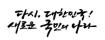


Statistics Korea

Press Release



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Online Shopping in November 2023

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1. Overview

- □ The online shopping transaction value marked 20.8442 trillion won in November 2023, rising 13.0% from November 2022. The mobile shopping transaction value marked 15.2449 trillion won in November 2023, rising 12.1% from November 2022.
 - Compared to October 2023, the online and mobile shopping \bigcirc transaction value grew by 4.0% and 3.6%, respectively.
 - The mobile shopping transaction value accounted for 73.1% of the Ο total online shopping transaction value, which went down by 0.6%p from 73.7% in November 2022.

(100 million won, %, %)								
	2022		2023		Month-on-month		Year-on-year	
	Annual	Nov.	Oct. ^p	Nov. ^p	Change	(Percent) change	Change	(Percent) change
 Total online shopping transaction value (A) 	2,098,790	184,389	200,457	208,422	7,964	4.0	24,033	13.0
Mobile shopping transaction value (B)	1,569,016	135,976	147,091	152,449	5,358	3.6	16,474	12.1
Share of mobile shopping transaction value (B/A)	74.8	73.7	73.4	73.1	_	-0.3	_	-0.6

< Online Shopping Transaction Value >

2. Transaction Value by Group of Commodities

□ Online Shopping Transaction Value by Group of Commodities

- Compared to November 2022, the online shopping transaction value of 'Computers and computer-related appliances' declined by 5.3%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'Clothing' grew by 28.3%, 12.9% and 13.0%, respectively.
- Compared to October 2023, the online shopping transaction value of 'Telecommunication equipment' declined by 37.2%. In the meantime, the online shopping transaction value of 'Home electric appliances and electronic equipment' and 'Clothing' grew by 22.7% and 11.3%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2022		2023		Month-on-month Year-on-year			
	Annual	Nov.	Oct. ^p	Nov. ^p	Change	Percent change	Change	Percent change
• Total	2,098,790	184,389	200,457	208,422	7,964	4.0	24,033	13.0
- Home electric appliances	299,649	26,487	28,002	28,552	550	2.0	2,065	7.8
Computers and computer-related appliances	91,239	7,990	6,373	7,564	1,191	18.7	-426	5.3
Home electric appliances and electronic equipment	151,895	13,705	12,362	15,169	2,807	22.7	1,464	10.7
Telecommunication equipment	56,515	4,792	9,267	5,819	-3,448	-37.2	1,027	21.4
- Books	43,902	3,774	3,275	3,891	616	18.8	117	3.1
• Books	25,943	2,005	1,685	1,970	286	17.0	-34	-1.7
· Office appliances and stationery	17,959	1,770	1,590	1,921	331	20.8	151	8.5
- Fashion	520,694	48,468	50,047	53,530	3,483	7.0	5,062	10.4
Clothing	192,975	19,945	20,260	22,541	2,281	11.3	2,595	13.0
• Footwear	38,685	3,763	3,622	3,800	178	4.9	37	1.0
• Luggage	27,510	2,342	2,251	2,185	-66	-2.9	-158	-6.7
· Fashion and accessories	37,438	3,200	2,903	3,680	777	26.8	480	15.0
Sports and leisure appliances	61,130	5,545	5,963	5,815	-148	-2.5	270	4.9
Cosmetics	110,976	9,175	10,624	10,946	322	3.0	1,771	19.3
· Goods for infants and children	51,979	4,498	4,426	4,565	138	3.1	67	1.5
- Food products	361,050	30,288	33,582	34,994	1,412	4.2	4,706	15.5
Food & beverages	266,438	22,740	24,729	25,670	941	3.8	2,930	12.9
 Agriculture, livestock and fishery products 	94,611	7,548	8,853	9,324	472	5.3	1,776	23.5
- Household goods	282,518	24,250	26,275	28,623	2,349	8.9	4,374	18.0
· Household goods	165,316	14,135	15,303	16,047	744	4.9	1,911	13.5
Motor vehicles, motor vehicle parts & accessories	42,496	3,765	4,097	5,521	1,424	34.8	1,756	46.6
• Furniture	51,976	4,346	4,635	4,853	218	4.7	507	11.7
Pet products	22,731	2,004	2,241	2,202	-38	-1.7	199	9.9
- Services	552,685	47,785	56,537	55,522	-1,015	-1.8	7,737	16.2
Travel arrangement and transportation services	167,277	15,604	20,994	20,016	-979	-4.7	4,412	28.3
Culture and leisure services	24,072	2,010	2,706	2,611	-94	-3.5	601	29.9
E-coupon services	73,259	7,309	8,933	9,174	241	2.7	1,865	25.5
Food services	265,940	20,742	22,037	21,685	-352	-1.6	942	4.5
Miscellaneous services	22,138	2,120	1,867	2,037	170	9.1	-84	-3.9
- Others	38,293	3,336	2,740	3,309	569	20.8	-27	-0.8