
• Fashion and accessories	25,396	2,089	1,824	1,836	12	0.6	–253	–12.1
• Sports and leisure appliances	41,833	3,261	2,940	3,661	721	24.5	400	12.3
• Cosmetics	123,822	10,236	10,515	9,834	–681	–6.5	–402	–3.9
• Goods for infants and children	40,053	3,336	3,947	4,135	188	4.8	799	24.0
– Food products	169,629	12,929	19,308	21,472	2,164	11.2	8,543	66.1
• Food & beverages	134,287	10,270	14,819	16,371	1,552	10.5	6,101	59.4
• Agriculture, livestock and fishery products	35,342	2,659	4,489	5,101	612	13.6	2,442	91.8
– Household goods	157,777	13,304	17,416	19,828	2,412	13.9	6,524	49.0
• Household goods	100,461	8,476	11,320	12,454	1,134	10.0	3,978	46.9
• Motor vehicles, and motor vehicle parts & accessories	13,324	1,060	1,602	2,105	503	31.4	1,045	98.6
• Furniture	34,756	3,051	3,641	4,352	710	19.5	1,300	42.6
• Pet products	9,236	716	852	917	64	7.6	200	28.0
– Services	338,999	25,555	23,764	20,451	–3,312	–13.9	–5,104	–20.0
• Travel arrangement and transportation services	174,759	13,451	7,125	3,583	–3,541	–49.7	–9,868	–73.4
• Culture and leisure services	22,127	1,811	586	201	–385	–65.7	–1,610	–88.9
• E-coupon services	33,239	2,535	3,241	3,486	245	7.5	950	37.5
• Food services	97,328	7,121	11,350	12,519	1,169	10.3	5,398	75.8
• Miscellaneous	11,544	636	1,462	662	–800	–54.7	26	4.1
– Others	31,645	3,867	3,761	3,597	–164	–4.4	–271	–7.0