



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in November 2023

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Online Shopping in November 2023

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 transaction value grew by 4.0% and 3.6%, respectively.
- The mobile shopping transaction value accounted for 73.1% of the total online shopping transaction value, which went down by 0.6%p from 73.7% in November 2022.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	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

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