



Statistics Korea

Press Release

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Online Shopping in December 2022

1. Overview

- The online shopping transaction value marked 18.7423 trillion won in December 2022, rising 5.2% from December 2021. The mobile shopping transaction value marked 13.8031 trillion won in November 2022, rising 4.0% from December 2021.
- Compared to November 2022, the online and mobile shopping transaction value grew by 2.2% and 2.9%, respectively.
- The mobile shopping transaction value accounted for 73.6% of the total online shopping transaction value, which went down by 0.9%p from 74.5% in December 2021.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Dec.	Nov. ^p	Dec. ^p	Change	(Percent) change	Change	(Percent) change
◦ Total online shopping transaction value (A)	1,870,784	178,104	183,387	187,423	4,036	2.2	9,319	5.2
Mobile shopping transaction value (B)	1,355,164	132,761	134,177	138,031	3,854	2.9	5,270	4.0
Share of mobile shopping transaction value (B/A)	72.4	74.5	73.2	73.6	-	0.4	-	-0.9

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
- Compared to December 2021, the online shopping transaction value of 'Food services' declined by 8.4%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'E-coupon services' grew by 92.6%, 11.1% and 18.3%, respectively.
- Compared to November 2022, the online shopping transaction value of 'Home electric appliances, electronic and telecommunication equipment' fell by 5.3%. In the meantime, the online shopping transaction value of 'Food services', 'Travel arrangement and transportation services' and 'Goods for infants and children' increased by 10.7%, 11.0% and 20.0%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2021		2022		Month-on-month		Year-on-year	
	Annual	Dec.	Nov. ^P	Dec. ^P	Change	Percent change	Change	Percent change
○ Total	1,870,784	178,104	183,387	187,423	4,036	2.2	9,319	5.2
- Home electric appliances	301,209	28,390	26,625	24,966	-1,659	-6.2	-3,424	-12.1
• Computers and computer-related appliances	82,975	8,078	6,962	6,353	-609	-8.7	-1,725	-21.4
• Home electric appliances, electronic and telecommunication equipment	218,234	20,312	19,663	18,613	-1,050	-5.3	-1,699	-8.4
- Books	37,456	3,973	3,102	3,702	601	19.4	-271	-6.8
• Books	25,941	2,584	1,912	2,246	335	17.5	-337	-13.1
• Office appliances and stationery	11,515	1,389	1,190	1,456	266	22.3	67	4.8
- Fashion	482,164	46,654	47,922	47,929	6	0.0	1,275	2.7
• Clothing	166,428	18,126	19,867	19,197	-670	-3.4	1,071	5.9
• Footwear	28,833	2,837	3,201	3,194	-7	-0.2	357	12.6
• Luggage	32,418	2,930	3,532	3,373	-159	-4.5	443	15.1
• Fashion and accessories	24,295	2,628	2,392	3,008	616	25.7	380	14.5
• Sports and leisure appliances	58,616	5,146	5,680	5,139	-542	-9.5	-7	-0.1
• Cosmetics	121,734	9,479	8,770	8,641	-129	-1.5	-838	-8.8
• Goods for infants and children	49,841	5,507	4,480	5,376	897	20.0	-131	-2.4
- Food products	314,114	28,480	30,300	31,247	947	3.1	2,767	9.7
• Food & beverages	242,949	21,967	23,983	24,412	429	1.8	2,445	11.1
• Agriculture, livestock and fishery products	71,164	6,513	6,317	6,834	517	8.2	322	4.9
- Household goods	260,648	23,895	23,863	23,447	-417	-1.7	-449	-1.9
• Household goods	159,849	15,081	14,579	14,955	376	2.6	-126	-0.8
• Motor vehicles, and motor vehicle parts & accessories	34,053	2,828	3,695	2,988	-707	-19.1	160	5.7
• Furniture	53,976	4,799	4,285	4,177	-107	-2.5	-622	-13.0
• Pet products	12,770	1,188	1,305	1,327	22	1.7	139	11.7
- Services	442,921	43,596	48,796	53,056	4,260	8.7	9,460	21.7
• Travel arrangement and transportation services	93,421	10,036	17,415	19,327	1,912	11.0	9,291	92.6
• Culture and leisure services	12,582	1,424	2,091	2,247	156	7.4	823	57.8
• E-coupon services	59,534	6,314	7,110	7,472	361	5.1	1,158	18.3
• Food services	256,783	24,495	20,265	22,433	2,168	10.7	-2,061	-8.4
• Miscellaneous	20,601	1,327	1,914	1,577	-337	-17.6	250	18.9
- Others	32,273	3,116	2,778	3,076	298	10.7	-40	-1.3