



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in February 2023

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1. Overview

- The online shopping transaction value marked 16.9369 trillion won in February 2023, rising 7.5% from February 2022. The mobile shopping transaction value marked 12.5898 trillion won in February 2023, rising 4.6% from February 2022.
- Compared to January 2023, the online and mobile shopping transaction value dropped by 5.6% and 6.7%, respectively.
- The mobile shopping transaction value accounted for 74.3% of the total online shopping transaction value, which went down by 2.1%p from 76.4% in February 2022.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Feb.	Jan. ^p	Feb. ^p	Change	(Percent) change	Change	(Percent) change
◦ Total online shopping transaction value (A)	2,098,790	157,492	179,468	169,369	-10,100	-5.6	11,877	7.5
Mobile shopping transaction value (B)	1,569,016	120,304	134,896	125,898	-8,998	-6.7	5,594	4.6
Share of mobile shopping transaction value (B/A)	74.8	76.4	75.2	74.3	-	-0.9	-	-2.1

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to February 2022, the online shopping transaction value of 'Food services' declined by 11.5%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'E-coupon services' grew by 137.4%, 8.3% and 29.7%, respectively.
 - Compared to January 2023, the online shopping transaction value of 'Telecommunication equipment' rose by 35.5%. In the meantime, the online shopping transaction value of 'Food & beverages' and 'Agriculture, livestock and fishery products' fell by 16.9% and 32.2%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Feb.	Jan. ^P	Feb. ^P	Change	Percent change	Change	Percent change
○ Total	2,098,790	157,492	179,468	169,369	-10,100	-5.6	11,877	7.5
- Home electric appliances	299,649	27,418	24,287	26,260	1,973	8.1	-1,158	-4.2
• Computers and computer-related appliances	91,239	9,443	7,856	8,660	804	10.2	-783	-8.3
• Home electric appliances, electronic equipment	151,895	12,656	11,670	11,151	-519	-4.4	-1,506	-11.9
• Telecommunication equipment	56,515	5,318	4,761	6,449	1,688	35.5	1,131	21.3
- Books	43,902	3,705	3,723	3,791	68	1.8	86	2.3
• Books	25,943	2,306	2,172	2,187	15	0.7	-118	-5.1
• Office appliances and stationery	17,959	1,399	1,551	1,603	52	3.4	205	14.6
- Fashion	520,694	36,485	38,466	38,016	-449	-1.2	1,531	4.2
• Clothing	192,975	12,037	13,484	13,421	-63	-0.5	1,384	11.5
• Footwear	38,685	2,542	2,570	2,776	206	8.0	234	9.2
• Luggage	27,510	2,309	2,348	2,438	89	3.8	129	5.6
• Fashion and accessories	37,438	2,887	3,018	2,813	-204	-6.8	-73	-2.5
• Sports and leisure appliances	61,130	3,696	3,748	3,772	24	0.6	76	2.1
• Cosmetics	110,976	9,121	9,252	8,817	-435	-4.7	-303	-3.3
• Goods for infants and children	51,979	3,895	4,046	3,979	-67	-1.7	84	2.2
- Food products	361,050	26,327	36,242	28,491	-7,751	-21.4	2,164	8.2
• Food & beverages	266,438	19,665	25,645	21,302	-4,343	-16.9	1,637	8.3
• Agriculture, livestock and fishery products	94,611	6,663	10,597	7,189	-3,408	-32.2	527	7.9
- Household goods	282,518	22,059	21,810	21,507	-303	-1.4	-552	-2.5
• Household goods	165,316	13,262	13,309	12,751	-558	-4.2	-511	-3.9
• Motor vehicles, motor vehicle parts & accessories	42,496	2,392	2,330	2,379	49	2.1	-13	-0.5
• Furniture	51,976	4,718	4,155	4,495	339	8.2	-224	-4.7
• Pet products	22,731	1,687	2,016	1,882	-134	-6.6	195	11.6
- Services	552,685	38,408	52,007	48,728	-3,280	-6.3	10,320	26.9
• Travel arrangement and transportation services	167,277	7,697	18,922	18,275	-646	-3.4	10,578	137.4
• Culture and leisure services	24,072	851	1,769	1,683	-86	-4.9	832	97.7
• E-coupon services	73,259	5,426	7,408	7,039	-369	-5.0	1,613	29.7
• Food services	265,940	22,814	22,295	20,186	-2,109	-9.5	-2,628	-11.5
• Miscellaneous services	22,138	1,619	1,614	1,545	-69	-4.3	-74	-4.6
- Others	38,293	3,090	2,934	2,577	-358	-12.2	-514	-16.6