



Online Shopping



Statistics Korea

# Press Release

다시, 대한민국!  
새로운 국민의 나라

Embargo 12:00P.M., July 1, 2024 Release Date 8:30A.M., July 1, 2024

## Online Shopping in May 2024

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

# Online Shopping in May 2024

## 1. Overview

- The online shopping transaction value marked 20.8652 trillion won in May 2024, rising 7.7% from May 2023. The mobile shopping transaction value marked 15.5144 trillion won in May 2024, rising 7.8% from May 2023.
- Compared to April 2024, the online and mobile shopping transaction value grew by 5.3% and 4.8%, respectively.
- The mobile shopping transaction value accounted for 74.4% of the total online shopping transaction value, which went up by 0.1%p from 74.3% in May 2023.

### < Online Shopping Transaction Value >

(100 million won, %, %p)

	2023		2024		Month-on-month		Year-on-year	
	Annual	May.	Apr. <sup>p</sup>	May <sup>p</sup>	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,288,607	193,773	198,070	208,652	10,582	5.3	14,879	7.7
Mobile shopping transaction value (B)	1,690,320	143,886	148,051	155,144	7,094	4.8	11,258	7.8
Share of mobile shopping transaction value (B/A)	73.9	74.3	74.7	74.4	-	-0.3	-	0.1

## 2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
  - Compared to May 2023, the online shopping transaction value of 'Clothing' declined by 4.7%. Whereas, the online shopping transaction value of 'Food & beverages', 'Travel arrangement and transportation services' and 'Motor vehicles, motor vehicle parts & accessories' grew by 16.1%, 11.7% and 75.0%, respectively.
  - Compared to April 2024, the online shopping transaction value of 'Clothing' declined by 5.7%. In the meantime, the online shopping transaction value of 'Travel arrangement and transportation services' and 'Motor vehicles, motor vehicle parts & accessories' grew by 13.5% and 57.2%, respectively.

## < Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2023		2024		Month-on-month		Year-on-year	
	Annual	May	Apr. <sup>p</sup>	May <sup>p</sup>	Change	Percent change	Change	Percent change
○ Total	2,288,607	193,773	198,070	208,652	10,582	5.3	14,879	7.7
- Home electric appliances	299,879	25,137	23,594	24,764	1,170	5.0	-373	-1.5
• Computers and computer-related appliances	87,094	7,119	6,893	6,944	50	0.7	-175	-2.5
• Home electric appliances and electronic equipment	151,848	13,897	12,699	13,901	1,202	9.5	4	0.0
• Telecommunication equipment	60,937	4,122	4,003	3,920	-83	-2.1	-202	-4.9
- Books	43,455	3,366	3,610	3,505	-105	-2.9	139	4.1
• Books	24,284	1,902	1,926	1,930	4	0.2	27	1.4
• Office appliances and stationery	19,171	1,463	1,684	1,575	-109	-6.5	112	7.6
- Fashion	552,110	49,070	48,740	48,475	-265	-0.5	-595	-1.2
• Clothing	214,781	18,911	19,105	18,013	-1,091	-5.7	-898	-4.7
• Footwear	39,567	3,718	3,354	3,600	246	7.3	-118	-3.2
• Luggage	28,389	2,486	2,209	2,233	24	1.1	-253	-10.2
• Fashion and accessories	38,785	3,329	3,411	3,586	175	5.1	257	7.7
• Sports and leisure appliances	59,435	5,679	5,342	5,499	156	2.9	-180	-3.2
• Cosmetics	118,721	10,219	10,578	10,856	278	2.6	637	6.2
• Goods for infants and children	52,432	4,727	4,741	4,688	-53	-1.1	-39	-0.8
- Food products	406,904	33,314	37,664	39,416	1,752	4.7	6,102	18.3
• Food & beverages	298,415	24,975	27,740	28,989	1,250	4.5	4,014	16.1
• Agriculture, livestock and fishery products	108,489	8,340	9,925	10,427	503	5.1	2,088	25.0
- Household goods	296,302	24,328	25,763	28,628	2,865	11.1	4,300	17.7
• Household goods	173,058	14,746	15,308	16,029	721	4.7	1,283	8.7
• Motor vehicles, motor vehicle parts & accessories	44,746	3,076	3,425	5,383	1,958	57.2	2,307	75.0
• Furniture	53,363	4,401	4,844	4,958	114	2.4	557	12.7
• Pet products	25,134	2,105	2,186	2,258	72	3.3	153	7.2
- Services	661,579	56,139	56,642	61,842	5,200	9.2	5,702	10.2
• Travel arrangement and transportation services	241,373	21,239	20,894	23,720	2,826	13.5	2,481	11.7
• Culture and leisure services	29,791	2,624	2,614	2,437	-177	-6.8	-187	-7.1
• E-coupon services	100,649	8,499	8,674	9,678	1,004	11.6	1,179	13.9
• Food services	264,012	21,813	22,102	23,592	1,489	6.7	1,779	8.2
• Miscellaneous services	25,754	1,966	2,359	2,415	57	2.4	449	22.9
- Others	28,378	2,417	2,057	2,022	-35	-1.7	-396	-16.4