



Online Shopping



Statistics Korea

# Press Release

다시, 대한민국!  
새로운 국민의 나라

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## Online Shopping in January 2025

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# Online Shopping in January 2025

## 1. Overview

- The online shopping transaction value marked 21.8674 trillion won in January 2025, rising 1.3% from January 2024. The mobile shopping transaction value marked 17.2717 trillion won in January 2025, rising 5.9% from January 2024.
- Compared to December 2024, the online shopping and mobile shopping transaction value declined by 4.4% and 2.4%, respectively.
- The mobile shopping transaction value accounted for 79.0% of the total online shopping transaction value, which went up by 3.4%p from 75.6% in January 2024.

### < Online Shopping Transaction Value >

(100 million won, %, %p)

	2024			2025	Month-on-month		Year-on-year	
	Annual.p	Jan.	Dec.p	Jan.p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,594,413	215,818	228,791	218,674	-10,116	-4.4	2,856	1.3
○ Mobile shopping transaction value (B)	1,983,367	163,159	176,962	172,717	-4,245	-2.4	9,558	5.9
○ Share of mobile shopping transaction value (B/A)	76.4	75.6	77.3	79.0	-	1.7	-	3.4

## 2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
  - Compared to January 2024, the online shopping transaction value of 'E-coupon services' declined by 36.2%. Whereas, the online shopping transaction value of 'Food services', 'Agriculture, livestock and fishery products' and 'Food & beverages' grew by 18.2%, 22.6% and 9.2% respectively.
  - Compared to December 2024, the online shopping transaction value of 'Agriculture, livestock and fishery products' grew by 32.0%. In the meantime, the online shopping transaction value of and 'Clothing', 'Motor vehicles, motor vehicle parts & accessories' fell by 32.2% and 34.8%, respectively.

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

(100 million won, %)

	2024			2025	Month-on-month		Year-on-year	
	Annual.p	Jan.	Dec.p	Jan.p	Change	Percent change	Change	Percent change
o Total	2,594,413	215,818	228,791	218,674	-10,116	-4.4	2,856	1.3
- Home electric appliances	308,516	28,802	24,599	24,681	82	0.3	-4,121	-14.3
• Computers and computer-related appliances	85,094	8,985	6,983	7,523	540	7.7	-1,462	-16.3
• Home electric appliances and electronic equipment	163,012	13,147	13,051	12,112	-939	-7.2	-1,035	-7.9
• Telecommunication equipment	60,409	6,670	4,566	5,047	481	10.5	-1,623	-24.3
- Books	46,265	4,081	4,613	3,900	-713	-15.5	-181	-4.4
• Books	25,939	2,342	2,401	2,322	-78	-3.3	-20	-0.8
• Office appliances and stationery	20,326	1,739	2,212	1,578	-635	-28.7	-161	-9.3
- Fashion	562,707	42,815	53,903	41,991	-11,913	-22.1	-824	-1.9
• Clothing	219,900	15,692	22,668	15,377	-7,291	-32.2	-315	-2.0
• Footwear	37,934	2,524	3,412	2,261	-1,151	-33.7	-263	-10.4
• Luggage	27,156	2,401	2,156	2,009	-147	-6.8	-392	-16.3
• Fashion and accessories	40,373	3,204	4,101	3,262	-839	-20.5	57	1.8
• Sports and leisure appliances	56,235	3,830	4,378	3,523	-855	-19.5	-307	-8.0
• Cosmetics	128,244	11,063	11,905	11,514	-392	-3.3	451	4.1
• Goods for infants and children	52,865	4,100	5,282	4,046	-1,237	-23.4	-55	-1.3
- Food products	473,568	41,607	40,592	47,050	6,458	15.9	5,444	13.1
• Food & beverages	345,274	29,547	29,390	32,264	2,874	9.8	2,716	9.2
• Agriculture, livestock and fishery products	128,294	12,059	11,202	14,787	3,584	32.0	2,728	22.6
- Household goods	332,530	25,871	27,526	24,503	-3,022	-11.0	-1,368	-5.3
• Household goods	190,012	15,331	16,235	14,883	-1,352	-8.3	-448	-2.9
• Motor vehicles, motor vehicle parts & accessories	58,046	3,271	4,185	2,728	-1,457	-34.8	-543	-16.6
• Furniture	56,667	4,966	4,642	4,509	-133	-2.9	-457	-9.2
• Pet products	27,807	2,303	2,464	2,383	-81	-3.3	80	3.5
- Services	841,871	70,338	74,939	74,354	-584	-0.8	4,017	5.7
• Travel arrangement and transportation services	324,749	27,697	28,071	28,677	606	2.2	980	3.5
• Culture and leisure services	31,617	2,076	2,012	1,947	-65	-3.2	-129	-6.2
• E-coupon services	86,519	9,180	5,874	5,857	-17	-0.3	-3,324	-36.2
• Food services	369,891	29,138	35,101	34,437	-664	-1.9	5,299	18.2
• Miscellaneous services	29,095	2,246	3,881	3,437	-444	-11.4	1,191	53.0
- Others	28,955	2,306	2,618	2,194	-424	-16.2	-112	-4.8