



Online Shopping



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in January 2024

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Online Shopping in January 2024

1. Overview

- The online shopping transaction value marked 20.2801 trillion won in January 2024, rising 12.1% from January 2023. The mobile shopping transaction value marked 15.0246 trillion won in January 2024, rising 10.4% from January 2023.
- Compared to December 2023, the online and mobile shopping transaction value declined by 1.3% and 2.4%, respectively.
- The mobile shopping transaction value accounted for 74.1% of the total online shopping transaction value, which went down by 1.1%p from 75.2% in January 2023.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2023			2024	Month-on-month		Year-on-year	
	Annual.p	Jan.	Dec.p	Jan.p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,288,516	180,929	205,444	202,801	-2,644	-1.3	21,871	12.1
○ Mobile shopping transaction value (B)	1,690,257	136,110	153,989	150,246	-3,743	-2.4	14,136	10.4
○ Share of mobile shopping transaction value (B/A)	73.9	75.2	75.0	74.1	-	-0.9	-	-1.1

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to January 2023, the online shopping transaction value of 'Footwear' declined by 7.9%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'Cosmetics' grew by 25.8%, 13.7% and 21.2%, respectively.
 - Compared to December 2023, the online shopping transaction value of 'Food & beverages' grew by 14.3%. In the meantime, the online shopping transaction value of 'Clothing' and 'Food services' declined by 25.9% and 7.0%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2023			2024	Month-on-month		Year-on-year	
	Annual.p	Jan.	Dec.p	Jan.p	Change	Percent change	Change	Percent change
o Total	2,288,516	180,929	205,444	202,801	-2,644	-1.3	21,871	12.1
- Home electric appliances	299,878	24,590	25,080	28,277	3,198	12.7	3,688	15.0
• Computers and computer-related appliances	87,111	7,866	7,422	9,013	1,591	21.4	1,147	14.6
• Home electric appliances and electronic equipment	151,831	11,745	12,929	12,614	-316	-2.4	869	7.4
• Telecommunication equipment	60,936	4,979	4,729	6,651	1,922	40.6	1,672	33.6
- Books	43,455	3,669	4,448	4,046	-401	-9.0	377	10.3
• Books	24,284	2,151	2,318	2,320	3	0.1	169	7.9
• Office appliances and stationery	19,172	1,518	2,130	1,726	-404	-19.0	208	13.7
- Fashion	552,178	39,995	50,505	42,617	-7,888	-15.6	2,623	6.6
• Clothing	214,830	14,771	20,277	15,033	-5,244	-25.9	262	1.8
• Footwear	39,566	2,769	3,335	2,550	-785	-23.5	-219	-7.9
• Luggage	28,394	2,335	2,306	2,278	-27	-1.2	-57	-2.4
• Fashion and accessories	38,788	3,104	4,211	3,375	-836	-19.8	271	8.7
• Sports and leisure appliances	59,431	3,712	4,526	3,963	-563	-12.4	251	6.8
• Cosmetics	118,743	9,254	10,647	11,213	567	5.3	1,960	21.2
• Goods for infants and children	52,426	4,049	5,204	4,204	-1,000	-19.2	155	3.8
- Food products	406,921	36,365	35,612	41,119	5,508	15.5	4,754	13.1
• Food & beverages	298,442	25,665	25,527	29,180	3,653	14.3	3,515	13.7
• Agriculture, livestock and fishery products	108,479	10,700	10,084	11,939	1,855	18.4	1,238	11.6
- Household goods	296,277	21,786	26,052	25,076	-975	-3.7	3,290	15.1
• Household goods	173,033	13,292	15,335	15,090	-245	-1.6	1,798	13.5
• Motor vehicles, motor vehicle parts & accessories	44,746	2,342	3,839	2,774	-1,065	-27.7	432	18.4
• Furniture	53,363	4,153	4,636	4,975	339	7.3	822	19.8
• Pet products	25,134	1,999	2,243	2,237	-6	-0.2	238	11.9
- Services	661,482	51,870	61,304	59,468	-1,837	-3.0	7,598	14.6
• Travel arrangement and transportation services	241,269	18,140	21,603	22,827	1,224	5.7	4,687	25.8
• Culture and leisure services	29,791	1,991	2,487	2,015	-472	-19.0	24	1.2
• E-coupon services	100,649	7,583	10,618	9,338	-1,279	-12.0	1,755	23.1
• Food services	264,012	22,289	24,195	22,504	-1,692	-7.0	215	1.0
• Miscellaneous services	25,761	1,867	2,401	2,784	383	15.9	916	49.1
- Others	28,325	2,655	2,444	2,197	-247	-10.1	-458	-17.2