



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in April 2023

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Online Shopping in April 2023

1. Overview

- The online shopping transaction value marked 17.8615 trillion won in April 2023, rising 6.0% from April 2022. The mobile shopping transaction value marked 13.1577 trillion won in April 2023, rising 4.5% from April 2022.
- Compared to March 2023, the online and mobile shopping transaction value dropped by 4.3% and 3.9%, respectively.
- The mobile shopping transaction value accounted for 73.7% of the total online shopping transaction value, which went down by 1.0%p from 74.7% in April 2022.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Apr.	Mar. ^p	Apr. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,098,790	168,446	186,577	178,615	-7,962	-4.3	10,169	6.0
Mobile shopping transaction value (B)	1,569,016	125,878	136,987	131,577	-5,409	-3.9	5,700	4.5
Share of mobile shopping transaction value (B/A)	74.8	74.7	73.4	73.7	-	0.3	-	-1.0

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
- Compared to April 2022, the online shopping transaction value of 'Home electric appliances and electronic equipment' declined by 7.6%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'E-coupon services' grew by 43.3%, 11.4% and 40.0%, respectively.
- Compared to March 2023, the online shopping transaction value of 'Travel arrangement and transportation services' rose by 3.4%. In the meantime, the online shopping transaction value of 'Computers and computer-related appliances' and 'Clothing' fell by 22.8% and 8.4%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Apr.	Mar. ^p	Apr. ^p	Change	Percent change	Change	Percent change
○ Total	2,098,790	168,446	186,577	178,615	-7,962	-4.3	10,169	6.0
- Home electric appliances	299,649	22,652	24,368	21,578	-2,790	-11.4	-1,073	-4.7
· Computers and computer-related appliances	91,239	7,156	8,642	6,676	-1,966	-22.8	-480	-6.7
· Home electric appliances and electronic equipment	151,895	11,976	11,055	11,062	7	0.1	-915	-7.6
· Telecommunication equipment	56,515	3,519	4,671	3,841	-830	-17.8	322	9.1
- Books	43,902	3,585	4,426	3,454	-972	-22.0	-131	-3.7
· Books	25,943	2,119	2,629	1,862	-767	-29.2	-258	-12.2
· Office appliances and stationery	17,959	1,465	1,798	1,592	-205	-11.4	127	8.7
- Fashion	520,694	45,194	47,312	45,557	-1,755	-3.7	363	0.8
· Clothing	192,975	17,205	18,171	16,641	-1,529	-8.4	-564	-3.3
· Footwear	38,685	3,409	3,693	3,436	-257	-7.0	27	0.8
· Luggage	27,510	2,295	2,728	2,577	-151	-5.5	282	12.3
· Fashion and accessories	37,438	2,941	3,155	3,081	-73	-2.3	140	4.8
· Sports and leisure appliances	61,130	5,512	5,048	5,246	198	3.9	-266	-4.8
· Cosmetics	110,976	9,140	9,929	10,005	76	0.8	864	9.5
· Goods for infants and children	51,979	4,691	4,589	4,571	-18	-0.4	-120	-2.6
- Food products	361,050	28,755	32,855	31,610	-1,246	-3.8	2,855	9.9
· Food & beverages	266,438	21,336	24,696	23,773	-922	-3.7	2,437	11.4
· Agriculture, livestock and fishery products	94,611	7,419	8,160	7,836	-323	-4.0	418	5.6
- Household goods	282,518	22,134	24,980	22,651	-2,329	-9.3	516	2.3
· Household goods	165,316	13,311	14,533	13,747	-786	-5.4	436	3.3
· Motor vehicles, motor vehicle parts & accessories	42,496	2,813	3,588	2,665	-923	-25.7	-148	-5.2
· Furniture	51,976	4,222	4,759	4,236	-523	-11.0	14	0.3
· Pet products	22,731	1,789	2,100	2,002	-97	-4.6	213	11.9
- Services	552,685	43,024	49,902	50,960	1,058	2.1	7,936	18.4
· Travel arrangement and transportation services	167,277	12,881	17,843	18,456	613	3.4	5,575	43.3
· Culture and leisure services	24,072	1,651	1,914	2,025	111	5.8	374	22.7
· E-coupon services	73,259	5,376	7,474	7,524	50	0.7	2,148	40.0
· Food services	265,940	21,369	21,089	21,070	-19	-0.1	-298	-1.4
· Miscellaneous services	22,138	1,748	1,581	1,884	303	19.2	137	7.8
- Others	38,293	3,102	2,733	2,806	73	2.7	-296	-9.5