



Online Shopping



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

Embargo 12:00P.M., September 2, 2024 Release Date 8:30A.M., September 2, 2024

Online Shopping in July 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 July 2024

1. Overview

- The online shopping transaction value marked 19.9626 trillion won in July 2024, rising 5.4% from July 2023. The mobile shopping transaction value marked 15.1173 trillion won in July 2024, rising 6.9% from July 2023.
- Compared to June 2024, the online shopping transaction value fell by 0.4% and mobile shopping transaction value grew by 1.1%.
- The mobile shopping transaction value accounted for 75.7% of the total online shopping transaction value, which went up by 1.0%p from 74.7% in July 2023.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Jul.	Jun. ^p	Jul. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,288,607	189,443	200,517	199,626	-892	-0.4	10,182	5.4
Mobile shopping transaction value (B)	1,690,320	141,458	149,577	151,173	1,596	1.1	9,715	6.9
Share of mobile shopping transaction value (B/A)	73.9	74.7	74.6	75.7	-	1.1	-	1.0

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to July 2023, the online shopping transaction value of 'E-coupon services' declined by 31.0%. Whereas, the online shopping transaction value of 'Food & beverages', 'Food services' and 'Household goods' grew by 14.6%, 8.9% and 11.1%, respectively.
 - Compared to June 2024, the online shopping transaction value of 'Travel arrangement and transportation services' rose by 9.7%. In the meantime, the online shopping transaction value of 'E-coupon services' and 'Motor vehicles, motor vehicle parts & accessories' fell by 45.5% and 35.8%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Jul.	Jun. ^p	Jul. ^p	Change	Percent change	Change	Percent change
○ Total	2,288,607	189,443	200,517	199,626	-892	-0.4	10,182	5.4
- Home electric appliances	299,879	24,831	24,899	25,934	1,035	4.2	1,103	4.4
• Computers and computer-related appliances	87,094	6,766	6,733	6,281	-453	-6.7	-486	-7.2
• Home electric appliances and electronic equipment	151,848	14,222	14,365	14,225	-141	-1.0	2	0.0
• Telecommunication equipment	60,937	3,843	3,800	5,429	1,628	42.9	1,586	41.3
- Books	43,455	3,452	3,153	3,824	671	21.3	372	10.8
• Books	24,284	2,088	1,771	2,324	553	31.2	236	11.3
• Office appliances and stationery	19,171	1,365	1,382	1,500	118	8.5	136	9.9
- Fashion	552,110	43,724	45,109	43,687	-1,422	-3.2	-38	-0.1
• Clothing	214,781	16,253	17,449	16,197	-1,253	-7.2	-56	-0.3
• Footwear	39,567	3,315	3,139	3,165	26	0.8	-150	-4.5
• Luggage	28,389	2,395	1,941	2,113	172	8.9	-282	-11.8
• Fashion and accessories	38,785	3,254	3,370	3,655	285	8.4	401	12.3
• Sports and leisure appliances	59,435	4,934	4,921	4,598	-323	-6.6	-336	-6.8
• Cosmetics	118,721	9,454	10,200	9,887	-313	-3.1	433	4.6
• Goods for infants and children	52,432	4,120	4,089	4,072	-17	-0.4	-47	-1.2
- Food products	406,904	33,217	36,676	38,161	1,485	4.0	4,943	14.9
• Food & beverages	298,415	24,751	26,923	28,363	1,440	5.3	3,612	14.6
• Agriculture, livestock and fishery products	108,489	8,467	9,753	9,798	45	0.5	1,331	15.7
- Household goods	296,302	24,184	28,834	27,351	-1,482	-5.1	3,168	13.1
• Household goods	173,058	14,768	15,632	16,401	769	4.9	1,633	11.1
• Motor vehicles, motor vehicle parts & accessories	44,746	2,910	6,458	4,145	-2,313	-35.8	1,234	42.4
• Furniture	53,363	4,377	4,532	4,517	-15	-0.3	141	3.2
• Pet products	25,134	2,129	2,211	2,288	77	3.5	160	7.5
- Services	661,579	57,787	60,055	58,762	-1,293	-2.2	975	1.7
• Travel arrangement and transportation services	241,373	22,011	20,954	22,992	2,038	9.7	981	4.5
• Culture and leisure services	29,791	2,736	3,304	2,730	-574	-17.4	-6	-0.2
• E-coupon services	100,649	7,499	9,498	5,178	-4,320	-45.5	-2,321	-31.0
• Food services	264,012	23,438	23,961	25,526	1,565	6.5	2,088	8.9
• Miscellaneous services	25,754	2,103	2,339	2,337	-2	-0.1	234	11.1
- Others	28,378	2,247	1,791	1,907	116	6.5	-340	-15.2