



Statistics Korea

# Press Release

다시, 대한민국!  
새로운 국민의 나라

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## Online Shopping in June 2023

Contact Division	Deputy Director General for Short-Term Economic Statistics Short-Term Service Statistics Division	Contact Person	Chung Eun-jeong (042-481-2585)
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# Online Shopping in June 2023

## 1. Overview

- The online shopping transaction value marked 18.4249 trillion won in June 2023, rising 7.7% from June 2022. The mobile shopping transaction value marked 13.4449 trillion won in June 2023, rising 5.8% from June 2022.
- Compared to May 2023, the online and mobile shopping transaction value dropped by 4.2% and 5.9%, respectively.
- The mobile shopping transaction value accounted for 73.0% of the total online shopping transaction value, which went down by 1.3%p from 74.3% in June 2022.

### < Online Shopping Transaction Value >

(100 million won, %, %p)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Jun.	May <sup>p</sup>	Jun. <sup>p</sup>	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,098,790	171,047	192,248	184,249	-7,999	-4.2	13,202	7.7
Mobile shopping transaction value (B)	1,569,016	127,084	142,829	134,449	-8,380	-5.9	7,366	5.8
Share of mobile shopping transaction value (B/A)	74.8	74.3	74.3	73.0	-	-1.3	-	-1.3

## 2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
  - Compared to June 2022, the online shopping transaction value of 'Clothing' declined by 1.7%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'E-coupon services' grew by 30.4%, 14.8% and 46.7%, respectively.
  - Compared to May 2023, the online shopping transaction value of 'Motor vehicles, motor vehicle parts & accessories' rose by 68.4%. In the meantime, the online shopping transaction value of 'Clothing' and 'Travel arrangement and transportation services' fell by 10.8% and 6.4%, respectively.

## < Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Jun.	May <sup>p</sup>	Jun. <sup>p</sup>	Change	Percent change	Change	Percent change
○ <b>Total</b>	<b>2,098,790</b>	<b>171,047</b>	<b>192,248</b>	<b>184,249</b>	<b>-7,999</b>	<b>-4.2</b>	<b>13,202</b>	<b>7.7</b>
- <b>Home electric appliances</b>	<b>299,649</b>	<b>23,137</b>	<b>24,930</b>	<b>23,439</b>	<b>-1,491</b>	<b>-6.0</b>	<b>302</b>	<b>1.3</b>
· Computers and computer-related appliances	91,239	6,368	7,114	6,414	-700	-9.8	46	0.7
· Home electric appliances and electronic equipment	151,895	13,251	13,708	13,489	-220	-1.6	238	1.8
· Telecommunication equipment	56,515	3,518	4,108	3,536	-572	-13.9	18	0.5
- <b>Books</b>	<b>43,902</b>	<b>3,101</b>	<b>3,406</b>	<b>3,125</b>	<b>-281</b>	<b>-8.2</b>	<b>24</b>	<b>0.8</b>
· Books	25,943	1,797	1,932	1,725	-208	-10.7	-72	-4.0
· Office appliances and stationery	17,959	1,305	1,474	1,401	-73	-5.0	96	7.4
- <b>Fashion</b>	<b>520,694</b>	<b>43,233</b>	<b>47,837</b>	<b>43,345</b>	<b>-4,492</b>	<b>-9.4</b>	<b>112</b>	<b>0.3</b>
· Clothing	192,975	15,822	17,435	15,554	-1,881	-10.8	-269	-1.7
· Footwear	38,685	3,388	3,698	3,324	-374	-10.1	-64	-1.9
· Luggage	27,510	2,247	2,577	2,308	-269	-10.4	60	2.7
· Fashion and accessories	37,438	3,121	3,268	3,012	-256	-7.8	-109	-3.5
· Sports and leisure appliances	61,130	5,192	5,712	5,283	-429	-7.5	91	1.8
· Cosmetics	110,976	9,415	10,406	9,751	-655	-6.3	336	3.6
· Goods for infants and children	51,979	4,048	4,742	4,114	-628	-13.2	66	1.6
- <b>Food products</b>	<b>361,050</b>	<b>28,097</b>	<b>33,318</b>	<b>32,356</b>	<b>-962</b>	<b>-2.9</b>	<b>4,259</b>	<b>15.2</b>
· Food & beverages	266,438	21,017	24,993	24,125	-868	-3.5	3,108	14.8
· Agriculture, livestock and fishery products	94,611	7,080	8,325	8,231	-94	-1.1	1,152	16.3
- <b>Household goods</b>	<b>282,518</b>	<b>24,256</b>	<b>24,470</b>	<b>26,136</b>	<b>1,666</b>	<b>6.8</b>	<b>1,880</b>	<b>7.7</b>
· Household goods	165,316	13,596	14,882	14,601	-281	-1.9	1,005	7.4
· Motor vehicles, motor vehicle parts & accessories	42,496	4,601	3,065	5,161	2,096	68.4	560	12.2
· Furniture	51,976	4,175	4,397	4,268	-129	-2.9	93	2.2
· Pet products	22,731	1,885	2,125	2,106	-20	-0.9	221	11.7
- <b>Services</b>	<b>552,685</b>	<b>46,190</b>	<b>55,503</b>	<b>53,342</b>	<b>-2,161</b>	<b>-3.9</b>	<b>7,152</b>	<b>15.5</b>
· Travel arrangement and transportation services	167,277	15,105	21,030	19,692	-1,338	-6.4	4,587	30.4
· Culture and leisure services	24,072	3,071	2,602	3,320	718	27.6	250	8.1
· E-coupon services	73,259	5,004	8,342	7,340	-1,002	-12.0	2,335	46.7
· Food services	265,940	21,135	21,831	21,312	-518	-2.4	178	0.8
· Miscellaneous services	22,138	1,876	1,699	1,678	-21	-1.2	-197	-10.5
- <b>Others</b>	<b>38,293</b>	<b>3,033</b>	<b>2,784</b>	<b>2,505</b>	<b>-279</b>	<b>-10.0</b>	<b>-528</b>	<b>-17.4</b>