



Statistics Korea

Press Release

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Online Shopping in January 2023

1. Overview

- The online shopping transaction value marked 17.9192 trillion won in January 2023, rising 6.3% from January 2022. The mobile shopping transaction value marked 13.4927 trillion won in January 2023, rising 5.6% from January 2022.
- Compared to December 2022, the online and mobile shopping transaction value dropped by 5.2% and 4.0%, respectively.
- The mobile shopping transaction value accounted for 75.3% of the total online shopping transaction value, which went down by 0.5%p from 75.8% in January 2022.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2022			2023	Month-on-month		Year-on-year	
	Annual ^p	Jan.	Dec. ^p	Jan. ^p	Change	(Percent) change	Change	(Percent) change
◦ Total online shopping transaction value (A)	2,098,913	168,558	189,098	179,192	-9,907	-5.2	10,634	6.3
Mobile shopping transaction value (B)	1,569,423	127,792	140,480	134,927	-5,553	-4.0	7,135	5.6
Share of mobile shopping transaction value (B/A)	74.8	75.8	74.3	75.3	-	1.0	-	-0.5

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to January 2022, the online shopping transaction value of 'Food services' declined by 8.3%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'E-coupon services' grew by 105.4%, 10.3% and 16.8%, respectively.
 - Compared to December 2022, the online shopping transaction value of 'Food & beverages' rose by 11.6%. In the meantime, the online shopping transaction value of 'Clothing' and 'Goods for infants and children' fell by 30.9% and 25.0%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2022			2023	Month-on-month		Year-on-year	
	Annual ^P	Jan.	Dec. ^P	Jan. ^P	Change	Percent change	Change	Percent change
○ Total	2,098,913	168,558	189,098	179,192	-9,907	-5.2	10,634	6.3
- Home electric appliances	299,682	25,030	24,713	24,148	-565	-2.3	-881	-3.5
• Computers and computer-related appliances	91,287	8,583	7,654	7,908	254	3.3	-675	-7.9
• Home electric appliances, electronic equipment	151,897	12,502	12,763	11,688	-1,075	-8.4	-814	-6.5
• Telecommunication equipment	56,497	3,945	4,297	4,552	255	5.9	607	15.4
- Books	43,931	3,855	4,358	3,733	-624	-14.3	-122	-3.2
• Books	25,967	2,437	2,229	2,173	-56	-2.5	-263	-10.8
• Office appliances and stationery	17,963	1,419	2,128	1,560	-568	-26.7	141	10.0
- Fashion	521,035	38,709	49,429	38,635	-10,794	-21.8	-74	-0.2
• Clothing	193,153	13,506	19,571	13,519	-6,051	-30.9	14	0.1
• Footwear	38,717	2,628	3,751	2,554	-1,198	-31.9	-74	-2.8
• Luggage	27,565	2,274	2,221	2,422	201	9.0	148	6.5
• Fashion and accessories	37,498	3,121	4,087	3,015	-1,072	-26.2	-106	-3.4
• Sports and leisure appliances	61,126	3,951	5,059	3,798	-1,261	-24.9	-152	-3.9
• Cosmetics	110,997	9,300	9,306	9,250	-57	-0.6	-51	-0.5
• Goods for infants and children	51,980	3,930	5,433	4,077	-1,356	-25.0	147	3.7
- Food products	361,018	33,587	31,231	36,216	4,985	16.0	2,629	7.8
• Food & beverages	266,411	23,249	22,992	25,654	2,662	11.6	2,405	10.3
• Agriculture, livestock and fishery products	94,607	10,338	8,239	10,562	2,323	28.2	224	2.2
- Household goods	282,511	22,144	23,731	21,830	-1,901	-8.0	-314	-1.4
• Household goods	165,309	13,435	14,391	13,333	-1,058	-7.4	-102	-0.8
• Motor vehicles, motor vehicle parts & accessories	42,496	2,498	3,031	2,330	-700	-23.1	-168	-6.7
• Furniture	51,976	4,434	4,242	4,162	-80	-1.9	-273	-6.1
• Pet products	22,730	1,777	2,068	2,005	-62	-3.0	228	12.8
- Services	552,442	42,262	52,060	51,500	-559	-1.1	9,238	21.9
• Travel arrangement and transportation services	167,153	9,175	17,422	18,845	1,423	8.2	9,670	105.4
• Culture and leisure services	23,959	1,220	2,199	1,691	-507	-23.1	472	38.7
• E-coupon services	73,258	6,078	7,698	7,098	-600	-7.8	1,020	16.8
• Food services	265,940	24,316	23,002	22,295	-707	-3.1	-2,022	-8.3
• Miscellaneous services	22,133	1,473	1,739	1,571	-168	-9.7	98	6.6
- Others	38,293	2,970	3,577	3,128	-448	-12.5	158	5.3