



Online Shopping



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in February 2024

Contact Division	Deputy Director General for Short-Term Economic Statistics Short-Term Service Statistics Division	Contact Person	Chung Eun-jeong (042-481-2585)
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Online Shopping in February 2024

1. Overview

- The online shopping transaction value marked 18.9766 trillion won in February 2024, rising 11.0% from February 2023. The mobile shopping transaction value marked 14.2039 trillion won in February 2024, rising 12.1% from February 2023.
- Compared to January 2024, the online and mobile shopping transaction value declined by 6.5% and 5.6%, respectively.
- The mobile shopping transaction value accounted for 74.8% of the total online shopping transaction value, which went up by 0.6%p from 74.2% in February 2023.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Feb	Jan.p	Feb.p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,288,607	170,910	203,013	189,766	-13,247	-6.5	18,856	11.0
Mobile shopping transaction value (B)	1,690,320	126,736	150,472	142,039	-8,433	-5.6	15,303	12.1
Share of mobile shopping transaction value (B/A)	73.9	74.2	74.1	74.8	-	0.7	-	0.6

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to February 2023, the online shopping transaction value of 'Telecommunication equipment' declined by 21.7%. Whereas, the online shopping transaction value of 'Food & beverages', 'Travel arrangement and transportation services' and 'Agriculture, livestock and fishery products' grew by 20.9%, 21.6% and 48.9%, respectively.
 - Compared to January 2024, the online shopping transaction value of 'Footwear' grew by 19.3%. In the meantime, the online shopping transaction value of 'Food & beverages' and 'Travel arrangement transportation services' declined by 11.7% and 8.0%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Feb	Jan.p	Feb.p	Change	Percent change	Change	Percent change
○ Total	2,288,607	170,910	203,013	189,766	-13,247	-6.5	18,856	11.0
- Home electric appliances	299,879	26,490	28,185	25,550	-2,635	-9.3	-940	-3.5
• Computers and computer-related appliances	87,094	8,893	8,886	8,460	-426	-4.8	-433	-4.9
• Home electric appliances and electronic equipment	151,848	11,070	12,654	11,981	-673	-5.3	911	8.2
• Telecommunication equipment	60,937	6,527	6,646	5,109	-1,536	-23.1	-1,418	-21.7
- Books	43,455	3,780	4,068	3,713	-355	-8.7	-68	-1.8
• Books	24,284	2,166	2,327	2,110	-218	-9.4	-56	-2.6
• Office appliances and stationery	19,171	1,615	1,741	1,603	-137	-7.9	-12	-0.7
- Fashion	552,110	39,662	42,404	41,338	-1,066	-2.5	1,676	4.2
• Clothing	214,781	14,801	15,264	15,325	61	0.4	524	3.5
• Footwear	39,567	3,047	2,571	3,068	496	19.3	21	0.7
• Luggage	28,389	2,404	2,266	2,303	37	1.6	-101	-4.2
• Fashion and accessories	38,785	2,881	3,384	3,199	-185	-5.5	318	11.1
• Sports and leisure appliances	59,435	3,765	3,872	3,682	-190	-4.9	-83	-2.2
• Cosmetics	118,721	8,787	10,937	9,662	-1,275	-11.7	875	10.0
• Goods for infants and children	52,432	3,978	4,110	4,099	-10	-0.3	121	3.1
- Food products	406,904	28,647	41,159	36,670	-4,489	-10.9	8,022	28.0
• Food & beverages	298,415	21,336	29,204	25,787	-3,416	-11.7	4,451	20.9
• Agriculture, livestock and fishery products	108,489	7,311	11,955	10,882	-1,073	-9.0	3,572	48.9
- Household goods	296,302	21,406	25,070	23,965	-1,105	-4.4	2,559	12.0
• Household goods	173,058	12,714	15,090	14,166	-924	-6.1	1,452	11.4
• Motor vehicles, motor vehicle parts & accessories	44,746	2,365	2,771	2,818	47	1.7	453	19.2
• Furniture	53,363	4,475	4,972	4,923	-49	-1.0	448	10.0
• Pet products	25,134	1,852	2,237	2,058	-179	-8.0	206	11.1
- Services	661,579	48,748	59,888	56,533	-3,354	-5.6	7,785	16.0
• Travel arrangement and transportation services	241,373	17,568	23,217	21,369	-1,848	-8.0	3,801	21.6
• Culture and leisure services	29,791	1,918	2,069	2,386	317	15.3	468	24.4
• E-coupon services	100,649	7,184	9,385	9,738	353	3.8	2,554	35.5
• Food services	264,012	20,258	22,504	20,678	-1,826	-8.1	420	2.1
• Miscellaneous services	25,754	1,819	2,712	2,361	-351	-12.9	542	29.8
- Others	28,378	2,177	2,240	1,997	-243	-10.8	-179	-8.2