



온라인쇼핑동향



통계청

보도자료

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새로운 국민의 나라

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2023년 2월 온라인쇼핑동향

담당 부서	경제동향통계심의관 서비스업동향과	책임자	과 장	김서영 (042-481-2585)
		담당자	사무관	김경나 (042-481-2195)

대한민국
정책브리핑



일 러 두 기

□ 온라인쇼핑 거래액은 'PC기반 인터넷쇼핑 거래액'과 '모바일 기반 인터넷쇼핑 거래액'을 포괄합니다.

□ 2020년 기준으로 개편(표본변경 및 상품군 세분화 등)한 내용을 반영하여 기 제공된 2020년 1월 ~ 2022년 12월 자료를 변경 하였습니다.

※ 자세한 내용은 통계청 홈페이지에 **2023년 3월 3일** 게시된 「**2020년 기준 온라인쇼핑동향통계 개편 결과**」 보도자료를 참조하시기 바랍니다.

□ 이 통계는 온라인쇼핑 거래액을 경상금액으로 작성하였습니다.

□ 통계표에 수록된 자료(합계, 구성비, 증감률 등)는 반올림되었으므로 통계표상의 숫자를 이용한 계산 결과와 일치하지 않을 수 있습니다.

□ 본문에 수록된 자료는 통계청 홈페이지(<http://kostat.go.kr>) 및 국가통계포털(<http://kosis.kr>)을 통해 이용하실 수 있습니다.

○ 국가통계포털 「주제별통계」의 “도소매·서비스” 부문(온라인쇼핑동향)

○ 수록된 최근 2개월 자료는 잠정치(p)로 수정될 수 있습니다.

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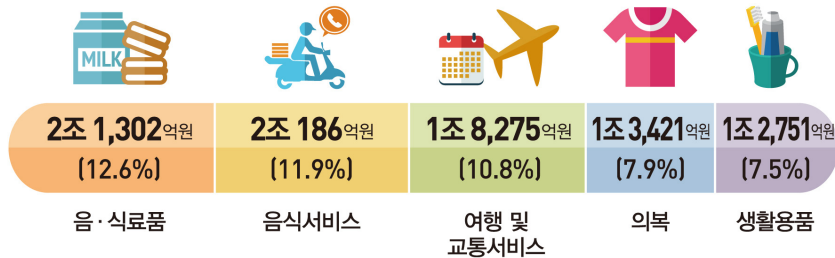
2023년 2월

온라인쇼핑 동향

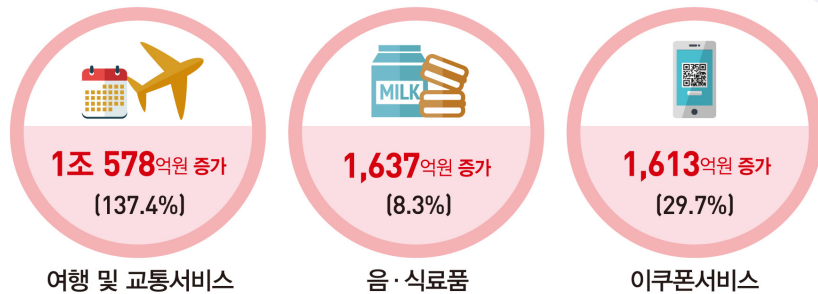
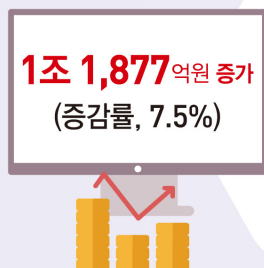


온라인쇼핑

온라인쇼핑 거래액

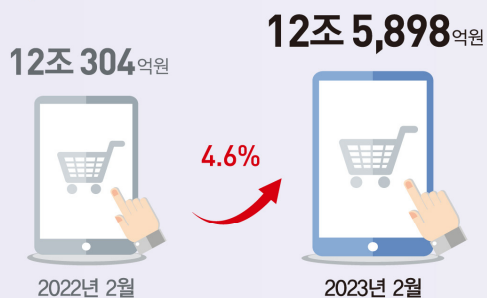


전년동월대비 증감

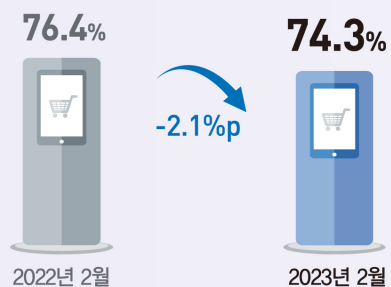


모바일쇼핑

모바일쇼핑 거래액



모바일 거래액 비중



2023년 2월 온라인쇼핑 동향 [요약]

- (총 거래액) 16조 9,369억원으로 전년동월대비 7.5%(1조 1,877억원) 증가
- (상품군별) 여행 및 교통서비스*(137.4%), 음·식료품**(8.3%), 이쿠폰서비스*** (29.7%) 등의 영향으로 증가
 - * 사회적 거리두기 해제 등에 따른 외부활동 증가 영향
 - ** 온라인 장보기 지속적 증가 영향
 - *** 선물하기의 편리성 및 다양성 등으로 꾸준한 수요 증가 영향
 - 상품군별 거래액 구성비는 음·식료품(12.6%, 2조 1,302억원), 음식서비스 (11.9%, 2조 186억원), 여행 및 교통서비스(10.8%, 1조 8,275억원) 순으로 높음
 - (취급상품범위별) 종합몰의 거래액은 10조 7,042억원, 전문몰의 거래액은 6조 2,327억원으로 전년동월대비 5.7%, 10.8% 각각 증가
 - (운영형태별) 온라인몰의 거래액은 13조 931억원으로 전년동월대비 4.7% 증가하고, 온·오프라인병행몰의 거래액은 3조 8,437억원으로 전년동월대비 18.4% 증가
- (모바일 거래액) 12조 5,898억원으로 전년동월대비 4.6%(5,594억원) 증가
- 총 거래액 중 모바일 거래액 비중*은 74.3%로 전년동월대비 2.1%p 감소
 - * 음식서비스(98.2%), 아동·유아용품(82.5%), 애완용품(80.2%) 순

참고

<소매판매액 중 온라인쇼핑 거래액 비중>

(경상금액, 억원, %)

	2022년			2023년	
	연간	2월	12월	1월 ^o	2월 ^o
○ 소매 판매액(A)	6,255,518	455,812	542,374	531,439	476,151
○ 온라인쇼핑 거래액	2,098,790	157,492	188,976	179,468	169,369
- 온라인쇼핑 상품 거래액(B) ¹⁾	1,546,106	119,084	136,674	127,461	120,641
○ 비 중(B/A)	24.7	26.1	25.2	24.0	25.3

1) 「여행 및 교통서비스, 문화 및 레저서비스, 이쿠폰서비스, 음식서비스, 기타서비스 거래액」 제외

2023년 2월 온라인쇼핑 동향

1. 개 요

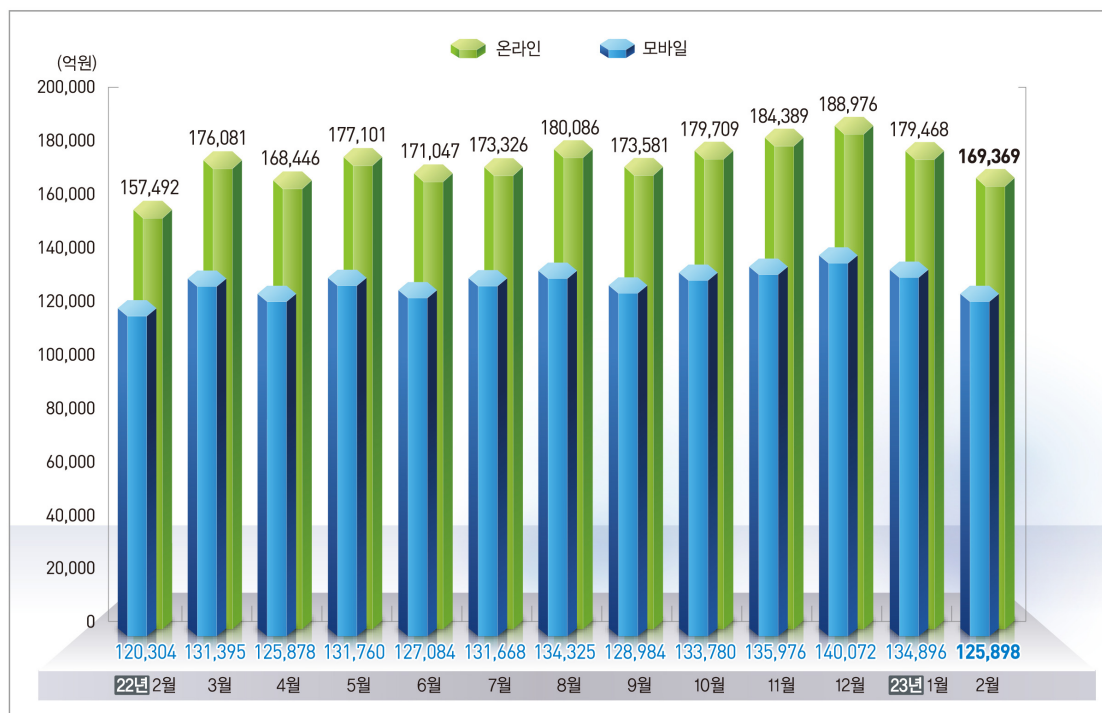
- 온라인쇼핑 거래액은 전년동월대비 7.5% 증가한 16조 9,369억원이며, 온라인쇼핑 거래액 중 모바일쇼핑은 4.6% 증가한 12조 5,898억원을 기록
- 전월대비 온라인쇼핑 거래액은 5.6%, 모바일쇼핑 거래액은 6.7% 각각 감소
- 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 74.3%로 전년동월(76.4%)에 비해 2.1%p 감소

< 온라인쇼핑 거래액 동향 >

(억원, %, %p)

	2022년		2023년		전월대비		전년동월대비	
	연간	2월	1월 ^p	2월 ^p	증감액	증감률(차)	증감액	증감률(차)
○ 총 거래액(A)	2,098,790	157,492	179,468	169,369	-10,100	-5.6	11,877	7.5
모바일 거래액(B)	1,569,016	120,304	134,896	125,898	-8,998	-6.7	5,594	4.6
비 중(B/A)	74.8	76.4	75.2	74.3	-	-0.9	-	-2.1

