



Online Shopping



Statistics Korea

# Press Release

다시, 대한민국!  
새로운 국민의 나라

Embargo 12:00P.M., February 4, 2025 Release Date 8:30A.M., February 4, 2025

## Online Shopping in December 2024

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# Online Shopping in December 2024

## 1. Overview

- The online shopping transaction value marked 21.2147 trillion won in December 2024, rising 3.2% from December 2023. The mobile shopping transaction value marked 16.2048 trillion won in December 2024, rising 5.2% from December 2023.
- Compared to November 2024, the online shopping and mobile shopping transaction value grew by 0.3% and 1.9%, respectively.
- The mobile shopping transaction value accounted for 76.4% of the total online shopping transaction value, which went up by 1.4%p from 75.0% in December 2023.

### < Online Shopping Transaction Value >

(100 million won, %, %p)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Dec.	Nov. <sup>p</sup>	Dec. <sup>p</sup>	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,288,607	205,535	211,416	212,147	731	0.3	6,611	3.2
Mobile shopping transaction value (B)	1,690,320	154,052	159,034	162,048	3,014	1.9	7,996	5.2
Share of mobile shopping transaction value (B/A)	73.9	75.0	75.2	76.4	-	1.2	-	1.4

## 2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
  - Compared to December 2023, the online shopping transaction value of 'E-coupon services' declined by 46.0%. Whereas, the online shopping transaction value of 'Food services', 'Food & beverages' and 'Clothing' grew by 17.5%, 14.7% and 6.2%, respectively.
  - Compared to November 2024, the online shopping transaction value of 'Clothing' fell by 11.2%. In the meantime, the online shopping transaction value of 'Food services', 'Travel arrangement and transportation services' grew by 14.3% and 6.1%, respectively.

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

(100 million won, %)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Dec.	Nov. <sup>P</sup>	Dec. <sup>P</sup>	Change	Percent change	Change	Percent change
<b>o Total</b>	<b>2,288,607</b>	<b>205,535</b>	<b>211,416</b>	<b>212,147</b>	<b>731</b>	<b>0.3</b>	<b>6,611</b>	<b>3.2</b>
<b>- Home electric appliances</b>	<b>299,879</b>	<b>25,081</b>	<b>26,270</b>	<b>23,684</b>	<b>-2,586</b>	<b>-9.8</b>	<b>-1,397</b>	<b>-5.6</b>
• Computers and computer-related appliances	87,094	7,405	7,292	6,891	-401	-5.5	-514	-6.9
• Home electric appliances and electronic equipment	151,848	12,947	14,098	12,236	-1,862	-13.2	-711	-5.5
• Telecommunication equipment	60,937	4,729	4,880	4,557	-323	-6.6	-172	-3.6
<b>- Books</b>	<b>43,455</b>	<b>4,447</b>	<b>3,933</b>	<b>4,543</b>	<b>609</b>	<b>15.5</b>	<b>95</b>	<b>2.1</b>
• Books	24,284	2,318	2,045	2,358	313	15.3	41	1.8
• Office appliances and stationery	19,171	2,130	1,888	2,184	296	15.7	55	2.6
<b>- Fashion</b>	<b>552,110</b>	<b>50,438</b>	<b>53,933</b>	<b>51,977</b>	<b>-1,956</b>	<b>-3.6</b>	<b>1,540</b>	<b>3.1</b>
• Clothing	214,781	20,229	24,188	21,478	-2,711	-11.2	1,249	6.2
• Footwear	39,567	3,336	3,911	3,424	-487	-12.5	88	2.6
• Luggage	28,389	2,301	1,924	2,029	105	5.5	-272	-11.8
• Fashion and accessories	38,785	4,209	3,352	4,025	673	20.1	-184	-4.4
• Sports and leisure appliances	59,435	4,529	5,219	4,343	-875	-16.8	-186	-4.1
• Cosmetics	118,721	10,624	10,835	11,423	588	5.4	798	7.5
• Goods for infants and children	52,432	5,210	4,504	5,256	752	16.7	46	0.9
<b>- Food products</b>	<b>406,904</b>	<b>35,594</b>	<b>39,428</b>	<b>40,423</b>	<b>995</b>	<b>2.5</b>	<b>4,829</b>	<b>13.6</b>
• Food & beverages	298,415	25,501	29,054	29,247	193	0.7	3,746	14.7
• Agriculture, livestock and fishery products	108,489	10,093	10,374	11,176	802	7.7	1,083	10.7
<b>- Household goods</b>	<b>296,302</b>	<b>26,077</b>	<b>28,328</b>	<b>26,741</b>	<b>-1,587</b>	<b>-5.6</b>	<b>665</b>	<b>2.5</b>
• Household goods	173,058	15,360	16,109	16,093	-15	-0.1	733	4.8
• Motor vehicles, motor vehicle parts & accessories	44,746	3,838	4,966	3,571	-1,395	-28.1	-267	-7.0
• Furniture	53,363	4,636	4,931	4,683	-249	-5.0	47	1.0
• Pet products	25,134	2,243	2,322	2,394	72	3.1	152	6.8
<b>- Services</b>	<b>661,579</b>	<b>61,401</b>	<b>57,435</b>	<b>62,581</b>	<b>5,146</b>	<b>9.0</b>	<b>1,179</b>	<b>1.9</b>
• Travel arrangement and transportation services	241,373	21,707	21,054	22,331	1,278	6.1	624	2.9
• Culture and leisure services	29,791	2,487	2,514	2,003	-511	-20.3	-484	-19.5
• E-coupon services	100,649	10,617	5,245	5,735	490	9.3	-4,882	-46.0
• Food services	264,012	24,195	24,873	28,439	3,566	14.3	4,244	17.5
• Miscellaneous services	25,754	2,394	3,749	4,072	323	8.6	1,678	70.1
<b>- Others</b>	<b>28,378</b>	<b>2,497</b>	<b>2,088</b>	<b>2,197</b>	<b>110</b>	<b>5.3</b>	<b>-300</b>	<b>-12.0</b>