



Statistics Korea

## Press Release

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## Online Shopping in October 2022

## 1. Overview

- The online shopping transaction value marked 17.7115 trillion won in October 2022, rising 8.2% from October 2021. The mobile shopping transaction value marked 12.9227 trillion won in October 2022, rising 7.7% from October 2021.
- Compared to September 2022, the online and mobile shopping transaction value grew by 3.3% and 2.1%, respectively.
- The mobile shopping transaction value accounted for 73.0% of the total online shopping transaction value, which went down by 0.3%p from 73.3% in October 2021.

### < Online Shopping Transaction Value >

(100 million won, %, %p)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Oct.	Sep. <sup>P</sup>	Oct. <sup>P</sup>	Change	(Percent) change	Change	(Percent) change
◦ Total online shopping transaction value (A)	1,870,784	163,679	171,448	177,115	5,667	3.3	13,436	8.2
Mobile shopping transaction value (B)	1,355,164	119,984	126,561	129,227	2,666	2.1	9,242	7.7
Share of mobile shopping transaction value (B/A)	72.4	73.3	73.8	73.0	-	-0.8	-	-0.3

## 2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
  - Compared to October 2021, the online shopping transaction value of 'Food services' declined by 7.6%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'E-coupon services' grew by 84.0%, 13.1% and 27.3%, respectively.
  - Compared to September 2022, the online shopping transaction value of 'Motor vehicles, and motor vehicle parts & accessories' fell by 52.4%. In the meantime, the online shopping transaction value of 'Home electric appliances, electronic and telecommunication equipment', 'Clothing' and 'Food services' increased by 27.8%, 26.3% and 7.0%, respectively.

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

(100 million won, %)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Oct.	Sep. <sup>P</sup>	Oct. <sup>P</sup>	Change	Percent change	Change	Percent change
○ <b>Total</b>	<b>1,870,784</b>	<b>163,679</b>	<b>171,448</b>	<b>177,115</b>	<b>5,667</b>	<b>3.3</b>	<b>13,436</b>	<b>8.2</b>
- <b>Home electric appliances</b>	<b>301,209</b>	<b>27,267</b>	<b>23,134</b>	<b>27,802</b>	<b>4,668</b>	<b>20.2</b>	<b>535</b>	<b>2.0</b>
• Computers and computer-related appliances	82,975	6,146	5,888	5,757	-131	-2.2	-389	-6.3
• Home electric appliances, electronic and telecommunication equipment	218,234	21,121	17,246	22,045	4,799	27.8	924	4.4
- <b>Books</b>	<b>37,456</b>	<b>2,883</b>	<b>2,996</b>	<b>2,816</b>	<b>-180</b>	<b>-6.0</b>	<b>-67</b>	<b>-2.3</b>
• Books	25,941	1,847	1,993	1,707	-286	-14.4	-141	-7.6
• Office appliances and stationery	11,515	1,036	1,003	1,110	107	10.6	74	7.1
- <b>Fashion</b>	<b>482,164</b>	<b>44,669</b>	<b>40,302</b>	<b>45,402</b>	<b>5,100</b>	<b>12.7</b>	<b>734</b>	<b>1.6</b>
• Clothing	166,428	17,553	14,734	18,609	3,876	26.3	1,057	6.0
• Footwear	28,833	2,481	2,513	2,673	160	6.4	193	7.8
• Luggage	32,418	2,808	3,001	2,957	-44	-1.5	149	5.3
• Fashion and accessories	24,295	2,061	2,128	2,110	-18	-0.8	49	2.4
• Sports and leisure appliances	58,616	5,918	5,290	6,138	849	16.0	221	3.7
• Cosmetics	121,734	9,737	8,639	8,660	20	0.2	-1,077	-11.1
• Goods for infants and children	49,841	4,111	3,997	4,254	257	6.4	142	3.5
- <b>Food products</b>	<b>314,114</b>	<b>25,559</b>	<b>31,030</b>	<b>28,757</b>	<b>-2,273</b>	<b>-7.3</b>	<b>3,198</b>	<b>12.5</b>
• Food & beverages	242,949	20,024	23,987	22,637	-1,350	-5.6	2,613	13.1
• Agriculture, livestock and fishery products	71,164	5,535	7,043	6,120	-923	-13.1	585	10.6
- <b>Household goods</b>	<b>260,648</b>	<b>21,690</b>	<b>23,988</b>	<b>21,954</b>	<b>-2,034</b>	<b>-8.5</b>	<b>264</b>	<b>1.2</b>
• Household goods	159,849	13,930	13,677	14,035	358	2.6	105	0.8
• Motor vehicles, and motor vehicle parts & accessories	34,053	2,108	5,035	2,396	-2,638	-52.4	289	13.7
• Furniture	53,976	4,528	4,002	4,239	237	5.9	-288	-6.4
• Pet products	12,770	1,125	1,273	1,283	10	0.8	159	14.1
- <b>Services</b>	<b>442,921</b>	<b>39,077</b>	<b>47,351</b>	<b>47,767</b>	<b>416</b>	<b>0.9</b>	<b>8,690</b>	<b>22.2</b>
• Travel arrangement and transportation services	93,421	9,242	16,879	17,010	131	0.8	7,767	84.0
• Culture and leisure services	12,582	1,405	2,177	2,347	170	7.8	942	67.0
• E-coupon services	59,534	4,519	6,575	5,753	-823	-12.5	1,234	27.3
• Food services	256,783	22,639	19,536	20,910	1,374	7.0	-1,729	-7.6
• Miscellaneous	20,601	1,271	2,184	1,748	-437	-20.0	476	37.4
- <b>Others</b>	<b>32,273</b>	<b>2,534</b>	<b>2,646</b>	<b>2,616</b>	<b>-29</b>	<b>-1.1</b>	<b>82</b>	<b>3.2</b>