



Online Shopping



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in December 2023

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Online Shopping in December 2023

1. Overview

- The online shopping transaction value marked 20.3574 trillion won in December 2023, rising 7.7% from December 2022. The mobile shopping transaction value marked 15.2515 trillion won in December 2023, rising 8.9% from December 2022.
- Compared to November 2023, the online shopping transaction value declined by 2.2% and mobile shopping transaction value grew by 0.1%.
- The mobile shopping transaction value accounted for 74.9% of the total online shopping transaction value, which went up by 0.8%p from 74.1% in December 2022.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Dec.	Nov.p	Dec.p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,098,790	188,976	208,213	203,574	-4,639	-2.2	14,598	7.7
Mobile shopping transaction value (B)	1,569,016	140,072	152,313	152,515	202	0.1	12,443	8.9
Share of mobile shopping transaction value (B/A)	74.8	74.1	73.2	74.9	-	1.7	-	0.8

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to December 2022, the online shopping transaction value of 'Sports and leisure appliances' declined by 9.8%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'E-coupon services' and 'Food & beverages' grew by 21.8%, 35.7% and 9.9%, respectively.
 - Compared to November 2023, the online shopping transaction value of 'Food services' grew by 11.9%. In the meantime, the online shopping transaction value of 'Clothing' and 'Home electric appliances and electronic equipment' declined by 15.7% and 16.1%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2022		2023		Month-on-month		Year-on-year	
	Annual	Dec.	Nov.p	Dec.p	Change	Percent change	Change	Percent change
o Total	2,098,790	188,976	208,213	203,574	-4,639	-2.2	14,598	7.7
- Home electric appliances	299,649	24,680	28,569	24,873	-3,696	-12.9	193	0.8
• Computers and computer-related appliances	91,239	7,605	7,562	7,405	-157	-2.1	-200	-2.6
• Home electric appliances and electronic equipment	151,895	12,760	15,188	12,747	-2,442	-16.1	-14	-0.1
• Telecommunication equipment	56,515	4,315	5,819	4,721	-1,098	-18.9	407	9.4
- Books	43,902	4,329	3,894	4,435	541	13.9	106	2.5
• Books	25,943	2,205	1,971	2,293	322	16.3	88	4.0
• Office appliances and stationery	17,959	2,124	1,924	2,142	219	11.4	18	0.9
- Fashion	520,694	49,087	53,449	49,178	-4,270	-8.0	91	0.2
• Clothing	192,975	19,392	22,414	18,902	-3,512	-15.7	-490	-2.5
• Footwear	38,685	3,720	3,796	3,333	-463	-12.2	-387	-10.4
• Luggage	27,510	2,166	2,212	2,376	164	7.4	209	9.7
• Fashion and accessories	37,438	4,027	3,642	4,187	545	15.0	160	4.0
• Sports and leisure appliances	61,130	5,063	5,811	4,568	-1,243	-21.4	-496	-9.8
• Cosmetics	110,976	9,286	11,010	10,616	-395	-3.6	1,330	14.3
• Goods for infants and children	51,979	5,433	4,564	5,198	634	13.9	-235	-4.3
- Food products	361,050	31,263	34,933	35,305	372	1.1	4,042	12.9
• Food & beverages	266,438	23,019	25,627	25,296	-332	-1.3	2,277	9.9
• Agriculture, livestock and fishery products	94,611	8,244	9,305	10,010	704	7.6	1,766	21.4
- Household goods	282,518	23,738	28,622	26,247	-2,376	-8.3	2,509	10.6
• Household goods	165,316	14,398	16,048	15,538	-510	-3.2	1,140	7.9
• Motor vehicles, motor vehicle parts & accessories	42,496	3,031	5,521	3,823	-1,698	-30.8	792	26.1
• Furniture	51,976	4,241	4,852	4,628	-225	-4.6	387	9.1
• Pet products	22,731	2,068	2,202	2,259	57	2.6	191	9.2
- Services	552,685	52,302	55,442	60,547	5,104	9.2	8,245	15.8
• Travel arrangement and transportation services	167,277	17,546	20,010	21,378	1,368	6.8	3,833	21.8
• Culture and leisure services	24,072	2,312	2,571	2,439	-131	-5.1	127	5.5
• E-coupon services	73,259	7,699	9,174	10,450	1,275	13.9	2,751	35.7
• Food services	265,940	23,002	21,651	24,236	2,585	11.9	1,234	5.4
• Miscellaneous services	22,138	1,744	2,037	2,043	7	0.3	299	17.2
- Others	38,293	3,577	3,303	2,989	-315	-9.5	-588	-16.4