



Statistics Korea

# Press Release

다시, 대한민국!  
새로운 국민의 나라

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## Online Shopping in August 2023

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# Online Shopping in August 2023

## 1. Overview

- The online shopping transaction value marked 19.1023 trillion won in August 2023, rising 6.1% from August 2022. The mobile shopping transaction value marked 14.1396 trillion won in August 2023, rising 5.3% from August 2022.
- Compared to July 2023, the online and mobile shopping transaction value grew by 1.3% and 0.5%, respectively.
- The mobile shopping transaction value accounted for 74.0% of the total online shopping transaction value, which went down by 0.6%p from 74.6% in August 2022.

### < Online Shopping Transaction Value >

(100 million won, %, %p)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Aug.	Jul. <sup>p</sup>	Aug. <sup>p</sup>	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,098,790	180,086	188,571	191,023	2,452	1.3	10,937	6.1
○ Mobile shopping transaction value (B)	1,569,016	134,325	140,641	141,396	755	0.5	7,071	5.3
○ Share of mobile shopping transaction value (B/A)	74.8	74.6	74.6	74.0	-	-0.6	-	-0.6

## 2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
  - Compared to August 2022, the online shopping transaction value of 'Motor vehicles, motor vehicle parts & accessories' declined by 26.6%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'E-coupon services' and 'Food & beverages' grew by 29.1%, 37.0% and 5.1%, respectively.
  - Compared to July 2023, the online shopping transaction value of 'Clothing' declined by 14.6%. In the meantime, the online shopping transaction value of 'Telecommunication equipment' and 'Food & beverages' grew by 52.8% and 6.1%, respectively.

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

(100 million won, %)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Aug.	Jul. <sup>p</sup>	Aug. <sup>p</sup>	Change	Percent change	Change	Percent change
○ Total	2,098,790	180,086	188,571	191,023	2,452	1.3	10,937	6.1
- Home electric appliances	299,649	25,060	24,593	25,054	461	1.9	-5	0.0
• Computers and computer-related appliances	91,239	7,246	6,764	6,754	-10	-0.1	-492	-6.8
• Home electric appliances and electronic equipment	151,895	12,358	14,011	12,467	-1,544	-11.0	109	0.9
• Telecommunication equipment	56,515	5,455	3,818	5,834	2,016	52.8	378	6.9
- Books	43,902	3,584	3,533	3,569	36	1.0	-15	-0.4
• Books	25,943	2,213	2,129	2,090	-39	-1.8	-123	-5.6
• Office appliances and stationery	17,959	1,371	1,404	1,479	75	5.3	108	7.9
- Fashion	520,694	38,773	42,847	40,059	-2,789	-6.5	1,286	3.3
• Clothing	192,975	12,481	15,011	12,819	-2,192	-14.6	338	2.7
• Footwear	38,685	2,944	3,302	2,665	-637	-19.3	-280	-9.5
• Luggage	27,510	2,360	2,483	2,551	68	2.7	191	8.1
• Fashion and accessories	37,438	3,036	3,199	3,100	-99	-3.1	64	2.1
• Sports and leisure appliances	61,130	4,990	4,963	4,813	-150	-3.0	-177	-3.5
• Cosmetics	110,976	8,827	9,784	10,071	288	2.9	1,244	14.1
• Goods for infants and children	51,979	4,135	4,106	4,039	-67	-1.6	-95	-2.3
- Food products	361,050	34,090	33,353	35,721	2,368	7.1	1,631	4.8
• Food & beverages	266,438	25,159	24,915	26,431	1,516	6.1	1,272	5.1
• Agriculture, livestock and fishery products	94,611	8,931	8,437	9,290	853	10.1	359	4.0
- Household goods	282,518	25,312	24,326	24,951	625	2.6	-361	-1.4
• Household goods	165,316	14,471	14,908	14,975	67	0.5	504	3.5
• Motor vehicles, motor vehicle parts & accessories	42,496	4,492	2,897	3,299	402	13.9	-1,193	-26.6
• Furniture	51,976	4,341	4,373	4,462	89	2.0	121	2.8
• Pet products	22,731	2,008	2,148	2,215	66	3.1	207	10.3
- Services	552,685	49,919	57,110	58,983	1,873	3.3	9,064	18.2
• Travel arrangement and transportation services	167,277	17,010	21,664	21,968	304	1.4	4,958	29.1
• Culture and leisure services	24,072	2,404	2,777	2,972	195	7.0	567	23.6
• E-coupon services	73,259	5,940	7,350	8,139	789	10.7	2,199	37.0
• Food services	265,940	22,774	23,509	23,777	268	1.1	1,003	4.4
• Miscellaneous services	22,138	1,790	1,811	2,128	317	17.5	337	18.8
- Others	38,293	3,349	2,809	2,687	-122	-4.3	-662	-19.8