



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in September 2023

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Online Shopping in September 2023

1. Overview

- The online shopping transaction value marked 19.0177 trillion won in September 2023, rising 9.6% from September 2022. The mobile shopping transaction value marked 13.7698 trillion won in September 2023, rising 6.8% from September 2022.
- Compared to August 2023, the online and mobile shopping transaction value declined by 0.4% and 2.5%, respectively.
- The mobile shopping transaction value accounted for 72.4% of the total online shopping transaction value, which went down by 1.6%p from 74.3% in September 2022.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Sep.	Aug. ^p	Sep. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,098,790	173,581	190,846	190,177	-669	-0.4	16,597	9.6
Mobile shopping transaction value (B)	1,569,016	128,984	141,252	137,698	-3,554	-2.5	8,714	6.8
Share of mobile shopping transaction value (B/A)	74.8	74.3	74.0	72.4	-	-1.6	-	-1.9

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to September 2022, the online shopping transaction value of 'Telecommunication equipment' declined by 30.1%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'Agriculture, livestock and fishery products' grew by 37.2%, 22.1% and 40.9%, respectively.
 - Compared to August 2023, the online shopping transaction value of 'Motor vehicles, motor vehicle parts & accessories' grew by 75.4%. In the meantime, the online shopping transaction value of 'Food services' and 'Telecommunication equipment' declined by 9.5% and 35.3%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Sep	Aug. ^P	Sep. ^P	Change	Percent change	Change	Percent change
○ Total	2,098,790	173,581	190,846	190,177	-669	-0.4	16,597	9.6
- Home electric appliances	299,649	23,196	25,046	21,190	-3,857	-15.4	-2,006	-8.6
• Computers and computer-related appliances	91,239	6,870	6,756	6,447	-309	-4.6	-423	-6.2
• Home electric appliances and electronic equipment	151,895	10,925	12,459	10,967	-1,491	-12.0	42	0.4
• Telecommunication equipment	56,515	5,401	5,831	3,775	-2,056	-35.3	-1,625	-30.1
- Books	43,902	3,455	3,533	3,315	-217	-6.2	-140	-4.0
• Books	25,943	2,052	2,088	1,900	-188	-9.0	-152	-7.4
• Office appliances and stationery	17,959	1,403	1,445	1,415	-29	-2.0	12	0.9
- Fashion	520,694	42,189	40,040	41,665	1,625	4.1	-524	-1.2
• Clothing	192,975	15,569	12,823	14,546	1,723	13.4	-1,023	-6.6
• Footwear	38,685	2,960	2,675	2,772	97	3.6	-188	-6.3
• Luggage	27,510	2,321	2,535	2,472	-63	-2.5	151	6.5
• Fashion and accessories	37,438	2,875	3,093	2,799	-294	-9.5	-76	-2.6
• Sports and leisure appliances	61,130	5,224	4,810	4,919	109	2.3	-305	-5.8
• Cosmetics	110,976	9,214	10,067	10,179	112	1.1	965	10.5
• Goods for infants and children	51,979	4,026	4,036	3,978	-59	-1.5	-48	-1.2
- Food products	361,050	30,826	35,655	39,212	3,557	10.0	8,386	27.2
• Food & beverages	266,438	22,505	26,361	27,485	1,123	4.3	4,980	22.1
• Agriculture, livestock and fishery products	94,611	8,321	9,293	11,727	2,434	26.2	3,406	40.9
- Household goods	282,518	24,530	24,936	26,082	1,147	4.6	1,553	6.3
• Household goods	165,316	13,212	14,968	14,112	-856	-5.7	901	6.8
• Motor vehicles, motor vehicle parts & accessories	42,496	5,357	3,298	5,784	2,486	75.4	427	8.0
• Furniture	51,976	4,045	4,462	4,121	-341	-7.6	76	1.9
• Pet products	22,731	1,916	2,208	2,065	-143	-6.5	149	7.8
- Services	552,685	46,210	58,892	56,211	-2,682	-4.6	10,000	21.6
• Travel arrangement and transportation services	167,277	14,983	22,015	20,561	-1,455	-6.6	5,578	37.2
• Culture and leisure services	24,072	2,091	2,897	2,171	-726	-25.1	81	3.9
• E-coupon services	73,259	6,755	8,139	9,648	1,509	18.5	2,893	42.8
• Food services	265,940	20,022	23,711	21,467	-2,244	-9.5	1,446	7.2
• Miscellaneous services	22,138	2,360	2,130	2,364	234	11.0	4	0.2
- Others	38,293	3,175	2,744	2,503	-241	-8.8	-672	-21.2