< 온라인쇼핑 거래액 동향 >

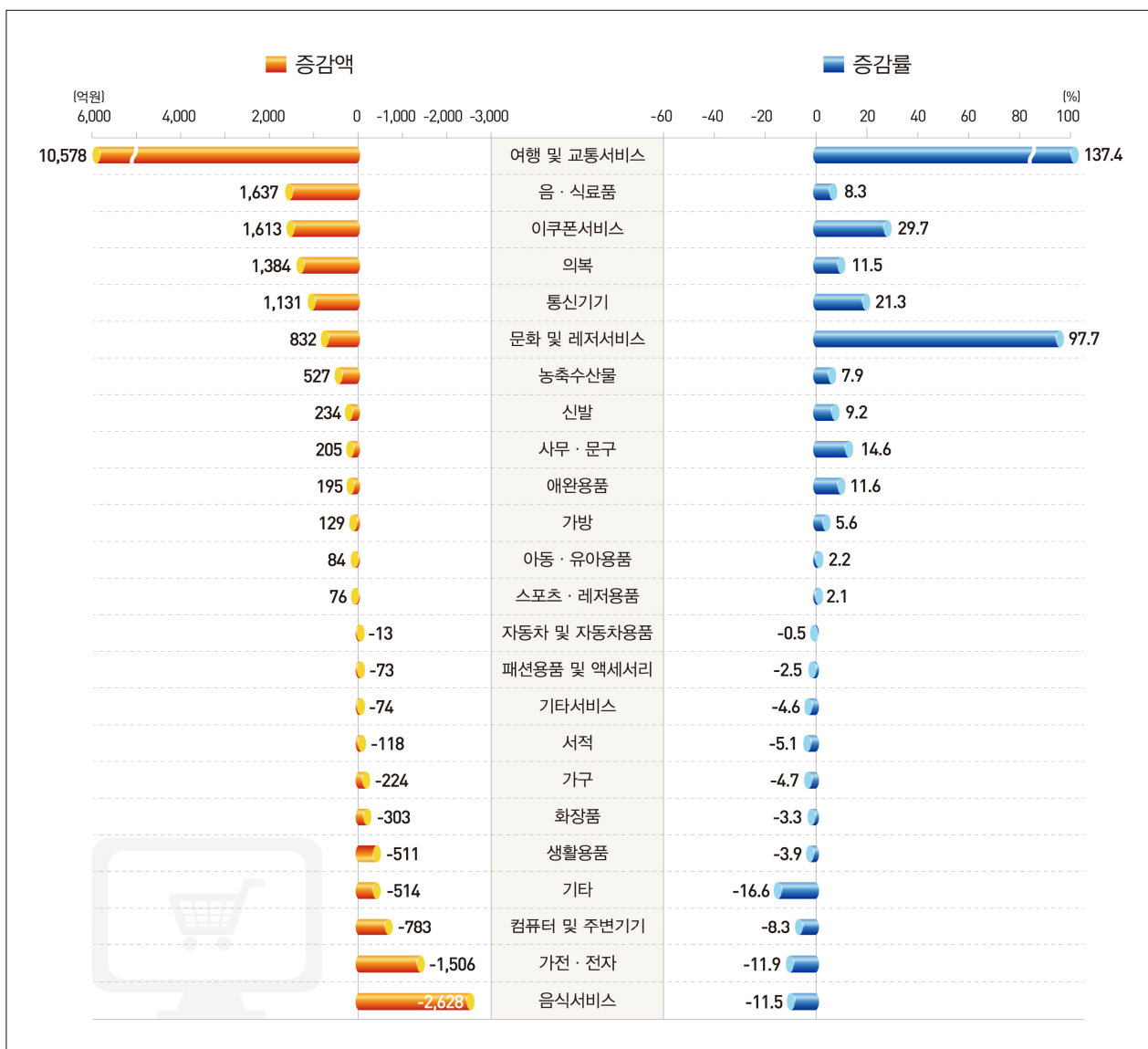


2. 상품군별 거래액

□ 상품군별 온라인쇼핑 거래액

- 상품군별 온라인쇼핑 거래액은 전년동월대비 음식서비스(-11.5%) 등에서 감소했으나, 여행 및 교통서비스(137.4%), 음·식료품(8.3%), 이쿠폰서비스(29.7%) 등에서 증가
- 전월대비로는 통신기기(35.5%) 등에서 증가했으나, 음·식료품(-16.9%), 농축수산물(-32.2%) 등에서 감소
- 상품군별 거래액 구성비는 음·식료품(12.6%), 음식서비스(11.9%), 여행 및 교통서비스(10.8%) 순으로 높음

< 상품군별 온라인쇼핑 거래액(전년동월비) 증감 >



< 상품군별 온라인쇼핑 거래액 >

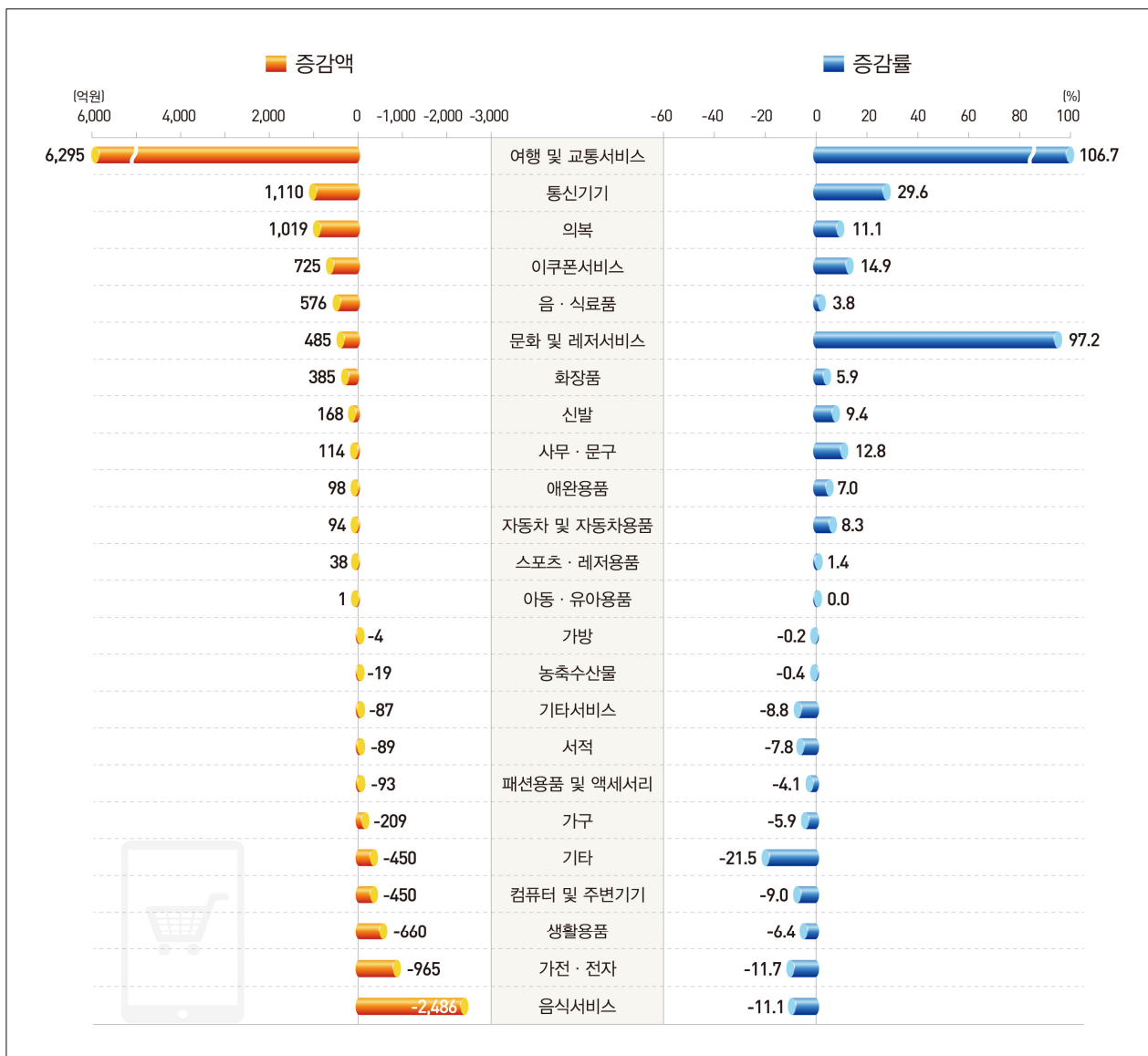
(억원, %)

	2022년		2023년		전월대비		전년동월대비		구성비
	연간	2월	1월 ^o	2월 ^o	증감액	증감률	증감액	증감률	
○ 합 계	2,098,790	157,492	179,468	169,369	-10,100	-5.6	11,877	7.5	100.0
- 가 전	299,649	27,418	24,287	26,260	1,973	8.1	-1,158	-4.2	15.5
· 컴퓨터 및 주변기기	91,239	9,443	7,856	8,660	804	10.2	-783	-8.3	5.1
· 가전·전자	151,895	12,656	11,670	11,151	-519	-4.4	-1,506	-11.9	6.6
· 통신기기	56,515	5,318	4,761	6,449	1,688	35.5	1,131	21.3	3.8
- 도 서	43,902	3,705	3,723	3,791	68	1.8	86	2.3	2.2
· 서적	25,943	2,306	2,172	2,187	15	0.7	-118	-5.1	1.3
· 사무·문구	17,959	1,399	1,551	1,603	52	3.4	205	14.6	0.9
- 패 셴	520,694	36,485	38,466	38,016	-449	-1.2	1,531	4.2	22.4
· 의복	192,975	12,037	13,484	13,421	-63	-0.5	1,384	11.5	7.9
· 신발	38,685	2,542	2,570	2,776	206	8.0	234	9.2	1.6
· 가방	27,510	2,309	2,348	2,438	89	3.8	129	5.6	1.4
· 패션용품 및 액세서리	37,438	2,887	3,018	2,813	-204	-6.8	-73	-2.5	1.7
· 스포츠·레저용품	61,130	3,696	3,748	3,772	24	0.6	76	2.1	2.2
· 화장품	110,976	9,121	9,252	8,817	-435	-4.7	-303	-3.3	5.2
· 아동·유아용품	51,979	3,895	4,046	3,979	-67	-1.7	84	2.2	2.3
- 식 품	361,050	26,327	36,242	28,491	-7,751	-21.4	2,164	8.2	16.8
· 음·식료품	266,438	19,665	25,645	21,302	-4,343	-16.9	1,637	8.3	12.6
· 농축수산물	94,611	6,663	10,597	7,189	-3,408	-32.2	527	7.9	4.2
- 생 활	282,518	22,059	21,810	21,507	-303	-1.4	-552	-2.5	12.7
· 생활용품	165,316	13,262	13,309	12,751	-558	-4.2	-511	-3.9	7.5
· 자동차 및 자동차용품	42,496	2,392	2,330	2,379	49	2.1	-13	-0.5	1.4
· 가구	51,976	4,718	4,155	4,495	339	8.2	-224	-4.7	2.7
· 애완용품	22,731	1,687	2,016	1,882	-134	-6.6	195	11.6	1.1
- 서 비 스	552,685	38,408	52,007	48,728	-3,280	-6.3	10,320	26.9	28.8
· 여행 및 교통서비스	167,277	7,697	18,922	18,275	-646	-3.4	10,578	137.4	10.8
· 문화 및 레저서비스	24,072	851	1,769	1,683	-86	-4.9	832	97.7	1.0
· 이쿠폰서비스	73,259	5,426	7,408	7,039	-369	-5.0	1,613	29.7	4.2
· 음식서비스	265,940	22,814	22,295	20,186	-2,109	-9.5	-2,628	-11.5	11.9
· 기타서비스	22,138	1,619	1,614	1,545	-69	-4.3	-74	-4.6	0.9
- 기 타	38,293	3,090	2,934	2,577	-358	-12.2	-514	-16.6	1.5

□ 상품군별 모바일쇼핑 거래액

- 상품군별 모바일쇼핑 거래액은 전년동월대비 음식서비스(-11.1%) 등에서 감소했으나, 여행 및 교통서비스(106.7%), 통신기기(29.6%) 등에서 증가
- 전월대비로는 통신기기(32.2%) 등에서 증가했으나, 음식료품(-15.0%), 농축수산물(-30.7%) 등에서 감소
- 상품군별 모바일쇼핑 거래액 구성비는 음식서비스(15.7%), 음·식료품(12.6%), 여행 및 교통서비스(9.7%) 순으로 높음

< 상품군별 모바일쇼핑 거래액(전년동월비) 증감 >



< 상품군별 모바일쇼핑 거래액 >

(억원, %)

