



Statistics Korea

Press Release

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Contact Division	Short-Term Service Statistics Division Deputy Director General for Short-Term Economic Statistics	Contact Person	Kim Seo-young (042-481-2585)

Online Shopping in September 2022

1. Overview

- The online shopping transaction value marked 17.4553 trillion won in September 2022, rising 11.8% from September 2021. The mobile shopping transaction value marked 12.8577 trillion won in September 2022, rising 12.4% from September 2021.
- Compared to August 2022, the online and mobile shopping transaction value dropped by 1.7% and 3.0%, respectively.
- The mobile shopping transaction value accounted for 73.7% of the total online shopping transaction value, which went up by 0.4%p from 73.3% in September 2021.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Sep.	Aug. ^P	Sep. ^P	Change	(Percent) change	Change	(Percent) change
◦ Total online shopping transaction value (A)	1,870,784	156,124	177,538	174,553	-2,985	-1.7	18,428	11.8
Mobile shopping transaction value (B)	1,355,164	114,436	132,595	128,577	-4,018	-3.0	14,141	12.4
Share of mobile shopping transaction value (B/A)	72.4	73.3	74.7	73.7	-	-1.0	-	0.4

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to September 2021, the online shopping transaction value of 'Food services' declined by 10.7%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'Clothing' grew by 118.2%, 11.2% and 15.0%, respectively.
 - Compared to August 2022, the online shopping transaction value of 'Clothing' rose by 26.2%. In the meantime, the online shopping transaction value of 'Food services', 'Food & beverages' and 'Travel arrangement and transportation services' fell by 12.5%, 8.2% and 9.5%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Sep.	Aug. ^P	Sep. ^P	Change	Percent change	Change	Percent change
○ Total	1,870,784	156,124	177,538	174,553	-2,985	-1.7	18,428	11.8
- Home electric appliances	301,209	22,929	25,277	23,945	-1,332	-5.3	1,016	4.4
• Computers and computer-related appliances	82,975	6,279	6,157	6,125	-33	-0.5	-155	-2.5
• Home electric appliances, electronic and telecommunication equipment	218,234	16,650	19,120	17,820	-1,299	-6.8	1,171	7.0
- Books	37,456	2,941	3,033	3,014	-19	-0.6	73	2.5
• Books	25,941	2,055	2,071	2,018	-53	-2.6	-36	-1.8
• Office appliances and stationery	11,515	887	962	996	34	3.5	109	12.3
- Fashion	482,164	38,549	36,932	41,154	4,222	11.4	2,606	6.8
• Clothing	166,428	12,962	11,809	14,904	3,095	26.2	1,942	15.0
• Footwear	28,833	2,107	2,532	2,510	-23	-0.9	402	19.1
• Luggage	32,418	2,553	3,071	3,041	-30	-1.0	488	19.1
• Fashion and accessories	24,295	1,903	2,147	2,226	79	3.7	323	17.0
• Sports and leisure appliances	58,616	5,103	5,046	5,409	363	7.2	306	6.0
• Cosmetics	121,734	10,088	8,217	9,004	787	9.6	-1,084	-10.7
• Goods for infants and children	49,841	3,833	4,110	4,060	-50	-1.2	228	5.9
- Food products	314,114	29,262	34,160	31,330	-2,830	-8.3	2,068	7.1
• Food & beverages	242,949	22,049	26,695	24,515	-2,180	-8.2	2,466	11.2
• Agriculture, livestock and fishery products	71,164	7,213	7,466	6,815	-651	-8.7	-398	-5.5
- Household goods	260,648	21,974	24,605	24,954	349	1.4	2,980	13.6
• Household goods	159,849	13,239	14,942	14,167	-775	-5.2	928	7.0
• Motor vehicles, and motor vehicle parts & accessories	34,053	3,428	4,062	5,057	996	24.5	1,630	47.5
• Furniture	53,976	4,224	4,294	4,437	144	3.3	213	5.0
• Pet products	12,770	1,084	1,308	1,293	-15	-1.1	209	19.3
- Services	442,921	38,061	50,771	47,571	-3,200	-6.3	9,510	25.0
• Travel arrangement and transportation services	93,421	7,749	18,675	16,909	-1,767	-9.5	9,160	118.2
• Culture and leisure services	12,582	959	2,432	2,179	-254	-10.4	1,220	127.3
• E-coupon services	59,534	5,327	5,777	6,744	967	16.7	1,416	26.6
• Food services	256,783	21,878	22,348	19,545	-2,803	-12.5	-2,333	-10.7
• Miscellaneous	20,601	2,148	1,538	2,194	656	42.7	47	2.2
- Others	32,273	2,409	2,760	2,584	-175	-6.4	176	7.3