



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in May 2023

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Online Shopping in May 2023

1. Overview

- The online shopping transaction value marked 19.2463 trillion won in May 2023, rising 8.7% from May 2022. The mobile shopping transaction value marked 14.2771 trillion won in May 2023, rising 8.4% from May 2022.
- Compared to April 2023, the online and mobile shopping transaction value grew by 8.2% and 8.7%, respectively.
- The mobile shopping transaction value accounted for 74.2% of the total online shopping transaction value, which went down by 0.2%p from 74.4% in May 2022.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2022		2023		Month-on-month		Year-on-year	
	Annual	May	Apr. ^p	May ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,098,790	177,101	177,887	192,463	14,577	8.2	15,362	8.7
Mobile shopping transaction value (B)	1,569,016	131,760	131,287	142,771	11,484	8.7	11,012	8.4
Share of mobile shopping transaction value (B/A)	74.8	74.4	73.8	74.2	-	0.4	-	-0.2

2. Transaction Value by Group of Commodities

□ Online Shopping Transaction Value by Group of Commodities

- Compared to May 2022, the online shopping transaction value of 'Motor vehicles, motor vehicle parts & accessories' declined by 20.6%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'E-coupon services' grew by 40.3%, 13.9% and 36.5%, respectively.
- Compared to April 2023, the online shopping transaction value of 'Office appliances and stationery' fell by 6.2%. In the meantime, the online shopping transaction value of 'Travel arrangement and transportation services' and 'Home electric appliances and electronic equipment' increased by 15.4% and 24.0%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2022		2023		Month-on-month		Year-on-year	
	Annual	May	Apr. ^p	May ^p	Change	Percent change	Change	Percent change
○ Total	2,098,790	177,101	177,887	192,463	14,577	8.2	15,362	8.7
- Home electric appliances	299,649	24,439	21,600	24,870	3,270	15.1	431	1.8
· Computers and computer-related appliances	91,239	7,329	6,700	7,043	344	5.1	-286	-3.9
· Home electric appliances and electronic equipment	151,895	13,369	11,062	13,719	2,657	24.0	350	2.6
· Telecommunication equipment	56,515	3,741	3,839	4,108	269	7.0	367	9.8
- Books	43,902	3,338	3,427	3,397	-30	-0.9	60	1.8
· Books	25,943	2,019	1,852	1,920	68	3.7	-99	-4.9
· Office appliances and stationery	17,959	1,319	1,575	1,477	-98	-6.2	158	12.0
- Fashion	520,694	46,463	45,200	47,885	2,684	5.9	1,421	3.1
· Clothing	192,975	16,963	16,512	17,449	938	5.7	486	2.9
· Footwear	38,685	3,697	3,424	3,721	297	8.7	24	0.6
· Luggage	27,510	2,351	2,557	2,564	6	0.2	212	9.0
· Fashion and accessories	37,438	3,204	3,049	3,274	225	7.4	69	2.2
· Sports and leisure appliances	61,130	5,883	5,241	5,718	477	9.1	-164	-2.8
· Cosmetics	110,976	9,817	9,848	10,423	576	5.8	606	6.2
· Goods for infants and children	51,979	4,547	4,569	4,735	166	3.6	188	4.1
- Food products	361,050	29,312	31,406	33,316	1,910	6.1	4,005	13.7
· Food & beverages	266,438	21,947	23,570	24,991	1,420	6.0	3,043	13.9
· Agriculture, livestock and fishery products	94,611	7,364	7,836	8,326	490	6.3	961	13.1
- Household goods	282,518	23,739	22,591	24,507	1,916	8.5	768	3.2
· Household goods	165,316	13,716	13,733	14,912	1,179	8.6	1,196	8.7
· Motor vehicles, motor vehicle parts & accessories	42,496	3,866	2,663	3,072	409	15.3	-795	-20.6
· Furniture	51,976	4,284	4,202	4,393	191	4.6	109	2.5
· Pet products	22,731	1,873	1,992	2,130	137	6.9	257	13.7
- Services	552,685	46,685	50,873	55,724	4,851	9.5	9,039	19.4
· Travel arrangement and transportation services	167,277	15,136	18,392	21,233	2,841	15.4	6,097	40.3
· Culture and leisure services	24,072	2,489	2,034	2,602	568	27.9	113	4.6
· E-coupon services	73,259	6,114	7,514	8,342	828	11.0	2,229	36.5
· Food services	265,940	21,192	21,070	21,844	773	3.7	652	3.1
· Miscellaneous services	22,138	1,755	1,862	1,703	-159	-8.6	-52	-3.0
- Others	38,293	3,126	2,789	2,764	-25	-0.9	-362	-11.6