



Online Shopping



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in April 2024

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Online Shopping in April 2024

1. Overview

- The online shopping transaction value marked 19.8027 trillion won in April 2024, rising 10.5% from April 2023. The mobile shopping transaction value marked 14.8026 trillion won in April 2024, rising 11.9% from April 2023.
- Compared to March 2024, the online and mobile shopping transaction value fell by 3.0% and 2.2%, respectively.
- The mobile shopping transaction value accounted for 74.8% of the total online shopping transaction value, which went up by 1.0%p from 73.8% in April 2023.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Apr.	Mar. ^p	Apr. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,288,607	179,138	204,231	198,027	-6,204	-3.0	18,889	10.5
Mobile shopping transaction value (B)	1,690,320	132,272	151,373	148,026	-3,347	-2.2	15,753	11.9
Share of mobile shopping transaction value (B/A)	73.9	73.8	74.1	74.8	-	0.7	-	1.0

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to April 2023, the online shopping transaction value of 'Luggage' declined by 10.3%. Whereas, the online shopping transaction value of 'Food & beverages', 'Travel arrangement and transportation services' and 'Agriculture, livestock and fishery products' grew by 18.0%, 14.7% and 26.2%, respectively.
 - Compared to March 2024, the online shopping transaction value of 'Home electric appliances and electronic equipment' rose by 5.6%. In the meantime, the online shopping transaction value of 'Motor vehicles, motor vehicle parts & accessories' and 'Computers and computer-related appliances' fell by 47.1% and 17.3%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Apr.	Mar. ^P	Apr. ^P	Change	Percent change	Change	Percent change
○ Total	2,288,607	179,138	204,231	198,027	-6,204	-3.0	18,889	10.5
- Home electric appliances	299,879	21,871	24,729	23,577	-1,152	-4.7	1,706	7.8
• Computers and computer-related appliances	87,094	6,788	8,323	6,881	-1,442	-17.3	93	1.4
• Home electric appliances and electronic equipment	151,848	11,227	12,020	12,696	676	5.6	1,469	13.1
• Telecommunication equipment	60,937	3,856	4,386	4,001	-386	-8.8	145	3.8
- Books	43,455	3,416	4,533	3,612	-922	-20.3	196	5.7
• Books	24,284	1,838	2,684	1,926	-759	-28.3	88	4.8
• Office appliances and stationery	19,171	1,579	1,849	1,686	-163	-8.8	107	6.8
- Fashion	552,110	46,320	47,942	48,756	814	1.7	2,437	5.3
• Clothing	214,781	17,858	18,741	19,124	384	2.0	1,267	7.1
• Footwear	39,567	3,419	3,232	3,340	108	3.3	-78	-2.3
• Luggage	28,389	2,452	2,417	2,200	-217	-9.0	-253	-10.3
• Fashion and accessories	38,785	3,089	3,424	3,421	-3	-0.1	332	10.8
• Sports and leisure appliances	59,435	5,197	4,734	5,340	606	12.8	143	2.7
• Cosmetics	118,721	9,718	10,795	10,592	-203	-1.9	874	9.0
• Goods for infants and children	52,432	4,586	4,599	4,739	140	3.0	153	3.3
- Food products	406,904	31,353	38,138	37,653	-485	-1.3	6,299	20.1
• Food & beverages	298,415	23,502	27,791	27,744	-47	-0.2	4,242	18.0
• Agriculture, livestock and fishery products	108,489	7,851	10,347	9,909	-438	-4.2	2,058	26.2
- Household goods	296,302	22,450	29,860	25,751	-4,109	-13.8	3,301	14.7
• Household goods	173,058	13,596	15,844	15,315	-529	-3.3	1,720	12.6
• Motor vehicles, motor vehicle parts & accessories	44,746	2,672	6,471	3,421	-3,050	-47.1	749	28.0
• Furniture	53,363	4,204	5,316	4,829	-488	-9.2	625	14.9
• Pet products	25,134	1,979	2,228	2,186	-42	-1.9	207	10.5
- Services	661,579	51,187	56,950	56,635	-316	-0.6	5,448	10.6
• Travel arrangement and transportation services	241,373	18,224	20,962	20,908	-55	-0.3	2,683	14.7
• Culture and leisure services	29,791	2,196	2,570	2,610	40	1.6	414	18.9
• E-coupon services	100,649	7,649	8,678	8,673	-5	-0.1	1,024	13.4
• Food services	264,012	21,019	22,784	22,102	-681	-3.0	1,083	5.2
• Miscellaneous services	25,754	2,098	1,956	2,342	385	19.7	243	11.6
- Others	28,378	2,542	2,079	2,044	-35	-1.7	-498	-19.6