



Statistics Korea

## Press Release

<b>Embargo</b>	<b>12:00P.M., September 1, 2022</b>	<b>Release Date</b>	<b>8:30A.M., September 1, 2022</b>
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## Online Shopping in July 2022

## 1. Overview

- The online shopping transaction value marked 17.0312 trillion won in July 2022, rising 8.8% from July 2021. The mobile shopping transaction value marked 12.9126 trillion won in July 2022, rising 12.7% from July 2021.
- Compared to June 2022, the online and mobile shopping transaction value grew by 1.6% and 3.9%, respectively.
- The mobile shopping transaction value accounted for 75.8% of the total online shopping transaction value, which went up by 2.6%p from 73.2% in July 2021.

### < Online Shopping Transaction Value >

(100 million won, %, %p)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Jul.	Jun. <sup>p</sup>	Jul. <sup>p</sup>	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	1,870,784	156,489	167,557	170,312	2,755	1.6	13,823	8.8
Mobile shopping transaction value (B)	1,355,164	114,614	124,311	129,126	4,815	3.9	14,512	12.7
Share of mobile shopping transaction value (B/A)	72.4	73.2	74.2	75.8	-	1.6	-	2.6

## 2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
  - Compared to July 2021, the online shopping transaction value of 'Cosmetics' declined by 20.0%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'Culture and leisure services' grew by 117.5%, 12.0% and 201.8%, respectively.
  - Compared to June 2022, the online shopping transaction value of 'Motor vehicles, and motor vehicle parts & accessories' Fell by 41.2%. In the meantime, the online shopping transaction value of 'Food services', 'Travel arrangement and transportation services' and 'Home electric appliances, electronic and telecommunication equipment' increased by 9.1%, 8.7% and 5.7%, respectively.

## < Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Jul.	Jun. <sup>P</sup>	Jul. <sup>P</sup>	Change	Percent change	Change	Percent change
○ <b>Total</b>	<b>1,870,784</b>	<b>156,489</b>	<b>167,557</b>	<b>170,312</b>	<b>2,755</b>	<b>1.6</b>	<b>13,823</b>	<b>8.8</b>
- <b>Home electric appliances</b>	<b>301,209</b>	<b>26,487</b>	<b>23,187</b>	<b>24,749</b>	<b>1,563</b>	<b>6.7</b>	<b>-1,738</b>	<b>-6.6</b>
• Computers and computer-related appliances	82,975	6,666	5,402	5,951	549	10.2	-715	-10.7
• Home electric appliances, electronic and telecommunication equipment	218,234	19,821	17,785	18,798	1,013	5.7	-1,023	-5.2
- <b>Books</b>	<b>37,456</b>	<b>3,015</b>	<b>2,658</b>	<b>3,007</b>	<b>349</b>	<b>13.1</b>	<b>-8</b>	<b>-0.3</b>
• Books	25,941	2,220	1,754	2,080	326	18.6	-140	-6.3
• Office appliances and stationery	11,515	795	904	927	23	2.5	132	16.6
- <b>Fashion</b>	<b>482,164</b>	<b>38,512</b>	<b>40,550</b>	<b>38,814</b>	<b>-1,736</b>	<b>-4.3</b>	<b>302</b>	<b>0.8</b>
• Clothing	166,428	12,554	15,003	13,879	-1,124	-7.5	1,325	10.6
• Footwear	28,833	2,374	2,821	2,549	-272	-9.6	174	7.3
• Luggage	32,418	2,550	2,950	2,913	-38	-1.3	363	14.2
• Fashion and accessories	24,295	2,083	2,290	2,322	32	1.4	240	11.5
• Sports and leisure appliances	58,616	5,210	5,250	5,338	88	1.7	129	2.5
• Cosmetics	121,734	9,708	8,219	7,762	-457	-5.6	-1,946	-20.0
• Goods for infants and children	49,841	4,034	4,018	4,051	34	0.8	17	0.4
- <b>Food products</b>	<b>314,114</b>	<b>25,788</b>	<b>28,205</b>	<b>28,679</b>	<b>474</b>	<b>1.7</b>	<b>2,891</b>	<b>11.2</b>
• Food & beverages	242,949	20,211	22,250	22,642	392	1.8	2,431	12.0
• Agriculture, livestock and fishery products	71,164	5,577	5,955	6,037	82	1.4	460	8.2
- <b>Household goods</b>	<b>260,648</b>	<b>20,600</b>	<b>23,819</b>	<b>22,039</b>	<b>-1,780</b>	<b>-7.5</b>	<b>1,439</b>	<b>7.0</b>
• Household goods	159,849	13,579	14,089	14,229	140	1.0	650	4.8
• Motor vehicles, and motor vehicle parts & accessories	34,053	1,661	4,327	2,543	-1,784	-41.2	882	53.1
• Furniture	53,976	4,296	4,172	4,029	-143	-3.4	-267	-6.2
• Pet products	12,770	1,062	1,231	1,237	6	0.5	175	16.5
- <b>Services</b>	<b>442,921</b>	<b>39,599</b>	<b>46,533</b>	<b>50,295</b>	<b>3,763</b>	<b>8.1</b>	<b>10,697</b>	<b>27.0</b>
• Travel arrangement and transportation services	93,421	8,110	16,235	17,642	1,407	8.7	9,532	117.5
• Culture and leisure services	12,582	883	3,130	2,665	-465	-14.9	1,782	201.8
• E-coupon services	59,534	4,877	4,848	5,668	820	16.9	792	16.2
• Food services	256,783	23,780	20,625	22,496	1,871	9.1	-1,284	-5.4
• Miscellaneous	20,601	1,949	1,695	1,824	129	7.6	-125	-6.4
- <b>Others</b>	<b>32,273</b>	<b>2,488</b>	<b>2,606</b>	<b>2,729</b>	<b>123</b>	<b>4.7</b>	<b>241</b>	<b>9.7</b>