



Statistics Korea

Press Release

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Online Shopping in August 2022

1. Overview

- The online shopping transaction value marked 17.7181 trillion won in August 2022, rising 16.0% from August 2021. The mobile shopping transaction value marked 13.2346 trillion won in August 2022, rising 17.8% from August 2021.
- Compared to July 2022, the online and mobile shopping transaction value grew by 3.9% and 2.3%, respectively.
- The mobile shopping transaction value accounted for 74.7% of the total online shopping transaction value, which went up by 1.2%p from 73.5% in August 2021.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Aug.	Jul. ^p	Aug. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	1,870,784	152,756	170,508	177,181	6,673	3.9	24,425	16.0
Mobile shopping transaction value (B)	1,355,164	112,335	129,412	132,346	2,935	2.3	20,011	17.8
Share of mobile shopping transaction value (B/A)	72.4	73.5	75.9	74.7	-	-1.2	-	1.2

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
- Compared to August 2021, the online shopping transaction value of 'Food services' declined by 7.7%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'Household goods' grew by 133.5%, 27.3% and 11.8%, respectively.
- Compared to July 2022, the online shopping transaction value of 'Clothing' Fell by 15.8%. In the meantime, the online shopping transaction value of 'Food & beverages', 'Motor vehicles, and motor vehicle parts & accessories' and 'Agriculture, livestock and fishery products' increased by 18.0%, 60.1% and 23.3%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Aug.	Jul. ^p	Aug. ^p	Change	Percent change	Change	Percent change
○ Total	1,870,784	152,756	170,508	177,181	6,673	3.9	24,425	16.0
- Home electric appliances	301,209	24,262	24,658	25,238	580	2.4	976	4.0
• Computers and computer-related appliances	82,975	6,559	5,959	6,151	192	3.2	-409	-6.2
• Home electric appliances, electronic and telecommunication equipment	218,234	17,703	18,700	19,087	388	2.1	1,384	7.8
- Books	37,456	2,989	3,006	3,033	28	0.9	44	1.5
• Books	25,941	2,174	2,079	2,071	-8	-0.4	-103	-4.8
• Office appliances and stationery	11,515	815	927	962	35	3.8	147	18.1
- Fashion	482,164	34,433	38,993	36,547	-2,446	-6.3	2,114	6.1
• Clothing	166,428	10,400	13,963	11,760	-2,203	-15.8	1,360	13.1
• Footwear	28,833	2,004	2,558	2,178	-380	-14.9	174	8.7
• Luggage	32,418	2,463	2,937	3,073	137	4.7	610	24.8
• Fashion and accessories	24,295	1,891	2,314	2,155	-159	-6.9	265	14.0
• Sports and leisure appliances	58,616	4,748	5,335	5,041	-295	-5.5	293	6.2
• Cosmetics	121,734	9,133	7,828	8,229	401	5.1	-903	-9.9
• Goods for infants and children	49,841	3,794	4,058	4,110	53	1.3	317	8.4
- Food products	314,114	27,015	28,715	34,200	5,486	19.1	7,185	26.6
• Food & beverages	242,949	20,990	22,649	26,724	4,075	18.0	5,734	27.3
• Agriculture, livestock and fishery products	71,164	6,025	6,066	7,476	1,411	23.3	1,451	24.1
- Household goods	260,648	21,703	21,944	24,611	2,667	12.2	2,908	13.4
• Household goods	159,849	13,368	14,137	14,946	809	5.7	1,578	11.8
• Motor vehicles, and motor vehicle parts & accessories	34,053	2,962	2,538	4,062	1,525	60.1	1,101	37.2
• Furniture	53,976	4,281	4,028	4,294	266	6.6	13	0.3
• Pet products	12,770	1,092	1,241	1,308	66	5.3	216	19.7
- Services	442,921	39,941	50,463	50,797	334	0.7	10,856	27.2
• Travel arrangement and transportation services	93,421	8,020	17,907	18,729	823	4.6	10,709	133.5
• Culture and leisure services	12,582	994	2,666	2,424	-242	-9.1	1,429	143.8
• E-coupon services	59,534	4,831	5,570	5,775	204	3.7	944	19.5
• Food services	256,783	24,188	22,496	22,334	-161	-0.7	-1,854	-7.7
• Miscellaneous	20,601	1,907	1,824	1,535	-290	-15.9	-372	-19.5
- Others	32,273	2,412	2,729	2,754	25	0.9	343	14.2