



Statistics Korea

Press Release

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새로운 국민의 나라

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Online Shopping in March 2023

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Online Shopping in March 2023

1. Overview

- The online shopping transaction value marked 18.8379 trillion won in March 2023, rising 7.0% from March 2022. The mobile shopping transaction value marked 13.7977 trillion won in March 2023, rising 5.0% from March 2022.
- Compared to February 2023, the online and mobile shopping transaction value grew by 10.6% and 9.3%, respectively.
- The mobile shopping transaction value accounted for 73.2% of the total online shopping transaction value, which went down by 1.4%p from 74.6% in March 2022.

< Online Shopping Transaction Value >

(100 million won, %, %p)

| | 2022 | | 2023 | | Month-on-month | | Year-on-year | |
|--|-----------|---------|-------------------|-------------------|----------------|------------------|--------------|------------------|
| | Annual | Mar. | Feb. ^p | Mar. ^p | Change | (Percent) change | Change | (Percent) change |
| ○ Total online shopping transaction value (A) | 2,098,790 | 176,081 | 170,383 | 188,379 | 17,996 | 10.6 | 12,297 | 7.0 |
| Mobile shopping transaction value (B) | 1,569,016 | 131,395 | 126,179 | 137,977 | 11,797 | 9.3 | 6,582 | 5.0 |
| Share of mobile shopping transaction value (B/A) | 74.8 | 74.6 | 74.1 | 73.2 | - | -0.9 | - | -1.4 |

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
- Compared to March 2022, the online shopping transaction value of 'Food services' declined by 13.0%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Clothing' and 'Food & beverages' grew by 95.3%, 14.0% and 8.1%, respectively.
- Compared to February 2023, the online shopping transaction value of 'Telecommunication equipment' fell by 26.3%. In the meantime, the online shopping transaction value of 'Clothing' and 'Food & beverages' increased by 34.1% and 15.2%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

| | 2022 | | 2023 | | Month-on-month | | Year-on-year | |
|---|------------------|----------------|-------------------|-------------------|----------------|----------------|---------------|----------------|
| | Annual | Mar. | Feb. ^p | Mar. ^p | Change | Percent change | Change | Percent change |
| ○ Total | 2,098,790 | 176,081 | 170,383 | 188,379 | 17,996 | 10.6 | 12,297 | 7.0 |
| - Home electric appliances | 299,649 | 25,511 | 26,310 | 25,670 | -640 | -2.4 | 159 | 0.6 |
| · Computers and computer-related appliances | 91,239 | 8,964 | 8,885 | 9,250 | 365 | 4.1 | 287 | 3.2 |
| · Home electric appliances, electronic equipment | 151,895 | 12,405 | 10,913 | 11,620 | 707 | 6.5 | -786 | -6.3 |
| · Telecommunication equipment | 56,515 | 4,142 | 6,512 | 4,800 | -1,712 | -26.3 | 658 | 15.9 |
| - Books | 43,902 | 4,435 | 3,810 | 4,366 | 555 | 14.6 | -69 | -1.6 |
| · Books | 25,943 | 2,913 | 2,186 | 2,636 | 450 | 20.6 | -277 | -9.5 |
| · Office appliances and stationery | 17,959 | 1,522 | 1,624 | 1,730 | 105 | 6.5 | 208 | 13.6 |
| - Fashion | 520,694 | 44,292 | 38,853 | 48,128 | 9,275 | 23.9 | 3,837 | 8.7 |
| · Clothing | 192,975 | 16,294 | 13,852 | 18,577 | 4,725 | 34.1 | 2,283 | 14.0 |
| · Footwear | 38,685 | 3,291 | 3,051 | 3,990 | 939 | 30.8 | 700 | 21.3 |
| · Luggage | 27,510 | 2,447 | 2,427 | 2,789 | 362 | 14.9 | 342 | 14.0 |
| · Fashion and accessories | 37,438 | 2,970 | 2,817 | 3,151 | 334 | 11.8 | 181 | 6.1 |
| · Sports and leisure appliances | 61,130 | 4,810 | 3,783 | 5,056 | 1,273 | 33.7 | 245 | 5.1 |
| · Cosmetics | 110,976 | 10,055 | 8,946 | 9,948 | 1,002 | 11.2 | -107 | -1.1 |
| · Goods for infants and children | 51,979 | 4,424 | 3,977 | 4,617 | 641 | 16.1 | 193 | 4.4 |
| - Food products | 361,050 | 31,011 | 28,684 | 32,809 | 4,125 | 14.4 | 1,799 | 5.8 |
| · Food & beverages | 266,438 | 22,810 | 21,397 | 24,656 | 3,259 | 15.2 | 1,846 | 8.1 |
| · Agriculture, livestock and fishery products | 94,611 | 8,201 | 7,287 | 8,153 | 866 | 11.9 | -47 | -0.6 |
| - Household goods | 282,518 | 25,475 | 21,471 | 24,852 | 3,381 | 15.7 | -623 | -2.4 |
| · Household goods | 165,316 | 14,522 | 12,775 | 14,429 | 1,654 | 12.9 | -93 | -0.6 |
| · Motor vehicles, motor vehicle parts & accessories | 42,496 | 4,282 | 2,348 | 3,590 | 1,243 | 52.9 | -692 | -16.2 |
| · Furniture | 51,976 | 4,792 | 4,476 | 4,726 | 250 | 5.6 | -66 | -1.4 |
| · Pet products | 22,731 | 1,879 | 1,873 | 2,106 | 234 | 12.5 | 227 | 12.1 |
| - Services | 552,685 | 42,157 | 48,823 | 49,880 | 1,057 | 2.2 | 7,724 | 18.3 |
| · Travel arrangement and transportation services | 167,277 | 9,177 | 18,283 | 17,920 | -363 | -2.0 | 8,743 | 95.3 |
| · Culture and leisure services | 24,072 | 1,113 | 1,683 | 1,849 | 166 | 9.9 | 737 | 66.2 |
| · E-coupon services | 73,259 | 5,820 | 7,040 | 7,373 | 333 | 4.7 | 1,553 | 26.7 |
| · Food services | 265,940 | 24,213 | 20,280 | 21,056 | 776 | 3.8 | -3,156 | -13.0 |
| · Miscellaneous services | 22,138 | 1,834 | 1,537 | 1,682 | 146 | 9.5 | -152 | -8.3 |
| - Others | 38,293 | 3,202 | 2,431 | 2,673 | 242 | 10.0 | -528 | -16.5 |