



Statistics Korea

Press Release

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Online Shopping in November 2022

1. Overview

- The online shopping transaction value marked 18.1201 trillion won in November 2022, rising 7.3% from November 2021. The mobile shopping transaction value marked 13.3477 trillion won in November 2022, rising 9.6% from November 2021.
- Compared to October 2022, the online and mobile shopping transaction value grew by 2.3% and 3.2%, respectively.
- The mobile shopping transaction value accounted for 73.7% of the total online shopping transaction value, which went up by 1.6%p from 72.1% in November 2021.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Nov.	Oct. ^p	Nov. ^p	Change	(Percent) change	Change	(Percent) change
◦ Total online shopping transaction value (A)	1,870,784	168,897	177,097	181,201	4,104	2.3	12,304	7.3
Mobile shopping transaction value (B)	1,355,164	121,796	129,299	133,477	4,178	3.2	11,681	9.6
Share of mobile shopping transaction value (B/A)	72.4	72.1	73.0	73.7	-	0.7	-	1.6

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
- Compared to November 2021, the online shopping transaction value of 'Cosmetics' declined by 18.8%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'E-coupon services' grew by 56.5%, 17.3% and 39.5%, respectively.
- Compared to October 2022, the online shopping transaction value of 'Home electric appliances, electronic and telecommunication equipment' fell by 10.1%. In the meantime, the online shopping transaction value of 'Food & beverages', 'E-coupon services' and 'Motor vehicles, and motor vehicle parts & accessories' increased by 6.3%, 23.6% and 54.3%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Nov.	Oct. ^p	Nov. ^p	Change	Percent change	Change	Percent change
◦ Total	1,870,784	168,897	177,097	181,201	4,104	2.3	12,304	7.3
- Home electric appliances	301,209	27,713	27,631	26,650	-981	-3.6	-1,062	-3.8
• Computers and computer-related appliances	82,975	7,203	5,722	6,945	1,223	21.4	-258	-3.6
• Home electric appliances, electronic and telecommunication equipment	218,234	20,510	21,909	19,705	-2,204	-10.1	-805	-3.9
- Books	37,456	3,036	2,828	3,071	243	8.6	35	1.2
• Books	25,941	1,971	1,706	1,908	202	11.9	-63	-3.2
• Office appliances and stationery	11,515	1,065	1,122	1,163	40	3.6	98	9.2
- Fashion	482,164	47,211	45,755	46,875	1,120	2.4	-336	-0.7
• Clothing	166,428	18,067	18,770	19,325	555	3.0	1,259	7.0
• Footwear	28,833	2,792	2,780	2,807	26	1.0	14	0.5
• Luggage	32,418	3,727	3,005	3,584	578	19.2	-144	-3.9
• Fashion and accessories	24,295	2,140	2,124	2,379	255	12.0	239	11.2
• Sports and leisure appliances	58,616	5,502	6,140	5,661	-479	-7.8	159	2.9
• Cosmetics	121,734	10,766	8,672	8,742	70	0.8	-2,023	-18.8
• Goods for infants and children	49,841	4,217	4,264	4,377	114	2.7	160	3.8
- Food products	314,114	26,035	28,724	30,375	1,651	5.7	4,340	16.7
• Food & beverages	242,949	20,470	22,596	24,015	1,420	6.3	3,545	17.3
• Agriculture, livestock and fishery products	71,164	5,565	6,129	6,359	231	3.8	795	14.3
- Household goods	260,648	23,269	21,972	24,173	2,200	10.0	904	3.9
• Household goods	159,849	13,979	14,061	14,793	732	5.2	814	5.8
• Motor vehicles, and motor vehicle parts & accessories	34,053	3,615	2,401	3,706	1,305	54.3	91	2.5
• Furniture	53,976	4,558	4,254	4,371	118	2.8	-186	-4.1
• Pet products	12,770	1,117	1,257	1,303	46	3.7	186	16.6
- Services	442,921	39,037	47,592	47,245	-347	-0.7	8,209	21.0
• Travel arrangement and transportation services	93,421	10,190	16,804	15,944	-860	-5.1	5,754	56.5
• Culture and leisure services	12,582	1,863	2,333	2,093	-241	-10.3	230	12.3
• E-coupon services	59,534	5,095	5,750	7,108	1,358	23.6	2,013	39.5
• Food services	256,783	20,711	20,952	20,232	-720	-3.4	-479	-2.3
• Miscellaneous	20,601	1,178	1,753	1,868	115	6.6	691	58.6
- Others	32,273	2,597	2,593	2,812	219	8.5	215	8.3