	2022년		2023년		전월대비		전년동월대비		구성비
	연간	2월	1월 ^o	2월 ^o	증감액	증감률	증감액	증감률	
○ 합 계	1,569,016	120,304	134,896	125,898	-8,998	-6.7	5,594	4.6	100.0
- 가 전	186,474	17,032	15,664	16,726	1,062	6.8	-306	-1.8	13.3
· 컴퓨터 및 주변기기	45,714	5,009	4,106	4,558	453	11.0	-450	-9.0	3.6
· 가전·전자	99,188	8,280	7,887	7,315	-572	-7.3	-965	-11.7	5.8
· 통신기기	41,573	3,743	3,671	4,852	1,181	32.2	1,110	29.6	3.9
- 도 서	23,673	2,041	2,137	2,065	-72	-3.4	25	1.2	1.6
· 서적	12,628	1,148	1,166	1,059	-107	-9.2	-89	-7.8	0.8
· 사무·문구	11,045	893	971	1,007	36	3.7	114	12.8	0.8
- 패 셴	392,498	27,509	29,751	29,021	-731	-2.5	1,512	5.5	23.1
· 의복	146,889	9,196	10,336	10,215	-121	-1.2	1,019	11.1	8.1
· 신발	26,966	1,786	1,819	1,953	135	7.4	168	9.4	1.6
· 가방	20,685	1,744	1,740	1,739	0	0.0	-4	-0.2	1.4
· 패션용품 및 액세서리	29,325	2,281	2,358	2,188	-170	-7.2	-93	-4.1	1.7
· 스포츠·레저용품	44,305	2,665	2,691	2,702	11	0.4	38	1.4	2.1
· 화장품	81,501	6,555	7,450	6,939	-510	-6.9	385	5.9	5.5
· 아동·유아용품	42,827	3,283	3,359	3,284	-75	-2.2	1	0.0	2.6
- 식 품	271,920	20,685	26,437	21,242	-5,195	-19.7	557	2.7	16.9
· 음·식료품	200,679	15,291	18,677	15,867	-2,810	-15.0	576	3.8	12.6
· 농축수산물	71,241	5,394	7,760	5,375	-2,385	-30.7	-19	-0.4	4.3
- 생 활	199,670	16,382	16,093	15,707	-386	-2.4	-676	-4.1	12.5
· 생활용품	125,906	10,300	10,073	9,640	-433	-4.3	-660	-6.4	7.7
· 자동차 및 자동차용품	16,426	1,130	1,283	1,225	-58	-4.5	94	8.3	1.0
· 가구	38,541	3,542	3,097	3,333	236	7.6	-209	-5.9	2.6
· 애완용품	18,797	1,410	1,640	1,508	-132	-8.0	98	7.0	1.2
- 서 비 스	470,232	34,563	42,876	39,495	-3,381	-7.9	4,932	14.3	31.4
· 여행 및 교통서비스	118,863	5,902	12,797	12,197	-600	-4.7	6,295	106.7	9.7
· 문화 및 레저서비스	14,362	500	1,114	985	-129	-11.6	485	97.2	0.8
· 이쿠폰서비스	63,528	4,858	6,198	5,584	-614	-9.9	725	14.9	4.4
· 음식서비스	260,648	22,313	21,879	19,827	-2,052	-9.4	-2,486	-11.1	15.7
· 기타서비스	12,831	990	889	903	14	1.6	-87	-8.8	0.7
- 기 타	24,548	2,092	1,937	1,641	-296	-15.3	-450	-21.5	1.3

□ 상품군별 모바일쇼핑 거래액 비중

- 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 음식서비스(98.2%), 아동·유아용품(82.5%), 애완용품(80.2%) 순으로 높음
- 전년동월대비 화장품(6.8%p) 등에서 증가했으나, 이쿠폰서비스(-10.2%p), 여행 및 교통서비스(-10.0%p) 등에서 감소
- 전월대비로는 음식료품(1.7%p) 등에서 증가했으나, 서적(-5.3%p), 문화 및 레저서비스(-4.5%p) 등에서 감소

< 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중 >

(%, %p)

	2022년		2023년		증 감	
	연간	2월	1월 ^p	2월 ^p	전월차	전년동월차
○ 합 계	74.8	76.4	75.2	74.3	-0.9	-2.1
- 가 전	62.2	62.1	64.5	63.7	-0.8	1.6
· 컴퓨터 및 주변기기	50.1	53.0	52.3	52.6	0.3	-0.4
· 가전·전자	65.3	65.4	67.6	65.6	-2.0	0.2
· 통신기기	73.6	70.4	77.1	75.2	-1.9	4.8
- 도 서	53.9	55.1	57.4	54.5	-2.9	-0.6
· 서적	48.7	49.8	53.7	48.4	-5.3	-1.4
· 사무·문구	61.5	63.8	62.6	62.8	0.2	-1.0
- 패 셴	75.4	75.4	77.3	76.3	-1.0	0.9
· 의복	76.1	76.4	76.7	76.1	-0.6	-0.3
· 신발	69.7	70.2	70.8	70.4	-0.4	0.2
· 가방	75.2	75.5	74.1	71.3	-2.8	-4.2
· 패션용품 및 액세서리	78.3	79.0	78.1	77.8	-0.3	-1.2
· 스포츠·레저용품	72.5	72.1	71.8	71.6	-0.2	-0.5
· 화장품	73.4	71.9	80.5	78.7	-1.8	6.8
· 아동·유아용품	82.4	84.3	83.0	82.5	-0.5	-1.8
- 식 품	75.3	78.6	72.9	74.6	1.7	-4.0
· 음식료품	75.3	77.8	72.8	74.5	1.7	-3.3
· 농축수산물	75.3	81.0	73.2	74.8	1.6	-6.2
- 생 활	70.7	74.3	73.8	73.0	-0.8	-1.3
· 생활용품	76.2	77.7	75.7	75.6	-0.1	-2.1
· 자동차 및 자동차용품	38.7	47.3	55.1	51.5	-3.6	4.2
· 가구	74.2	75.1	74.5	74.2	-0.3	-0.9
· 애완용품	82.7	83.6	81.4	80.2	-1.2	-3.4
- 서 비 스	85.1	90.0	82.4	81.1	-1.3	-8.9
· 여행 및 교통서비스	71.1	76.7	67.6	66.7	-0.9	-10.0
· 문화 및 레저서비스	59.7	58.7	63.0	58.5	-4.5	-0.2
· 이쿠폰서비스	86.7	89.5	83.7	79.3	-4.4	-10.2
· 음식서비스	98.0	97.8	98.1	98.2	0.1	0.4
· 기타서비스	58.0	61.2	55.1	58.5	3.4	-2.7
- 기 타	64.1	67.7	66.0	63.7	-2.3	-4.0

3. 취급상품범위 및 운영형태별 거래액

○ 온라인쇼핑 취급상품범위별 거래액은 전년동월대비 종합몰은 5.7% 증가한 10조 7,042억원을, 전문몰은 10.8% 증가한 6조 2,327억원을 기록

- 전월대비 종합몰은 6.8%, 전문몰은 3.5% 각각 감소

○ 온라인쇼핑 운영형태별 거래액은 전년동월대비 온라인몰은 4.7% 증가한 13조 931억원을, 온·오프라인병행몰은 18.4% 증가한 3조 8,437억원을 기록

- 전월대비 온라인몰은 5.7%, 온·오프라인병행몰은 5.3% 각각 감소

< 취급상품범위 및 운영형태별 거래액 동향 >

(억원, %)

		2022년		2023년		전월대비		전년동월대비	
		연간	2월	1월 ¹⁾	2월 ²⁾	증감액	증감률	증감액	증감률
○ 총 거래액		2,098,790	157,492	179,468	169,369	-10,100	-5.6	11,877	7.5
취급상품 범위별	종합몰 ¹⁾	1,326,080	101,249	114,872	107,042	-7,830	-6.8	5,793	5.7
	비 중	63.2	64.3	64.0	63.2	-	-	-	-
	전문몰 ²⁾	772,710	56,243	64,597	62,327	-2,270	-3.5	6,084	10.8
	비 중	36.8	35.7	36.0	36.8	-	-	-	-
운 영 형태별	온라인몰 ³⁾	1,622,712	125,037	138,891	130,931	-7,960	-5.7	5,894	4.7
	비 중	77.3	79.4	77.4	77.3	-	-	-	-
	온·오프라인 병행몰 ⁴⁾	476,079	32,455	40,577	38,437	-2,140	-5.3	5,983	18.4
	비 중	22.7	20.6	22.6	22.7	-	-	-	-

1) 인터넷상에서 취급하는 상품군이 다양하게 구성되어 여러 종류의 상품을 일괄 구매할 수 있는 온라인쇼핑몰

2) 인터넷상에서 하나의 상품군 또는 주된 상품군만을 구성하여 판매하는 온라인쇼핑몰

3) 컴퓨터 및 네트워크 기반(온라인)을 통해서만 상품 및 서비스를 최종소비자에게 판매하는 온라인쇼핑몰

4) 온라인 뿐만 아니라 기존의 상거래방식(오프라인)을 병행하여 상품 및 서비스를 최종소비자에게 판매하는 쇼핑몰

참고

<소매판매액 중 온라인쇼핑 거래액 비중>

(경상금액, 억원, %)

	소매 판매액(A)	온라인쇼핑 거래액	온라인쇼핑 상품 거래액(B) ¹⁾	비중(B/A)
2020	5,479,265	1,582,840	1,261,993	23.0
2021	5,923,782	1,902,231	1,454,955	24.6
2022	6,255,518	2,098,790	1,546,106	24.7
2020. 1/4	1,297,369	364,224	288,726	22.3
2/4	1,374,091	369,742	300,837	21.9
3/4	1,386,498	400,801	315,798	22.8
4/4	1,421,307	448,073	356,632	25.1
2021. 1/4	1,384,742	445,552	346,996	25.1
2/4	1,472,853	462,484	355,273	24.1
3/4	1,495,492	473,872	355,108	23.7
4/4	1,570,695	520,323	397,578	25.3
2022. 1/4	1,483,468	502,131	379,305	25.6
2/4	1,573,292	516,594	380,696	24.2
3/4	1,582,960	526,992	380,891	24.1
4/4	1,615,798	553,073	405,215	25.1
2021. 2	440,074	137,402	105,769	24.0
3	486,519	158,096	123,519	25.4
4	485,703	149,506	115,674	23.8
5	500,504	158,778	121,540	24.3
6	486,646	154,200	118,059	24.3
7	493,103	159,273	119,323	24.2
8	483,972	155,335	115,012	23.8
9	518,417	159,265	120,773	23.3
10	517,896	166,860	127,491	24.6
11	517,768	172,981	133,589	25.8
12	535,031	180,483	136,499	25.5
2022. 1	505,281	168,558	126,296	25.0
2	455,812	157,492	119,084	26.1
3	522,375	176,081	133,925	25.6
4	516,659	168,446	125,422	24.3
5	538,965	177,101	130,417	24.2
6	517,668	171,047	124,857	24.1
7	521,490	173,326	123,354	23.7
8	525,058	180,086	130,167	24.8
9	536,412	173,581	127,370	23.7
10	539,885	179,709	131,938	24.4
11	533,539	184,389	136,603	25.6
12	542,374	188,976	136,674	25.2
2023. 1p	531,439	179,468	127,461	24.0
2p	476,151	169,369	120,641	25.3

1) 「여행 및 교통서비스, 문화 및 레저서비스, 이쿠폰서비스, 음식서비스, 기타서비스 거래액」 제외

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1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
			컴 퓨 터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복
2020	1,582,840	252,998	82,211	135,361	35,426	37,365	23,988	13,378	454,456	150,979
2021	1,902,231	302,111	95,171	155,070	51,871	41,817	26,075	15,742	500,548	173,739
2022	2,098,790	299,649	91,239	151,895	56,515	43,902	25,943	17,959	520,694	192,975
2020.1/4	364,224	56,527	20,404	29,623	6,500	9,271	6,142	3,129	101,982	32,021
2/4	369,742	61,410	19,187	35,479	6,744	8,470	5,463	3,007	111,408	37,423
3/4	400,801	61,620	19,946	32,690	8,985	9,299	6,227	3,072	108,357	32,166
4/4	448,073	73,441	22,675	37,569	13,197	10,326	6,157	4,169	132,709	49,370
2021.1/4	445,552	75,139	26,071	36,621	12,447	11,400	7,494	3,906	111,999	36,513
2/4	462,484	69,780	21,250	38,647	9,883	9,211	5,609	3,602	127,055	42,598
3/4	473,872	74,122	22,616	39,342	12,165	9,898	6,484	3,414	116,221	37,406
4/4	520,323	83,070	25,233	40,460	17,376	11,308	6,488	4,820	145,274	57,222
2022.1/4	502,131	77,958	26,990	37,564	13,405	11,995	7,655	4,340	119,486	41,836
2/4	516,594	70,228	20,853	38,596	10,778	10,024	5,935	4,089	134,890	49,991
3/4	526,992	72,901	21,092	37,141	14,667	10,487	6,407	4,080	121,683	42,445
4/4	553,073	78,562	22,304	38,594	17,665	11,396	5,945	5,451	144,634	58,702
2021. 2	137,402	23,438	8,497	11,575	3,366	3,401	2,203	1,199	33,111	10,322
3	158,096	25,362	8,711	12,339	4,312	4,090	2,697	1,393	42,569	14,942
4	149,506	22,562	7,328	11,923	3,311	3,220	1,917	1,303	42,197	14,383
5	158,778	24,227	7,287	13,678	3,262	3,044	1,882	1,162	43,265	14,049
6	154,200	22,991	6,636	13,045	3,310	2,947	1,809	1,137	41,593	14,166
7	159,273	26,656	7,511	15,975	3,171	3,327	2,227	1,100	40,075	12,981
8	155,335	24,393	7,742	11,977	4,674	3,321	2,186	1,134	35,812	10,772
9	159,265	23,072	7,363	11,389	4,320	3,250	2,071	1,179	40,333	13,652
10	166,860	27,539	7,295	12,598	7,646	3,211	1,835	1,376	46,656	18,297
11	172,981	28,324	8,325	14,789	5,210	3,575	2,069	1,506	49,491	19,966
12	180,483	27,207	9,613	13,074	4,520	4,523	2,584	1,939	49,127	18,959
2022. 1	168,558	25,030	8,583	12,502	3,945	3,855	2,437	1,419	38,709	13,506
2	157,492	27,418	9,443	12,656	5,318	3,705	2,306	1,399	36,485	12,037
3	176,081	25,511	8,964	12,405	4,142	4,435	2,913	1,522	44,292	16,294
4	168,446	22,652	7,156	11,976	3,519	3,585	2,119	1,465	45,194	17,205
5	177,101	24,439	7,329	13,369	3,741	3,338	2,019	1,319	46,463	16,963
6	171,047	23,137	6,368	13,251	3,518	3,101	1,797	1,305	43,233	15,822
7	173,326	24,646	6,976	13,858	3,811	3,449	2,143	1,306	40,722	14,396
8	180,086	25,060	7,246	12,358	5,455	3,584	2,213	1,371	38,773	12,481
9	173,581	23,196	6,870	10,925	5,401	3,455	2,052	1,403	42,189	15,569
10	179,709	27,395	6,708	12,129	8,558	3,293	1,736	1,557	47,079	19,365
11	184,389	26,487	7,990	13,705	4,792	3,774	2,005	1,770	48,468	19,945
12	188,976	24,680	7,605	12,760	4,315	4,329	2,205	2,124	49,087	19,392
2023. 1p	179,468	24,287	7,856	11,670	4,761	3,723	2,172	1,551	38,466	13,484
2p	169,369	26,260	8,660	11,151	6,449	3,791	2,187	1,603	38,016	13,421

