



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in July 2023

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Online Shopping in July 2023

1. Overview

- The online shopping transaction value marked 18.9049 trillion won in July 2023, rising 9.1% from July 2022. The mobile shopping transaction value marked 14.0794 trillion won in July 2023, rising 6.9% from July 2022.
- Compared to June 2023, the online and mobile shopping transaction value grew by 2.4% and 4.6%, respectively.
- The mobile shopping transaction value accounted for 74.5% of the total online shopping transaction value, which went down by 1.5%p from 76.0% in July 2022.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Jul.	Jun. ^p	Jul. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,098,790	173,326	184,706	189,049	4,343	2.4	15,723	9.1
Mobile shopping transaction value (B)	1,569,016	131,668	134,646	140,794	6,148	4.6	9,126	6.9
Share of mobile shopping transaction value (B/A)	74.8	76.0	72.9	74.5	-	1.6	-	-1.5

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to July 2022, the online shopping transaction value of 'Sports and leisure appliances' declined by 5.9%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'E-coupon services' grew by 31.4%, 15.7% and 28.1%, respectively.
 - Compared to June 2023, the online shopping transaction value of 'Motor vehicles, motor vehicle parts & accessories' declined by 43.8%. In the meantime, the online shopping transaction value of 'Food Services' and 'Travel arrangement and transportation services' grew by 10.3% and 10.9%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Jul.	Jun. ^P	Jul. ^P	Change	Percent change	Change	Percent change
○ Total	2,098,790	173,326	184,706	189,049	4,343	2.4	15,723	9.1
- Home electric appliances	299,649	24,646	23,360	24,602	1,241	5.3	-44	-0.2
· Computers and computer-related appliances	91,239	6,976	6,402	6,768	366	5.7	-208	-3.0
· Home electric appliances and electronic equipment	151,895	13,858	13,468	14,015	547	4.1	156	1.1
· Telecommunication equipment	56,515	3,811	3,491	3,819	328	9.4	8	0.2
- Books	43,902	3,449	3,120	3,528	408	13.1	80	2.3
· Books	25,943	2,143	1,723	2,127	404	23.4	-16	-0.7
· Office appliances and stationery	17,959	1,306	1,397	1,401	4	0.3	95	7.3
- Fashion	520,694	40,722	43,779	43,009	-770	-1.8	2,287	5.6
· Clothing	192,975	14,396	15,972	15,046	-926	-5.8	650	4.5
· Footwear	38,685	3,046	3,329	3,343	14	0.4	298	9.8
· Luggage	27,510	2,215	2,313	2,482	169	7.3	267	12.1
· Fashion and accessories	37,438	3,153	3,018	3,190	172	5.7	36	1.2
· Sports and leisure appliances	61,130	5,282	5,301	4,972	-329	-6.2	-311	-5.9
· Cosmetics	110,976	8,545	9,738	9,856	119	1.2	1,312	15.4
· Goods for infants and children	51,979	4,086	4,108	4,120	12	0.3	35	0.8
- Food products	361,050	28,696	32,357	33,376	1,020	3.2	4,680	16.3
· Food & beverages	266,438	21,537	24,137	24,920	783	3.2	3,383	15.7
· Agriculture, livestock and fishery products	94,611	7,159	8,220	8,457	237	2.9	1,298	18.1
- Household goods	282,518	22,523	26,105	24,316	-1,789	-6.9	1,793	8.0
· Household goods	165,316	13,721	14,577	14,895	318	2.2	1,174	8.6
· Motor vehicles, motor vehicle parts & accessories	42,496	2,851	5,158	2,900	-2,257	-43.8	50	1.7
· Furniture	51,976	4,067	4,265	4,372	107	2.5	305	7.5
· Pet products	22,731	1,885	2,106	2,149	43	2.0	264	14.0
- Services	552,685	49,972	53,377	57,305	3,929	7.4	7,334	14.7
· Travel arrangement and transportation services	167,277	16,633	19,703	21,852	2,149	10.9	5,219	31.4
· Culture and leisure services	24,072	2,609	3,320	2,776	-545	-16.4	167	6.4
· E-coupon services	73,259	5,740	7,347	7,351	4	0.1	1,612	28.1
· Food services	265,940	22,965	21,312	23,509	2,197	10.3	544	2.4
· Miscellaneous services	22,138	2,025	1,694	1,817	123	7.3	-207	-10.2
- Others	38,293	3,318	2,608	2,912	304	11.7	-406	-12.2