



Statistics Korea

# Press Release

다시, 대한민국!  
새로운 국민의 나라

Embargo 12:00P.M., December 4, 2023 Release Date 8:30A.M., December 4, 2023

## Online Shopping in October 2023

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# Online Shopping in October 2023

## 1. Overview

- The online shopping transaction value marked 20.0905 trillion won in October 2023, rising 11.8% from October 2022. The mobile shopping transaction value marked 14.7158 trillion won in October 2023, rising 10.0% from October 2022.
- Compared to September 2023, the online and mobile shopping transaction value grew by 5.6% and 6.9%, respectively.
- The mobile shopping transaction value accounted for 73.2% of the total online shopping transaction value, which went down by 1.2%p from 74.4% in October 2022.

### < Online Shopping Transaction Value >

(100 million won, %, %p)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Oct.	Sep. <sup>p</sup>	Oct. <sup>p</sup>	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,098,790	179,709	190,221	200,905	10,685	5.6	21,196	11.8
○ Mobile shopping transaction value (B)	1,569,016	133,780	137,611	147,158	9,547	6.9	13,378	10.0
○ Share of mobile shopping transaction value (B/A)	74.8	74.4	72.3	73.2	-	0.9	-	-1.2

## 2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
  - Compared to October 2022, the online shopping transaction value of 'Computers and computer-related appliances' declined by 4.9%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'E-coupon services' grew by 28.6%, 15.6% and 48.9%, respectively.
  - Compared to September 2023, the online shopping transaction value of 'Agriculture, livestock and fishery products' declined by 24.5%. In the meantime, the online shopping transaction value of 'Clothing' and 'Telecommunication equipment' grew by 41.3% and 145.2%, respectively.

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

(100 million won, %)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Oct.	Sep. <sup>p</sup>	Oct. <sup>p</sup>	Change	Percent change	Change	Percent change
○ Total	2,098,790	179,709	190,221	200,905	10,685	5.6	21,196	11.8
- Home electric appliances	299,649	27,395	21,202	28,028	6,827	32.2	634	2.3
• Computers and computer-related appliances	91,239	6,708	6,451	6,377	-74	-1.1	-331	-4.9
• Home electric appliances and electronic equipment	151,895	12,129	10,971	12,384	1,413	12.9	256	2.1
• Telecommunication equipment	56,515	8,558	3,779	9,267	5,488	145.2	709	8.3
- Books	43,902	3,293	3,315	3,268	-47	-1.4	-25	-0.7
• Books	25,943	1,736	1,900	1,684	-216	-11.4	-52	-3.0
• Office appliances and stationery	17,959	1,557	1,415	1,584	169	11.9	27	1.7
- Fashion	520,694	47,079	41,561	50,318	8,757	21.1	3,240	6.9
• Clothing	192,975	19,365	14,468	20,449	5,981	41.3	1,084	5.6
• Footwear	38,685	3,298	2,771	3,644	873	31.5	346	10.5
• Luggage	27,510	2,182	2,450	2,280	-170	-6.9	98	4.5
• Fashion and accessories	37,438	2,902	2,796	2,907	111	4.0	5	0.2
• Sports and leisure appliances	61,130	5,981	4,919	5,973	1,053	21.4	-8	-0.1
• Cosmetics	110,976	9,081	10,181	10,636	455	4.5	1,555	17.1
• Goods for infants and children	51,979	4,269	3,975	4,429	454	11.4	160	3.7
- Food products	361,050	28,798	39,216	33,657	-5,559	-14.2	4,859	16.9
• Food & beverages	266,438	21,455	27,484	24,803	-2,682	-9.8	3,348	15.6
• Agriculture, livestock and fishery products	94,611	7,343	11,732	8,854	-2,878	-24.5	1,511	20.6
- Household goods	282,518	22,358	26,126	26,299	173	0.7	3,941	17.6
• Household goods	165,316	13,538	14,153	15,312	1,160	8.2	1,775	13.1
• Motor vehicles, motor vehicle parts & accessories	42,496	2,550	5,784	4,096	-1,687	-29.2	1,547	60.7
• Furniture	51,976	4,310	4,125	4,650	525	12.7	340	7.9
• Pet products	22,731	1,961	2,065	2,240	175	8.5	279	14.2
- Services	552,685	47,771	56,321	56,593	271	0.5	8,822	18.5
• Travel arrangement and transportation services	167,277	16,331	20,661	20,997	336	1.6	4,666	28.6
• Culture and leisure services	24,072	2,252	2,171	2,772	600	27.7	520	23.1
• E-coupon services	73,259	5,998	9,648	8,933	-714	-7.4	2,935	48.9
• Food services	265,940	21,396	21,469	22,037	568	2.6	641	3.0
• Miscellaneous services	22,138	1,794	2,372	1,853	-518	-21.9	59	3.3
- Others	38,293	3,016	2,479	2,743	264	10.6	-274	-9.1