※ p는 잠정치임

1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		생활용품
2020	28,904	19,160	27,436	51,692	129,406	46,879	251,172	185,560	65,612	225,943	139,530
2021	34,165	23,748	33,198	57,515	128,772	49,410	312,476	229,142	83,334	262,668	153,903
2022	38,685	27,510	37,438	61,130	110,976	51,979	361,050	266,438	94,611	282,518	165,316
2020.1/4	5,996	4,905	6,666	9,107	32,171	11,116	58,512	43,234	15,277	52,388	32,947
2/4	7,850	4,463	6,659	13,746	29,769	11,499	55,922	41,975	13,947	54,486	33,384
3/4	6,614	4,898	6,748	13,383	33,337	11,211	67,528	49,455	18,072	58,461	36,521
4/4	8,444	4,894	7,362	15,457	34,129	13,053	69,211	50,896	18,315	60,607	36,678
2021.1/4	7,447	5,328	7,308	11,328	32,264	11,811	77,192	55,638	21,554	61,764	36,513
2/4	9,245	5,681	8,209	15,068	33,921	12,334	73,717	54,859	18,858	66,636	37,481
3/4	7,636	5,896	8,028	14,819	30,894	11,543	81,705	59,657	22,049	65,082	38,826
4/4	9,838	6,843	9,653	16,301	31,694	13,723	79,862	58,989	20,873	69,186	41,083
2022.1/4	8,461	7,030	8,978	12,457	28,476	12,248	90,925	65,723	25,202	69,679	41,219
2/4	10,494	6,894	9,266	16,587	28,373	13,286	86,164	64,301	21,863	70,129	40,623
3/4	8,950	6,895	9,065	15,497	26,585	12,246	93,612	69,201	24,411	72,365	41,403
4/4	10,780	6,691	10,130	16,590	27,542	14,200	90,349	67,213	23,135	70,345	42,071
2021. 2	2,242	1,738	2,225	3,251	9,669	3,663	24,441	17,415	7,026	18,526	11,181
3	3,143	2,031	2,667	4,494	11,117	4,175	24,865	18,404	6,461	22,890	12,747
4	2,843	1,934	2,688	5,100	10,963	4,287	24,524	18,232	6,292	20,164	12,239
5	3,175	1,928	2,833	5,037	11,990	4,253	25,181	18,738	6,443	22,697	12,690
6	3,226	1,818	2,689	4,931	10,968	3,795	24,012	17,889	6,123	23,774	12,552
7	2,730	1,906	2,811	5,125	10,527	3,994	25,536	19,032	6,504	20,892	13,138
8	2,358	1,927	2,611	4,648	9,747	3,750	26,888	19,824	7,064	21,971	12,904
9	2,548	2,063	2,606	5,046	10,620	3,799	29,281	20,801	8,480	22,220	12,784
10	3,017	2,264	2,868	5,840	10,297	4,073	25,530	19,019	6,512	21,786	13,270
11	3,402	2,262	3,049	5,413	11,198	4,201	25,936	19,350	6,586	23,453	13,363
12	3,419	2,318	3,737	5,048	10,199	5,449	28,396	20,620	7,776	23,946	14,450
2022. 1	2,628	2,274	3,121	3,951	9,300	3,930	33,587	23,249	10,338	22,144	13,435
2	2,542	2,309	2,887	3,696	9,121	3,895	26,327	19,665	6,663	22,059	13,262
3	3,291	2,447	2,970	4,810	10,055	4,424	31,011	22,810	8,201	25,475	14,522
4	3,409	2,295	2,941	5,512	9,140	4,691	28,755	21,336	7,419	22,134	13,311
5	3,697	2,351	3,204	5,883	9,817	4,547	29,312	21,947	7,364	23,739	13,716
6	3,388	2,247	3,121	5,192	9,415	4,048	28,097	21,017	7,080	24,256	13,596
7	3,046	2,215	3,153	5,282	8,545	4,086	28,696	21,537	7,159	22,523	13,721
8	2,944	2,360	3,036	4,990	8,827	4,135	34,090	25,159	8,931	25,312	14,471
9	2,960	2,321	2,875	5,224	9,214	4,026	30,826	22,505	8,321	24,530	13,212
10	3,298	2,182	2,902	5,981	9,081	4,269	28,798	21,455	7,343	22,358	13,538
11	3,763	2,342	3,200	5,545	9,175	4,498	30,288	22,740	7,548	24,250	14,135
12	3,720	2,166	4,027	5,063	9,286	5,433	31,263	23,019	8,244	23,738	14,398
2023. 1p	2,570	2,348	3,018	3,748	9,252	4,046	36,242	25,645	10,597	21,810	13,309
2p	2,776	2,438	2,813	3,772	8,817	3,979	28,491	21,302	7,189	21,507	12,751

※ p는 잠정치임

1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가 구	애 완 용 품		여 행 및 교통서비스	문 화 및 레저서비스	이 쿤 폰 서 비 스	음 식 서 비 스	기 타 서 비 스	
2020	21,249	49,125	16,038	320,846	79,624	6,996	44,952	173,371	15,903	40,060
2021	35,420	53,716	19,629	447,276	91,051	11,567	60,997	261,597	22,064	35,335
2022	42,496	51,976	22,731	552,685	167,277	24,072	73,259	265,940	22,138	38,293
2020.1/4	4,700	11,169	3,572	75,498	24,473	2,358	10,142	34,511	4,014	10,047
2/4	5,399	11,886	3,817	68,905	15,731	1,296	10,225	38,373	3,279	9,142
3/4	5,510	12,288	4,143	85,003	21,091	1,786	11,307	46,604	4,215	10,532
4/4	5,641	13,782	4,506	91,441	18,329	1,556	13,278	53,883	4,395	10,339
2021.1/4	6,646	14,058	4,548	98,556	16,786	1,757	14,636	59,065	6,312	9,501
2/4	11,348	13,066	4,741	107,211	22,516	2,809	14,615	62,180	5,091	8,875
3/4	8,509	12,743	5,004	118,764	23,370	2,598	15,387	71,050	6,360	8,080
4/4	8,917	13,849	5,336	122,745	28,381	4,403	16,359	69,301	4,302	8,879
2022.1/4	9,172	13,945	5,343	122,826	26,049	3,183	17,324	71,343	4,927	9,262
2/4	11,280	12,681	5,546	135,899	43,121	7,210	16,494	63,695	5,378	9,261
3/4	12,699	12,453	5,809	146,101	48,626	7,104	18,435	65,761	6,175	9,842
4/4	9,345	12,897	6,033	147,858	49,480	6,574	21,006	65,140	5,658	9,929
2021. 2	1,615	4,347	1,383	31,633	5,697	688	4,908	18,522	1,817	2,852
3	3,589	4,972	1,582	34,577	6,123	779	4,987	19,983	2,705	3,744
4	1,937	4,429	1,559	33,832	6,908	761	4,557	20,096	1,510	3,007
5	4,075	4,346	1,587	37,238	7,714	904	5,094	21,888	1,637	3,125
6	5,336	4,291	1,595	36,140	7,893	1,144	4,964	20,196	1,944	2,742
7	1,843	4,259	1,651	39,949	7,892	806	4,993	24,181	2,077	2,837
8	3,089	4,279	1,700	40,323	7,880	904	4,947	24,559	2,034	2,626
9	3,577	4,206	1,652	38,492	7,598	888	5,447	22,311	2,249	2,617
10	2,246	4,519	1,751	39,369	8,896	1,330	4,644	23,078	1,421	2,768
11	3,807	4,539	1,744	39,392	9,813	1,733	5,236	21,244	1,366	2,810
12	2,864	4,791	1,841	43,984	9,672	1,339	6,480	24,979	1,514	3,301
2022. 1	2,498	4,434	1,777	42,262	9,175	1,220	6,078	24,316	1,473	2,970
2	2,392	4,718	1,687	38,408	7,697	851	5,426	22,814	1,619	3,090
3	4,282	4,792	1,879	42,157	9,177	1,113	5,820	24,213	1,834	3,202
4	2,813	4,222	1,789	43,024	12,881	1,651	5,376	21,369	1,748	3,102
5	3,866	4,284	1,873	46,685	15,136	2,489	6,114	21,192	1,755	3,126
6	4,601	4,175	1,885	46,190	15,105	3,071	5,004	21,135	1,876	3,033
7	2,851	4,067	1,885	49,972	16,633	2,609	5,740	22,965	2,025	3,318
8	4,492	4,341	2,008	49,919	17,010	2,404	5,940	22,774	1,790	3,349
9	5,357	4,045	1,916	46,210	14,983	2,091	6,755	20,022	2,360	3,175
10	2,550	4,310	1,961	47,771	16,331	2,252	5,998	21,396	1,794	3,016
11	3,765	4,346	2,004	47,785	15,604	2,010	7,309	20,742	2,120	3,336
12	3,031	4,241	2,068	52,302	17,546	2,312	7,699	23,002	1,744	3,577
2023. 1p	2,330	4,155	2,016	52,007	18,922	1,769	7,408	22,295	1,614	2,934
2p	2,379	4,495	1,882	48,728	18,275	1,683	7,039	20,186	1,545	2,577

