



Online Shopping



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in March 2024

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Online Shopping in March 2024

1. Overview

- The online shopping transaction value marked 20.4523 trillion won in March 2024, rising 9.1% from March 2023. The mobile shopping transaction value marked 15.0844 trillion won in March 2024, rising 9.6% from March 2023.
- Compared to February 2024, the online and mobile shopping transaction value grew by 7.7% and 5.9%, respectively.
- The mobile shopping transaction value accounted for 73.8% of the total online shopping transaction value, which went up by 0.3%p from 73.5% in March 2023.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Mar	Feb.p	Mar.p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,288,607	187,394	189,895	204,523	14,628	7.7	17,129	9.1
Mobile shopping transaction value (B)	1,690,320	137,684	142,391	150,844	8,453	5.9	13,160	9.6
Share of mobile shopping transaction value (B/A)	73.9	73.5	75.0	73.8	-	-1.2	-	0.3

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to March 2023, the online shopping transaction value of 'Footwear' declined by 12.6%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'Motor vehicles, motor vehicle parts & accessories' grew by 20.8%, 13.3% and 79.3%, respectively.
 - Compared to February 2024, the online shopping transaction value of 'E-coupon services' declined by 10.8%. In the meantime, the online shopping transaction value of 'Clothing' and 'Motor vehicles, motor vehicle parts & accessories' grew by 27.4% and 129.5%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Mar	Feb.p	Mar.p	Change	Percent change	Change	Percent change
o Total	2,288,607	187,394	189,895	204,523	14,628	7.7	17,129	9.1
- Home electric appliances	299,879	24,503	25,538	24,744	-794	-3.1	241	1.0
• Computers and computer-related appliances	87,094	8,655	8,461	8,351	-109	-1.3	-304	-3.5
• Home electric appliances and electronic equipment	151,848	11,207	11,967	12,007	40	0.3	800	7.1
• Telecommunication equipment	60,937	4,641	5,110	4,385	-725	-14.2	-255	-5.5
- Books	43,455	4,373	3,712	4,548	837	22.5	175	4.0
• Books	24,284	2,591	2,099	2,684	586	27.9	93	3.6
• Office appliances and stationery	19,171	1,782	1,613	1,864	251	15.6	82	4.6
- Fashion	552,110	48,401	41,447	48,990	7,543	18.2	589	1.2
• Clothing	214,781	19,431	15,507	19,759	4,252	27.4	328	1.7
• Footwear	39,567	3,706	3,024	3,239	215	7.1	-468	-12.6
• Luggage	28,389	2,652	2,305	2,421	116	5.0	-232	-8.7
• Fashion and accessories	38,785	3,234	3,218	3,403	186	5.8	169	5.2
• Sports and leisure appliances	59,435	5,024	3,677	4,748	1,071	29.1	-277	-5.5
• Cosmetics	118,721	9,748	9,617	10,807	1,190	12.4	1,058	10.9
• Goods for infants and children	52,432	4,605	4,099	4,614	515	12.6	9	0.2
- Food products	406,904	32,673	36,717	38,106	1,389	3.8	5,433	16.6
• Food & beverages	298,415	24,502	25,820	27,758	1,938	7.5	3,257	13.3
• Agriculture, livestock and fishery products	108,489	8,171	10,896	10,347	-549	-5.0	2,176	26.6
- Household goods	296,302	24,921	23,964	29,872	5,909	24.7	4,952	19.9
• Household goods	173,058	14,468	14,167	15,852	1,686	11.9	1,384	9.6
• Motor vehicles, motor vehicle parts & accessories	44,746	3,610	2,820	6,473	3,653	129.5	2,863	79.3
• Furniture	53,363	4,761	4,925	5,319	394	8.0	558	11.7
• Pet products	25,134	2,082	2,052	2,229	176	8.6	146	7.0
- Services	661,579	49,997	56,543	56,150	-394	-0.7	6,152	12.3
• Travel arrangement and transportation services	241,373	17,405	21,533	21,033	-500	-2.3	3,628	20.8
• Culture and leisure services	29,791	2,049	2,378	2,473	96	4.0	424	20.7
• E-coupon services	100,649	7,609	9,724	8,675	-1,049	-10.8	1,067	14.0
• Food services	264,012	21,077	20,672	22,016	1,344	6.5	939	4.5
• Miscellaneous services	25,754	1,858	2,237	1,953	-284	-12.7	95	5.1
- Others	28,378	2,526	1,975	2,114	139	7.0	-412	-16.3