



Statistics Korea

Press Release

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Online Shopping in june 2022

1. Overview

- The online shopping transaction value marked 16.7806 trillion won in June 2022, rising 10.4% from June 2021. The mobile shopping transaction value marked 12.4186 trillion won in June 2022, rising 15.8% from June 2021.
- Compared to May 2022, the online and mobile shopping transaction value dropped by 3.3% and 3.4%, respectively.
- The mobile shopping transaction value accounted for 74.0% of the total online shopping transaction value, which went up by 3.4%p from 70.6% in June 2021.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Jun.	May ^p	Jun. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	1,870,784	151,991	173,448	167,806	-5,641	-3.3	15,815	10.4
Mobile shopping transaction value (B)	1,355,164	107,240	128,578	124,186	-4,392	-3.4	16,947	15.8
Share of mobile shopping transaction value (B/A)	72.4	70.6	74.1	74.0	-	-0.1	-	3.4

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
- Compared to June 2021, the online shopping transaction value of 'Cosmetics' declined by 19.5%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'Culture and leisure services' grew by 102.0%, 16.8% and 121.6%, respectively.
- Compared to May 2022, the online shopping transaction value of 'Motor vehicles, and motor vehicle parts & accessories' rose by 21.7%. In the meantime, the online shopping transaction value of 'Clothing', 'E-coupon services' and 'Computers and computer-related appliances' fell by 6.9%, 18.2% and 15.7%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Jun.	May ^p	Jun. ^p	Change	Percent change	Change	Percent change
○ Total	1,870,784	151,991	173,448	167,806	-5,641	-3.3	15,815	10.4
- Home electric appliances	301,209	22,867	24,468	23,174	-1,294	-5.3	307	1.3
• Computers and computer-related appliances	82,975	5,744	6,394	5,389	-1,006	-15.7	-355	-6.2
• Home electric appliances, electronic and telecommunication equipment	218,234	17,123	18,073	17,785	-288	-1.6	662	3.9
- Books	37,456	2,665	2,854	2,655	-199	-7.0	-10	-0.4
• Books	25,941	1,834	1,941	1,753	-189	-9.7	-81	-4.4
• Office appliances and stationery	11,515	831	913	902	-11	-1.2	71	8.5
- Fashion	482,164	40,448	44,009	40,991	-3,017	-6.9	543	1.3
• Clothing	166,428	13,966	16,230	15,108	-1,122	-6.9	1,142	8.2
• Footwear	28,833	2,830	3,031	3,059	28	0.9	229	8.1
• Luggage	32,418	2,530	2,910	2,949	39	1.3	419	16.6
• Fashion and accessories	24,295	2,001	2,247	2,310	63	2.8	309	15.5
• Sports and leisure appliances	58,616	5,009	5,955	5,245	-710	-11.9	236	4.7
• Cosmetics	121,734	10,278	9,098	8,271	-827	-9.1	-2,007	-19.5
• Goods for infants and children	49,841	3,834	4,537	4,049	-489	-10.8	215	5.6
- Food products	314,114	24,256	29,364	28,167	-1,197	-4.1	3,912	16.1
• Food & beverages	242,949	19,032	23,158	22,230	-928	-4.0	3,198	16.8
• Agriculture, livestock and fishery products	71,164	5,224	6,206	5,937	-269	-4.3	713	13.7
- Household goods	260,648	23,504	23,229	23,798	569	2.5	295	1.3
• Household goods	159,849	12,988	14,181	14,076	-104	-0.7	1,088	8.4
• Motor vehicles, and motor vehicle parts & accessories	34,053	5,162	3,572	4,346	774	21.7	-816	-15.8
• Furniture	53,976	4,312	4,263	4,143	-120	-2.8	-169	-3.9
• Pet products	12,770	1,043	1,213	1,233	20	1.7	191	18.3
- Services	442,921	35,816	46,717	46,428	-289	-0.6	10,612	29.6
• Travel arrangement and transportation services	93,421	8,164	16,008	16,496	488	3.0	8,331	102.0
• Culture and leisure services	12,582	1,247	2,572	2,764	191	7.4	1,516	121.6
• E-coupon services	59,534	4,847	5,933	4,855	-1,078	-18.2	9	0.2
• Food services	256,783	19,720	20,653	20,625	-28	-0.1	905	4.6
• Miscellaneous	20,601	1,838	1,550	1,688	138	8.9	-150	-8.2
- Others	32,273	2,437	2,807	2,593	-214	-7.6	157	6.4