※ p는 잠정치임

1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	합계	가 전				도 서			패 셴	
			컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복
2021	20.2	19.4	15.8	14.6	46.4	11.9	8.7	17.7	10.1	15.1
2022	10.3	-0.8	-4.1	-2.0	9.0	5.0	-0.5	14.1	4.0	11.1
2021.1/4	22.3	32.9	27.8	23.6	91.5	23.0	22.0	24.8	9.8	14.0
2/4	25.1	13.6	10.8	8.9	46.5	8.7	2.7	19.8	14.0	13.8
3/4	18.2	20.3	13.4	20.3	35.4	6.4	4.1	11.1	7.3	16.3
4/4	16.1	13.1	11.3	7.7	31.7	9.5	5.4	15.6	9.5	15.9
2022.1/4	12.7	3.8	3.5	2.6	7.7	5.2	2.2	11.1	6.7	14.6
2/4	11.7	0.6	-1.9	-0.1	9.1	8.8	5.8	13.5	6.2	17.4
3/4	11.2	-1.6	-6.7	-5.6	20.6	6.0	-1.2	19.5	4.7	13.5
4/4	6.3	-5.4	-11.6	-4.6	1.7	0.8	-8.4	13.1	-0.4	2.6
2021. 2	15.6	21.7	25.9	14.6	39.9	15.6	17.9	11.6	0.6	4.7
3	27.1	23.2	14.7	14.8	93.1	10.3	3.5	26.4	21.0	28.7
4	25.5	14.7	1.8	14.1	63.8	5.4	-6.2	29.0	19.5	24.1
5	26.5	13.7	18.6	9.4	22.5	12.5	10.2	16.3	14.6	8.9
6	23.3	12.5	13.5	4.1	60.8	8.8	5.8	13.9	8.5	9.5
7	24.0	36.9	19.7	47.1	35.9	12.6	15.5	7.3	8.5	18.0
8	15.8	11.3	18.1	2.6	26.8	9.6	5.7	18.0	4.6	15.3
9	15.3	14.0	3.4	12.2	45.7	-2.0	-7.1	8.6	8.4	15.5
10	20.4	28.0	18.5	10.8	92.1	11.5	6.3	19.2	8.9	12.1
11	15.5	10.6	13.1	11.0	5.9	13.4	10.9	17.1	7.5	12.7
12	13.0	3.4	5.0	1.6	5.2	5.3	0.8	12.1	12.1	23.7
2022. 1	12.3	-5.0	-3.2	-1.6	-17.3	-1.4	-6.1	7.9	6.6	20.1
2	14.6	17.0	11.1	9.3	58.0	8.9	4.7	16.7	10.2	16.6
3	11.4	0.6	2.9	0.5	-3.9	8.4	8.0	9.2	4.0	9.0
4	12.7	0.4	-2.3	0.4	6.3	11.3	10.6	12.5	7.1	19.6
5	11.5	0.9	0.6	-2.3	14.7	9.6	7.3	13.5	7.4	20.7
6	10.9	0.6	-4.0	1.6	6.3	5.2	-0.7	14.7	3.9	11.7
7	8.8	-7.5	-7.1	-13.2	20.2	3.6	-3.8	18.7	1.6	10.9
8	15.9	2.7	-6.4	3.2	16.7	7.9	1.2	20.9	8.3	15.9
9	9.0	0.5	-6.7	-4.1	25.0	6.3	-0.9	19.0	4.6	14.0
10	7.7	-0.5	-8.1	-3.7	11.9	2.5	-5.4	13.2	0.9	5.8
11	6.6	-6.5	-4.0	-7.3	-8.0	5.6	-3.1	17.5	-2.1	-0.1
12	4.7	-9.3	-20.9	-2.4	-4.5	-4.3	-14.7	9.6	-0.1	2.3
2023. 1p	6.5	-3.0	-8.5	-6.7	20.7	-3.4	-10.9	9.3	-0.6	-0.2
2p	7.5	-4.2	-8.3	-11.9	21.3	2.3	-5.1	14.6	4.2	11.5

※ p는 잠정치임

1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		생활용품
2021	18.2	23.9	21.0	11.3	-0.5	5.4	24.4	23.5	27.0	16.3	10.3
2022	13.2	15.8	12.8	6.3	-13.8	5.2	15.5	16.3	13.5	7.6	7.4
2021.1/4	24.2	8.6	9.6	24.4	0.3	6.2	31.9	28.7	41.1	17.9	10.8
2/4	17.8	27.3	23.3	9.6	13.9	7.3	31.8	30.7	35.2	22.3	12.3
3/4	15.5	20.4	19.0	10.7	-7.3	3.0	21.0	20.6	22.0	11.3	6.3
4/4	16.5	39.8	31.1	5.5	-7.1	5.1	15.4	15.9	14.0	14.2	12.0
2022.1/4	13.6	31.9	22.9	10.0	-11.7	3.7	17.8	18.1	16.9	12.8	12.9
2/4	13.5	21.4	12.9	10.1	-16.4	7.7	16.9	17.2	15.9	5.2	8.4
3/4	17.2	16.9	12.9	4.6	-13.9	6.1	14.6	16.0	10.7	11.2	6.6
4/4	9.6	-2.2	4.9	1.8	-13.1	3.5	13.1	13.9	10.8	1.7	2.4
2021. 2	18.1	3.2	3.2	15.7	-9.3	-4.8	28.6	22.7	46.1	4.1	-1.4
3	38.3	36.6	20.0	26.4	10.6	4.4	18.3	18.9	16.6	14.7	3.1
4	20.9	42.7	32.7	19.7	11.6	9.7	26.7	27.1	25.6	17.8	15.9
5	17.1	25.7	23.7	6.0	24.6	7.7	36.1	33.3	45.1	25.9	11.6
6	15.8	15.5	14.7	4.1	6.3	4.2	32.9	31.8	36.1	22.9	9.6
7	11.7	12.6	14.0	4.7	-1.7	7.7	28.3	27.2	31.8	11.2	10.3
8	18.5	19.0	18.1	14.8	-14.2	2.4	29.0	27.6	33.1	10.6	2.7
9	16.8	30.1	25.7	13.7	-5.8	-1.0	9.3	9.7	8.3	12.1	6.2
10	16.0	37.8	34.2	7.2	-4.8	4.8	22.2	22.3	22.0	15.3	16.1
11	8.7	35.7	28.4	1.6	-5.3	5.8	17.0	16.9	17.5	18.2	13.2
12	26.0	46.3	31.1	7.8	-11.2	4.9	8.5	9.7	5.5	9.5	7.4
2022. 1	27.5	45.8	29.2	10.3	-19.0	-1.1	20.4	17.3	28.2	8.8	6.7
2	13.4	32.8	29.7	13.7	-5.7	6.3	7.7	12.9	-5.2	19.1	18.6
3	4.7	20.5	11.3	7.0	-9.5	6.0	24.7	23.9	26.9	11.3	13.9
4	19.9	18.7	9.4	8.1	-16.6	9.4	17.3	17.0	17.9	9.8	8.8
5	16.4	22.0	13.1	16.8	-18.1	6.9	16.4	17.1	14.3	4.6	8.1
6	5.0	23.6	16.1	5.3	-14.2	6.7	17.0	17.5	15.6	2.0	8.3
7	11.5	16.2	12.2	3.1	-18.8	2.3	12.4	13.2	10.1	7.8	4.4
8	24.9	22.5	16.3	7.4	-9.4	10.3	26.8	26.9	26.4	15.2	12.1
9	16.2	12.5	10.3	3.5	-13.2	6.0	5.3	8.2	-1.9	10.4	3.3
10	9.3	-3.6	1.2	2.4	-11.8	4.8	12.8	12.8	12.8	2.6	2.0
11	10.6	3.6	5.0	2.4	-18.1	7.1	16.8	17.5	14.6	3.4	5.8
12	8.8	-6.5	7.8	0.3	-9.0	-0.3	10.1	11.6	6.0	-0.9	-0.4
2023. 1p	-2.2	3.3	-3.3	-5.1	-0.5	3.0	7.9	10.3	2.5	-1.5	-0.9
2p	9.2	5.6	-2.5	2.1	-3.3	2.2	8.2	8.3	7.9	-2.5	-3.9

※ p는 잠정치임

1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2021	66.7	9.3	22.4	39.4	14.4	65.3	35.7	50.9	38.7	-11.8
2022	20.0	-3.2	15.8	23.6	83.7	108.1	20.1	1.7	0.3	8.4
2021.1/4	41.4	25.9	27.3	30.5	-31.4	-25.5	44.3	71.1	57.2	-5.4
2/4	110.2	9.9	24.2	55.6	43.1	116.8	42.9	62.0	55.2	-2.9
3/4	54.4	3.7	20.8	39.7	10.8	45.4	36.1	52.5	50.9	-23.3
4/4	58.1	0.5	18.4	34.2	54.8	182.9	23.2	28.6	-2.1	-14.1
2022.1/4	38.0	-0.8	17.5	24.6	55.2	81.1	18.4	20.8	-21.9	-2.5
2/4	-0.6	-2.9	17.0	26.8	91.5	156.7	12.9	2.4	5.6	4.3
3/4	49.2	-2.3	16.1	23.0	108.1	173.4	19.8	-7.4	-2.9	21.8
4/4	4.8	-6.9	13.1	20.5	74.3	49.3	28.4	-6.0	31.5	11.8
2021. 2	4.9	15.8	18.6	33.5	-16.8	19.2	46.7	63.2	15.3	-11.8
3	82.5	14.1	25.3	67.2	71.0	261.6	38.2	59.6	258.3	15.3
4	49.0	11.1	23.3	53.5	57.1	147.4	31.5	59.1	21.1	16.3
5	187.7	9.3	25.1	56.6	40.1	69.3	44.2	65.7	65.4	-9.5
6	98.9	9.4	24.1	56.5	35.4	152.1	53.8	61.1	86.4	-11.7
7	8.4	12.3	19.5	47.4	0.9	2.1	40.2	75.4	81.0	-14.5
8	65.6	5.4	24.4	32.5	0.9	53.5	36.6	46.4	23.8	-31.6
9	83.9	-5.2	18.5	40.2	39.1	117.7	32.1	39.1	57.9	-22.4
10	43.9	1.2	21.4	38.7	31.0	68.8	24.9	49.2	-11.7	-12.4
11	77.7	2.3	19.8	33.6	43.4	149.8	25.4	29.3	1.4	-20.0
12	47.8	-1.8	14.5	31.0	105.9	1699.5	20.3	13.6	5.3	-9.9
2022. 1	73.2	-6.4	12.3	30.7	84.8	320.1	28.2	18.3	-17.7	2.2
2	48.1	8.5	21.9	21.4	35.1	23.6	10.5	23.2	-10.9	8.4
3	19.3	-3.6	18.8	21.9	49.9	42.9	16.7	21.2	-32.2	-14.5
4	45.3	-4.7	14.7	27.2	86.5	117.1	18.0	6.3	15.7	3.1
5	-5.1	-1.4	18.0	25.4	96.2	175.2	20.0	-3.2	7.2	0.0
6	-13.8	-2.7	18.2	27.8	91.4	168.5	0.8	4.6	-3.5	10.6
7	54.6	-4.5	14.1	25.1	110.8	223.6	14.9	-5.0	-2.5	17.0
8	45.4	1.5	18.1	23.8	115.9	166.1	20.1	-7.3	-12.0	27.5
9	49.7	-3.8	16.0	20.1	97.2	135.4	24.0	-10.3	4.9	21.3
10	13.5	-4.6	12.0	21.3	83.6	69.3	29.2	-7.3	26.2	9.0
11	-1.1	-4.3	14.9	21.3	59.0	16.0	39.6	-2.4	55.2	18.7
12	5.8	-11.5	12.3	18.9	81.4	72.6	18.8	-7.9	15.2	8.3
2023. 1p	-6.7	-6.3	13.4	23.1	106.2	45.1	21.9	-8.3	9.5	-1.2
2p	-0.5	-4.7	11.6	26.9	137.4	97.7	29.7	-11.5	-4.6	-16.6

※ p는 잠정치임

2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
			컴 퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복
2020	1,093,876	144,693	37,907	84,206	22,580	18,527	11,055	7,472	287,877	104,824
2021	1,387,082	181,905	46,111	99,929	35,866	21,569	12,397	9,172	345,550	129,675
2022	1,569,016	186,474	45,714	99,188	41,573	23,673	12,628	11,045	392,498	146,889
2020.1/4	249,791	31,450	9,472	17,912	4,067	4,624	2,874	1,750	67,213	22,317
2/4	252,193	34,512	8,785	21,458	4,269	4,144	2,497	1,647	69,394	25,867
3/4	278,146	35,855	9,318	20,772	5,765	4,559	2,855	1,704	66,320	22,258
4/4	313,747	42,875	10,333	24,063	8,480	5,200	2,829	2,371	84,951	34,382
2021.1/4	320,598	44,756	13,045	23,358	8,353	5,815	3,520	2,296	74,774	27,073
2/4	332,781	41,897	10,227	24,945	6,725	4,705	2,651	2,054	85,449	31,489
3/4	348,798	44,971	10,958	25,529	8,484	5,181	3,183	1,998	81,171	28,060
4/4	384,904	50,282	11,881	26,097	12,304	5,868	3,044	2,825	104,156	43,053
2022.1/4	379,491	47,576	13,903	24,021	9,652	6,585	3,863	2,721	89,773	32,097
2/4	384,721	43,113	10,381	24,830	7,901	5,338	2,809	2,529	101,103	37,986
3/4	394,976	46,404	10,619	24,837	10,948	5,627	3,103	2,524	92,863	32,623
4/4	409,828	49,382	10,810	25,501	13,071	6,124	2,852	3,271	108,760	44,183
2021. 2	99,843	14,169	4,357	7,474	2,338	1,721	1,007	713	22,431	7,747
3	112,251	14,745	4,222	7,665	2,858	2,052	1,254	797	28,724	11,123
4	108,331	13,234	3,469	7,579	2,186	1,643	903	740	28,363	10,485
5	114,775	14,887	3,703	8,965	2,219	1,547	876	671	28,956	10,484
6	109,675	13,775	3,055	8,401	2,319	1,514	871	643	28,130	10,521
7	117,092	16,085	3,521	10,338	2,227	1,746	1,108	638	27,463	9,641
8	114,652	14,575	3,688	7,733	3,154	1,702	1,039	662	25,277	8,095
9	117,054	14,311	3,749	7,458	3,103	1,733	1,035	698	28,430	10,324
10	123,648	17,027	3,396	8,322	5,310	1,690	882	808	33,008	13,811
11	126,236	17,468	3,922	9,853	3,693	1,770	911	859	34,857	14,970
12	135,020	15,787	4,563	7,922	3,301	2,409	1,250	1,158	36,291	14,272
2022. 1	127,792	15,382	4,309	8,139	2,933	2,158	1,279	878	29,177	10,417
2	120,304	17,032	5,009	8,280	3,743	2,041	1,148	893	27,509	9,196
3	131,395	15,163	4,586	7,601	2,976	2,386	1,436	950	33,087	12,484
4	125,878	13,545	3,556	7,480	2,509	1,918	1,026	892	33,764	13,063
5	131,760	15,120	3,739	8,633	2,749	1,755	918	837	34,810	12,878
6	127,084	14,448	3,087	8,718	2,644	1,665	866	800	32,529	12,046
7	131,668	15,554	3,452	9,229	2,873	1,834	1,027	807	31,303	11,141
8	134,325	15,719	3,680	8,191	3,848	1,907	1,058	848	29,463	9,543
9	128,984	15,130	3,487	7,416	4,227	1,886	1,017	869	32,097	11,938
10	133,780	17,492	3,274	8,241	5,976	1,775	839	936	35,503	14,766
11	135,976	16,786	4,035	8,900	3,850	1,977	926	1,051	36,257	14,977
12	140,072	15,104	3,500	8,359	3,245	2,372	1,087	1,285	37,000	14,441
2023. 1p	134,896	15,664	4,106	7,887	3,671	2,137	1,166	971	29,751	10,336
2p	125,898	16,726	4,558	7,315	4,852	2,065	1,059	1,007	29,021	10,215

※ p는 잠정치임

2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		생활용품
2020	19,595	13,641	20,082	34,479	58,290	36,966	184,927	137,294	47,633	155,647	100,528
2021	23,241	17,557	25,337	40,652	69,127	39,961	235,553	171,701	63,853	180,910	114,450
2022	26,966	20,685	29,325	44,305	81,501	42,827	271,920	200,679	71,241	199,670	125,906
2020.1/4	4,154	3,496	4,877	5,937	17,571	8,860	42,740	31,895	10,845	35,822	23,733
2/4	5,251	3,150	4,802	9,119	12,155	9,049	41,407	31,053	10,353	36,853	23,615
3/4	4,461	3,502	4,940	9,062	13,221	8,876	49,397	36,556	12,841	40,655	26,624
4/4	5,729	3,492	5,463	10,361	15,343	10,181	51,383	37,790	13,594	42,317	26,556
2021.1/4	5,131	3,896	5,527	7,859	15,762	9,526	58,023	41,702	16,321	43,057	27,042
2/4	6,102	4,150	6,239	10,671	16,816	9,982	55,727	41,093	14,634	43,616	27,753
3/4	5,146	4,352	6,141	10,613	17,410	9,449	61,320	44,555	16,765	45,094	29,144
4/4	6,861	5,159	7,430	11,509	19,140	11,004	60,484	44,351	16,133	49,144	30,511
2022.1/4	5,836	5,329	7,088	8,973	20,253	10,197	69,412	50,044	19,368	50,083	31,570
2/4	7,244	5,111	7,279	12,121	20,347	11,013	65,218	48,769	16,449	49,417	31,079
3/4	6,217	5,239	7,179	11,454	19,914	10,237	71,078	52,618	18,460	50,375	32,236
4/4	7,669	5,006	7,778	11,757	20,987	11,380	66,212	49,248	16,964	49,796	31,020
2021. 2	1,540	1,275	1,687	2,273	4,955	2,954	18,237	13,008	5,228	13,221	8,275
3	2,171	1,473	2,008	3,124	5,462	3,363	18,804	13,833	4,971	15,003	9,395
4	1,921	1,412	2,037	3,578	5,500	3,430	18,554	13,669	4,885	14,340	9,036
5	2,106	1,415	2,162	3,604	5,719	3,467	19,115	14,091	5,023	14,764	9,428
6	2,075	1,323	2,041	3,489	5,597	3,084	18,058	13,332	4,726	14,513	9,289
7	1,844	1,382	2,132	3,621	5,582	3,260	19,269	14,234	5,035	15,051	9,803
8	1,512	1,425	1,999	3,331	5,847	3,069	20,258	14,784	5,474	14,976	9,684
9	1,790	1,545	2,010	3,661	5,980	3,120	21,792	15,537	6,256	15,066	9,657
10	2,168	1,695	2,181	4,186	5,679	3,289	19,181	14,191	4,991	15,749	9,867
11	2,312	1,721	2,350	3,807	6,330	3,367	19,658	14,560	5,097	16,020	9,823
12	2,381	1,744	2,899	3,516	7,132	4,348	21,645	15,600	6,045	17,374	10,820
2022. 1	1,773	1,742	2,459	2,808	6,746	3,232	24,988	17,264	7,724	16,072	10,100
2	1,786	1,744	2,281	2,665	6,555	3,283	20,685	15,291	5,394	16,382	10,300
3	2,277	1,843	2,348	3,500	6,952	3,682	23,739	17,489	6,250	17,628	11,171
4	2,391	1,700	2,307	4,039	6,434	3,831	21,771	16,172	5,599	16,098	10,147
5	2,444	1,730	2,500	4,282	7,179	3,798	22,155	16,645	5,510	16,638	10,423
6	2,409	1,681	2,472	3,801	6,735	3,385	21,292	15,952	5,340	16,681	10,509
7	2,213	1,680	2,521	3,913	6,381	3,453	21,889	16,458	5,431	16,804	10,705
8	1,895	1,796	2,381	3,681	6,719	3,447	25,619	18,973	6,646	17,293	11,257
9	2,109	1,762	2,278	3,860	6,813	3,336	23,569	17,186	6,383	16,277	10,275
10	2,435	1,672	2,182	4,296	6,708	3,445	21,289	15,827	5,462	16,204	10,034
11	2,561	1,725	2,447	3,889	7,070	3,588	22,200	16,692	5,508	16,783	10,370
12	2,674	1,609	3,149	3,572	7,209	4,347	22,723	16,729	5,994	16,810	10,616
2023. 1p	1,819	1,740	2,358	2,691	7,450	3,359	26,437	18,677	7,760	16,093	10,073
2p	1,953	1,739	2,188	2,702	6,939	3,284	21,242	15,867	5,375	15,707	9,640

※ p는 잠정치임

2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2020	8,237	34,492	12,389	277,453	60,550	4,499	39,214	164,366	8,824	24,753
2021	11,545	39,203	15,711	399,422	70,184	7,243	54,452	254,772	12,771	22,173
2022	16,426	38,541	18,797	470,232	118,863	14,362	63,528	260,648	12,831	24,548
2020.1/4	1,557	7,777	2,755	61,797	16,663	1,503	8,902	32,430	2,299	6,145
2/4	2,031	8,284	2,922	60,305	12,558	844	8,899	36,030	1,974	5,580
3/4	2,139	8,679	3,214	74,496	16,861	1,230	9,762	44,282	2,360	6,864
4/4	2,510	9,752	3,498	80,856	14,468	921	11,652	51,624	2,190	6,165
2021.1/4	2,153	10,255	3,607	88,313	13,454	1,110	12,929	57,190	3,629	5,861
2/4	2,606	9,468	3,789	95,768	17,341	1,759	12,992	60,551	3,125	5,619
3/4	2,572	9,348	4,030	106,062	17,809	1,689	13,754	69,281	3,530	5,000
4/4	4,215	10,133	4,285	109,278	21,581	2,685	14,777	67,749	2,486	5,692
2022.1/4	3,687	10,404	4,421	109,854	19,733	1,847	15,505	69,821	2,947	6,209
2/4	4,307	9,388	4,642	114,457	29,847	4,277	14,571	62,380	3,382	6,075
3/4	3,939	9,316	4,884	122,392	34,232	4,366	15,898	64,500	3,396	6,239
4/4	4,493	9,433	4,850	123,529	35,050	3,873	17,554	63,947	3,105	6,024
2021. 2	655	3,194	1,098	28,343	4,522	433	4,395	17,921	1,072	1,721
3	745	3,611	1,251	30,646	4,857	490	4,348	19,385	1,566	2,278
4	852	3,214	1,237	30,261	5,289	471	4,071	19,556	874	1,936
5	882	3,180	1,275	33,437	5,944	577	4,549	21,313	1,054	2,069
6	872	3,074	1,277	32,070	6,109	711	4,372	19,681	1,197	1,614
7	838	3,088	1,322	35,791	6,009	514	4,415	23,584	1,269	1,685
8	805	3,126	1,361	36,235	5,995	594	4,401	23,978	1,267	1,629
9	929	3,134	1,346	34,036	5,804	582	4,937	21,719	995	1,686
10	1,163	3,323	1,395	35,217	6,852	806	4,196	22,524	839	1,776
11	1,507	3,299	1,391	34,658	7,294	1,023	4,760	20,789	792	1,805
12	1,544	3,511	1,499	39,404	7,435	856	5,821	24,435	856	2,112
2022. 1	1,268	3,268	1,437	38,052	7,184	750	5,488	23,795	835	1,963
2	1,130	3,542	1,410	34,563	5,902	500	4,858	22,313	990	2,092
3	1,289	3,594	1,575	37,238	6,647	597	5,158	23,713	1,122	2,154
4	1,348	3,104	1,499	36,731	8,996	979	4,747	20,913	1,097	2,051
5	1,498	3,156	1,562	39,227	10,465	1,501	5,379	20,736	1,146	2,055
6	1,461	3,129	1,582	38,499	10,387	1,797	4,445	20,731	1,140	1,968
7	1,475	3,029	1,596	42,169	11,694	1,690	5,037	22,530	1,217	2,115
8	1,115	3,245	1,676	42,204	12,112	1,538	5,092	22,327	1,136	2,119
9	1,348	3,043	1,612	38,019	10,426	1,138	5,768	19,644	1,043	2,004
10	1,413	3,182	1,575	39,637	11,377	1,246	5,026	20,999	989	1,880
11	1,613	3,184	1,616	40,009	11,128	1,157	6,143	20,369	1,212	1,964
12	1,467	3,067	1,659	43,884	12,546	1,470	6,385	22,578	904	2,180
2023. 1p	1,283	3,097	1,640	42,876	12,797	1,114	6,198	21,879	889	1,937
2p	1,225	3,333	1,508	39,495	12,197	985	5,584	19,827	903	1,641

※ p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	합계	가 전				도 서			패 션	
			컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복
2021	26.8	25.7	21.6	18.7	58.8	16.4	12.1	22.8	20.0	23.7
2022	13.1	2.5	-0.9	-0.7	15.9	9.8	1.9	20.4	13.6	13.3
2021.1/4	28.3	42.3	37.7	30.4	105.4	25.8	22.5	31.2	11.2	21.3
2/4	32.0	21.4	16.4	16.2	57.5	13.5	6.1	24.7	23.1	21.7
3/4	25.4	25.4	17.6	22.9	47.2	13.6	11.5	17.2	22.4	26.1
4/4	22.7	17.3	15.0	8.5	45.1	12.9	7.6	19.1	22.6	25.2
2022.1/4	18.4	6.3	6.6	2.8	15.6	13.2	9.8	18.5	20.1	18.6
2/4	15.6	2.9	1.5	-0.5	17.5	13.5	6.0	23.1	18.3	20.6
3/4	13.2	3.2	-3.1	-2.7	29.0	8.6	-2.5	26.3	14.4	16.3
4/4	6.5	-1.8	-9.0	-2.3	6.2	4.4	-6.3	15.8	4.4	2.6
2021. 2	21.7	32.2	38.0	23.7	54.3	17.0	16.0	18.4	1.2	13.2
3	32.1	29.6	18.0	19.0	110.5	11.8	4.2	26.4	28.0	36.8
4	34.5	23.6	4.6	24.2	69.8	7.3	-6.4	30.8	33.0	32.1
5	32.1	22.2	27.6	18.5	29.5	17.6	14.7	21.5	20.3	16.9
6	29.4	18.5	19.1	7.8	82.8	16.8	13.5	21.6	17.1	17.4
7	32.7	46.0	23.6	53.8	53.9	22.9	28.7	14.1	21.2	27.3
8	22.0	11.9	17.2	3.1	32.5	13.9	8.9	22.6	22.5	25.0
9	21.9	21.1	12.8	13.8	60.1	5.4	-0.4	15.3	23.5	25.8
10	27.7	34.7	22.9	13.4	109.3	17.9	11.3	26.2	19.9	19.8
11	22.1	16.2	14.8	15.8	19.0	13.6	8.0	20.4	20.9	22.8
12	18.9	3.8	9.9	-3.5	16.2	9.0	4.9	13.9	26.9	33.9
2022. 1	17.8	-2.9	-3.5	-1.0	-7.1	5.6	1.7	11.9	23.5	27.0
2	20.5	20.2	15.0	10.8	60.1	18.6	14.0	25.2	22.6	18.7
3	17.1	2.8	8.6	-0.8	4.2	16.3	14.5	19.1	15.2	12.2
4	16.2	2.4	2.5	-1.3	14.8	16.7	13.6	20.5	19.0	24.6
5	14.8	1.6	1.0	-3.7	23.8	13.5	4.8	24.8	20.2	22.8
6	15.9	4.9	1.1	3.8	14.0	10.0	-0.7	24.4	15.6	14.5
7	12.4	-3.3	-2.0	-10.7	29.0	5.0	-7.3	26.4	14.0	15.6
8	17.2	7.9	-0.2	5.9	22.0	12.1	1.9	28.1	16.6	17.9
9	10.2	5.7	-7.0	-0.6	36.2	8.9	-1.7	24.6	12.9	15.6
10	8.2	2.7	-3.6	-1.0	12.5	5.1	-4.8	15.9	7.6	6.9
11	7.7	-3.9	2.9	-9.7	4.3	11.7	1.6	22.3	4.0	0.0
12	3.7	-4.3	-23.3	5.5	-1.7	-1.5	-13.1	10.9	2.0	1.2
2023. 1p	5.6	1.8	-4.7	-3.1	25.1	-1.0	-8.9	10.6	2.0	-0.8
2p	4.6	-1.8	-9.0	-11.7	29.6	1.2	-7.8	12.8	5.5	11.1

※ p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		생활용품
2021	18.6	28.7	26.2	17.9	18.6	8.1	27.4	25.1	34.1	16.2	13.8
2022	16.0	17.8	15.7	9.0	17.9	7.2	15.4	16.9	11.6	10.4	10.0
2021.1/4	23.5	11.4	13.3	32.4	-10.3	7.5	35.8	30.7	50.5	20.2	13.9
2/4	16.2	31.7	29.9	17.0	38.3	10.3	34.6	32.3	41.3	18.4	17.5
3/4	15.4	24.3	24.3	17.1	31.7	6.5	24.1	21.9	30.6	10.9	9.5
4/4	19.8	47.7	36.0	11.1	24.7	8.1	17.7	17.4	18.7	16.1	14.9
2022.1/4	13.7	36.8	28.3	14.2	28.5	7.0	19.6	20.0	18.7	16.3	16.7
2/4	18.7	23.2	16.7	13.6	21.0	10.3	17.0	18.7	12.4	13.3	12.0
3/4	20.8	20.4	16.9	7.9	14.4	8.3	15.9	18.1	10.1	11.7	10.6
4/4	11.8	-3.0	4.7	2.2	9.6	3.4	9.5	11.0	5.2	1.3	1.7
2021. 2	17.7	5.1	7.2	24.9	-21.8	-3.7	31.3	24.0	53.8	8.6	1.1
3	38.8	41.1	24.1	33.7	19.9	5.5	19.1	19.3	18.4	10.9	5.2
4	27.2	54.2	40.2	28.8	49.1	12.9	29.0	28.9	29.1	22.1	22.2
5	12.4	30.5	31.3	13.3	36.8	10.9	38.1	34.2	50.2	17.6	16.4
6	11.2	15.0	19.9	10.3	30.6	7.0	37.1	34.0	46.5	15.6	14.4
7	14.1	15.1	19.7	11.1	29.5	11.9	33.0	28.9	46.3	15.3	14.0
8	10.0	22.2	22.2	19.6	37.1	4.5	30.1	26.4	41.4	7.7	4.1
9	21.8	36.0	32.0	21.3	28.7	3.1	12.7	12.4	13.2	10.0	10.7
10	19.7	41.9	37.2	13.3	22.0	7.4	23.1	22.7	24.6	18.2	18.6
11	13.4	47.0	35.0	7.9	24.2	10.4	20.5	19.3	24.1	17.1	15.5
12	26.7	54.7	35.9	12.1	27.6	6.8	11.0	11.3	10.3	13.4	11.2
2022. 1	24.9	51.8	34.3	14.0	26.2	0.7	19.1	16.2	26.2	8.4	7.8
2	15.9	36.7	35.2	17.2	32.3	11.2	13.4	17.5	3.2	23.9	24.5
3	4.9	25.2	16.9	12.0	27.3	9.5	26.2	26.4	25.7	17.5	18.9
4	24.4	20.4	13.3	12.9	17.0	11.7	17.3	18.3	14.6	12.3	12.3
5	16.0	22.3	15.6	18.8	25.5	9.5	15.9	18.1	9.7	12.7	10.6
6	16.1	27.1	21.1	8.9	20.3	9.7	17.9	19.6	13.0	14.9	13.1
7	20.0	21.5	18.2	8.0	14.3	5.9	13.6	15.6	7.9	11.6	9.2
8	25.3	26.1	19.1	10.5	14.9	12.3	26.5	28.3	21.4	15.5	16.2
9	17.8	14.1	13.3	5.4	13.9	6.9	8.2	10.6	2.0	8.0	6.4
10	12.3	-1.4	0.0	2.6	18.1	4.7	11.0	11.5	9.5	2.9	1.7
11	10.8	0.2	4.1	2.1	11.7	6.6	12.9	14.6	8.1	4.8	5.6
12	12.3	-7.7	8.6	1.6	1.1	0.0	5.0	7.2	-0.8	-3.2	-1.9
2023. 1p	2.6	-0.1	-4.1	-4.2	10.4	3.9	5.8	8.2	0.5	0.1	-0.3
2p	9.4	-0.2	-4.1	1.4	5.9	0.0	2.7	3.8	-0.4	-4.1	-6.4

※ p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2021	40.2	13.7	26.8	44.0	15.9	61.0	38.9	55.0	44.7	-10.4
2022	42.3	-1.7	19.6	17.7	69.4	98.3	16.7	2.3	0.5	10.7
2021.1/4	38.3	31.9	30.9	42.9	-19.3	-26.1	45.3	76.3	57.9	-4.6
2/4	28.3	14.3	29.6	58.8	38.1	108.5	46.0	68.1	58.3	0.7
3/4	20.2	7.7	25.4	42.4	5.6	37.2	40.9	56.5	49.6	-27.2
4/4	67.9	3.9	22.5	35.2	49.2	191.5	26.8	31.2	13.5	-7.7
2022.1/4	71.3	1.5	22.6	24.4	46.7	66.4	19.9	22.1	-18.8	5.9
2/4	65.3	-0.8	22.5	19.5	72.1	143.1	12.2	3.0	8.2	8.1
3/4	53.2	-0.3	21.2	15.4	92.2	158.5	15.6	-6.9	-3.8	24.8
4/4	6.6	-6.9	13.2	13.0	62.4	44.2	18.8	-5.6	24.9	5.8
2021. 2	32.8	23.1	21.8	45.0	-2.2	25.7	47.6	68.1	14.8	-17.0
3	32.6	18.1	28.6	69.8	89.6	238.0	40.0	64.3	261.2	17.4
4	37.1	16.3	28.8	56.5	51.6	139.1	33.6	65.0	16.5	26.7
5	25.8	14.7	30.2	61.0	34.5	66.2	48.5	72.9	72.0	-5.2
6	23.1	11.9	29.8	58.8	31.3	137.3	56.8	66.1	95.8	-13.7
7	9.8	17.3	24.5	52.2	-3.7	-1.0	46.2	80.6	85.5	-18.6
8	23.1	8.4	27.9	35.7	-3.3	39.9	40.0	50.6	24.9	-37.3
9	28.6	-0.9	23.9	40.3	31.4	102.4	37.2	42.0	50.2	-23.3
10	66.3	4.5	24.5	44.1	28.7	63.6	31.4	52.4	30.5	-5.1
11	63.7	5.5	24.0	33.9	36.3	163.0	31.5	32.2	-0.6	-15.1
12	73.7	1.9	19.4	29.1	96.0	2062.6	20.3	15.7	14.0	-2.5
2022. 1	68.6	-5.3	14.1	29.8	76.3	300.6	31.1	19.7	-15.8	5.4
2	72.5	10.9	28.4	21.9	30.5	15.5	10.5	24.5	-7.6	21.5
3	73.0	-0.5	25.9	21.5	36.9	21.7	18.6	22.3	-28.3	-5.4
4	58.2	-3.4	21.2	21.4	70.1	107.9	16.6	6.9	25.5	5.9
5	69.9	-0.8	22.5	17.3	76.1	160.0	18.2	-2.7	8.8	-0.6
6	67.5	1.8	23.9	20.0	70.0	152.7	1.7	5.3	-4.8	21.9
7	76.0	-1.9	20.7	17.8	94.6	229.1	14.1	-4.5	-4.1	25.5
8	38.6	3.8	23.1	16.5	102.0	159.1	15.7	-6.9	-10.3	30.1
9	45.2	-2.9	19.7	11.7	79.6	95.6	16.8	-9.6	4.9	18.9
10	21.5	-4.2	12.8	12.6	66.0	54.6	19.8	-6.8	17.9	5.9
11	7.0	-3.5	16.2	15.4	52.6	13.1	29.1	-2.0	53.1	8.9
12	-5.0	-12.6	10.7	11.4	68.7	71.7	9.7	-7.6	5.7	3.2
2023. 1p	1.2	-5.2	14.2	12.7	78.1	48.5	12.9	-8.1	6.5	-1.3
2p	8.3	-5.9	7.0	14.3	106.7	97.2	14.9	-11.1	-8.8	-21.5

※ p는 잠정치임

3-1. 취급상품범위별 및 운영형태별 온라인쇼핑 거래액

(단위: 억원)

	거래액	취급상품범위별		운영형태별	
		종합물	전문물	온라인물	온·오프라인병행물
2020	1,582,840	1,088,025	494,815	1,172,125	410,714
2021	1,902,231	1,238,518	663,714	1,465,296	436,935
2022	2,098,790	1,326,080	772,710	1,622,712	476,079
2020.1/4	364,224	253,628	110,596	261,873	102,350
2/4	369,742	256,804	112,938	273,921	95,821
3/4	400,801	274,088	126,713	299,378	101,423
4/4	448,073	303,505	144,568	336,953	111,120
2021.1/4	445,552	298,128	147,424	340,114	105,438
2/4	462,484	302,757	159,726	352,242	110,242
3/4	473,872	305,228	168,644	370,207	103,665
4/4	520,323	332,405	187,919	402,732	117,591
2022.1/4	502,131	321,268	180,863	393,087	109,045
2/4	516,594	325,247	191,347	397,486	119,108
3/4	526,992	327,681	199,311	406,832	120,160
4/4	553,073	351,884	201,189	425,307	127,766
2021. 2	137,402	91,823	45,578	105,589	31,812
3	158,096	104,553	53,543	119,742	38,354
4	149,506	99,170	50,336	115,174	34,331
5	158,778	104,428	54,350	120,892	37,887
6	154,200	99,159	55,040	116,176	38,024
7	159,273	103,674	55,599	125,013	34,260
8	155,335	98,690	56,645	121,703	33,632
9	159,265	102,864	56,401	123,492	35,773
10	166,860	106,760	60,099	128,942	37,918
11	172,981	111,013	61,968	132,064	40,917
12	180,483	114,631	65,852	141,727	38,756
2022. 1	168,558	108,517	60,041	132,335	36,223
2	157,492	101,249	56,243	125,037	32,455
3	176,081	111,502	64,579	135,714	40,367
4	168,446	107,221	61,225	130,684	37,762
5	177,101	112,116	64,985	136,293	40,808
6	171,047	105,910	65,137	130,509	40,538
7	173,326	107,825	65,501	135,330	37,996
8	180,086	111,634	68,452	139,312	40,774
9	173,581	108,222	65,358	132,191	41,390
10	179,709	113,116	66,593	137,643	42,066
11	184,389	118,840	65,548	142,412	41,977
12	188,976	119,928	69,048	145,253	43,723
2023. 1p	179,468	114,872	64,597	138,891	40,577
2p	169,369	107,042	62,327	130,931	38,437

※ p는 잠정치임

3-2. 취급상품범위별 및 운영형태별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	거래액	취급상품범위별		운영형태별	
		종합물	전문물	온라인물	온·오프라인병행물
2021	20.2	13.8	34.1	25.0	6.4
2022	10.3	7.1	16.4	10.7	9.0
2021.1/4	22.3	17.5	33.3	29.9	3.0
2/4	25.1	17.9	41.4	28.6	15.0
3/4	18.2	11.4	33.1	23.7	2.2
4/4	16.1	9.5	30.0	19.5	5.8
2022.1/4	12.7	7.8	22.7	15.6	3.4
2/4	11.7	7.4	19.8	12.8	8.0
3/4	11.2	7.4	18.2	9.9	15.9
4/4	6.3	5.9	7.1	5.6	8.7
2021. 2	15.6	9.4	30.7	22.0	-1.6
3	27.1	18.8	47.1	29.7	19.6
4	25.5	19.1	40.3	30.1	12.1
5	26.5	19.1	43.7	28.7	19.8
6	23.3	15.5	40.3	26.9	13.3
7	24.0	17.9	37.1	30.5	5.0
8	15.8	8.3	31.7	21.2	-0.4
9	15.3	8.2	30.8	19.7	2.2
10	20.4	13.6	34.9	25.1	6.9
11	15.5	9.1	28.9	18.3	7.2
12	13.0	6.4	26.8	15.9	3.4
2022. 1	12.3	6.6	24.3	15.3	2.7
2	14.6	10.3	23.4	18.4	2.0
3	11.4	6.6	20.6	13.3	5.2
4	12.7	8.1	21.6	13.5	10.0
5	11.5	7.4	19.6	12.7	7.7
6	10.9	6.8	18.3	12.3	6.6
7	8.8	4.0	17.8	8.3	10.9
8	15.9	13.1	20.8	14.5	21.2
9	9.0	5.2	15.9	7.0	15.7
10	7.7	6.0	10.8	6.7	10.9
11	6.6	7.1	5.8	7.8	2.6
12	4.7	4.6	4.9	2.5	12.8
2023. 1p	6.5	5.9	7.6	5.0	12.0
2p	7.5	5.7	10.8	4.7	18.4

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

1) 종합몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
			컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복
2020	1,088,025	207,159	59,703	121,075	26,381	19,278	8,559	10,719	340,246	80,899
2021	1,238,518	247,621	69,500	136,926	41,194	22,279	9,238	13,041	355,739	83,997
2022	1,326,080	249,188	67,740	134,243	47,205	24,155	8,853	15,302	354,550	89,880
2020.1/4	253,628	46,521	15,049	26,546	4,927	4,669	2,193	2,476	78,264	17,862
2/4	256,804	50,889	13,858	31,688	5,343	4,341	1,947	2,394	82,870	20,201
3/4	274,088	50,939	14,578	29,614	6,747	4,586	2,146	2,439	81,765	16,659
4/4	303,505	58,809	16,218	33,228	9,363	5,682	2,272	3,410	97,347	26,177
2021.1/4	298,128	59,639	18,962	31,042	9,635	5,806	2,609	3,197	82,209	18,098
2/4	302,757	58,321	15,742	34,578	8,001	4,961	2,012	2,949	91,967	21,271
3/4	305,228	61,386	16,619	35,299	9,468	5,189	2,379	2,809	82,905	17,702
4/4	332,405	68,274	18,177	36,007	14,090	6,324	2,238	4,086	98,658	26,925
2022.1/4	321,268	63,369	19,786	32,661	10,921	6,439	2,752	3,687	81,344	19,400
2/4	325,247	59,568	15,686	34,486	9,396	5,474	2,003	3,471	92,018	23,525
3/4	327,681	60,953	15,636	33,097	12,219	5,459	2,035	3,425	83,072	19,323
4/4	351,884	65,298	16,632	33,998	14,669	6,782	2,063	4,719	98,115	27,632
2021. 2	91,823	18,641	6,272	9,716	2,654	1,727	750	976	24,259	5,019
3	104,553	20,284	6,237	10,397	3,650	2,052	913	1,139	30,647	7,425
4	99,170	18,570	5,381	10,609	2,580	1,751	684	1,067	30,561	7,219
5	104,428	20,564	5,568	12,368	2,628	1,611	659	952	31,938	7,114
6	99,159	19,188	4,793	11,601	2,794	1,599	669	930	29,469	6,938
7	103,674	22,331	5,377	14,251	2,703	1,730	828	902	28,891	6,379
8	98,690	19,941	5,668	10,758	3,515	1,752	819	933	25,634	5,064
9	102,864	19,115	5,573	10,291	3,251	1,707	732	974	28,380	6,260
10	106,760	22,318	5,269	11,203	5,846	1,788	631	1,157	32,202	8,694
11	111,013	23,496	6,034	13,161	4,301	1,921	657	1,265	33,549	9,423
12	114,631	22,461	6,875	11,643	3,943	2,615	951	1,664	32,908	8,808
2022. 1	108,517	20,628	6,206	10,913	3,509	2,143	928	1,215	26,407	6,262
2	101,249	22,201	7,048	11,053	4,100	2,008	824	1,185	25,003	5,547
3	111,502	20,540	6,532	10,696	3,312	2,288	1,000	1,288	29,934	7,591
4	107,221	18,880	5,370	10,501	3,008	2,005	757	1,247	31,030	8,195
5	112,116	20,965	5,609	12,103	3,253	1,765	650	1,115	31,887	8,106
6	105,910	19,724	4,707	11,882	3,135	1,704	596	1,108	29,100	7,224
7	107,825	20,882	5,078	12,387	3,416	1,771	679	1,092	28,097	6,831
8	111,634	20,598	5,390	11,094	4,114	1,849	704	1,145	26,694	5,695
9	108,222	19,473	5,168	9,616	4,689	1,839	652	1,187	28,282	6,797
10	113,116	21,836	5,047	10,622	6,167	1,917	586	1,330	31,904	9,024
11	118,840	22,700	6,118	12,067	4,515	2,185	663	1,522	32,247	9,188
12	119,928	20,763	5,468	11,309	3,987	2,681	814	1,867	33,964	9,420
2023. 1p	114,872	20,742	5,946	10,448	4,347	2,157	826	1,331	26,838	6,295
2p	107,042	21,465	6,697	10,005	4,764	2,131	738	1,393	26,270	6,287

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

1) 종합몰 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		생활용품
2020	19,449	14,488	22,163	45,655	114,027	43,565	220,314	160,867	59,446	197,274	127,171
2021	20,759	15,622	25,561	53,774	110,172	45,855	271,338	197,099	74,239	221,668	141,392
2022	22,246	16,166	27,374	57,052	93,408	48,423	312,648	229,116	83,532	235,139	152,961
2020.1/4	4,174	3,793	5,508	7,859	28,629	10,439	51,529	37,644	13,885	45,435	30,101
2/4	5,308	3,322	5,320	12,137	25,876	10,706	48,809	36,243	12,566	47,138	30,210
3/4	4,392	3,670	5,409	11,897	29,376	10,362	59,185	42,707	16,479	50,971	33,299
4/4	5,575	3,703	5,927	13,762	30,145	12,058	60,791	44,273	16,517	53,730	33,560
2021.1/4	4,736	3,795	5,785	10,594	28,227	10,973	67,504	48,068	19,437	53,126	33,567
2/4	5,587	3,878	6,466	14,039	29,270	11,457	63,844	47,107	16,737	54,214	34,400
3/4	4,510	3,882	6,165	13,848	26,040	10,758	70,943	51,238	19,705	55,098	35,700
4/4	5,926	4,067	7,145	15,293	26,635	12,667	69,046	50,685	18,360	59,230	37,725
2022.1/4	4,706	3,929	6,545	11,584	23,763	11,417	78,677	56,465	22,212	58,657	37,956
2/4	6,081	3,966	6,845	15,405	23,845	12,351	74,136	55,072	19,064	57,696	37,533
3/4	5,010	4,093	6,532	14,482	22,232	11,402	81,111	59,436	21,675	58,549	38,425
4/4	6,448	4,179	7,453	15,581	23,569	13,253	78,724	58,144	20,580	60,237	39,047
2021. 2	1,393	1,223	1,758	3,026	8,438	3,402	21,381	15,011	6,370	16,268	10,278
3	2,016	1,413	2,102	4,195	9,629	3,868	21,639	15,894	5,746	18,619	11,711
4	1,749	1,335	2,118	4,721	9,457	3,962	21,247	15,670	5,577	17,822	11,226
5	1,957	1,324	2,238	4,716	10,606	3,982	21,825	16,085	5,740	18,276	11,652
6	1,881	1,219	2,110	4,601	9,206	3,513	20,773	15,353	5,420	18,116	11,522
7	1,667	1,280	2,199	4,790	8,854	3,722	22,141	16,362	5,779	18,552	12,109
8	1,304	1,264	1,997	4,337	8,174	3,494	23,259	16,979	6,280	18,289	11,864
9	1,539	1,337	1,969	4,721	9,012	3,542	25,543	17,897	7,646	18,257	11,727
10	1,859	1,390	2,152	5,504	8,813	3,789	21,969	16,249	5,721	19,153	12,206
11	2,025	1,343	2,255	5,080	9,554	3,869	22,474	16,670	5,803	19,349	12,230
12	2,043	1,333	2,739	4,709	8,267	5,009	24,603	17,767	6,836	20,728	13,289
2022. 1	1,464	1,288	2,281	3,675	7,767	3,671	29,266	20,027	9,239	19,043	12,338
2	1,382	1,255	2,064	3,433	7,686	3,637	22,574	16,768	5,805	19,047	12,258
3	1,861	1,386	2,199	4,476	8,311	4,110	26,838	19,669	7,168	20,567	13,360
4	2,036	1,327	2,199	5,142	7,779	4,351	24,727	18,306	6,421	19,026	12,256
5	2,075	1,360	2,357	5,432	8,289	4,267	25,241	18,790	6,451	19,453	12,693
6	1,969	1,278	2,289	4,832	7,776	3,733	24,168	17,977	6,192	19,217	12,584
7	1,795	1,310	2,311	4,937	7,092	3,821	24,811	18,516	6,295	19,366	12,748
8	1,529	1,404	2,161	4,637	7,415	3,853	29,530	21,563	7,967	20,378	13,459
9	1,687	1,378	2,059	4,909	7,725	3,728	26,769	19,356	7,413	18,805	12,217
10	1,969	1,390	2,151	5,569	7,833	3,968	25,141	18,673	6,468	19,452	12,550
11	2,147	1,383	2,273	5,211	7,860	4,185	26,462	19,716	6,746	20,362	13,117
12	2,332	1,407	3,029	4,800	7,876	5,099	27,121	19,754	7,367	20,424	13,379
2023. 1p	1,525	1,493	2,239	3,498	7,969	3,819	31,718	22,065	9,654	19,118	12,373
2p	1,602	1,448	2,087	3,498	7,622	3,726	24,891	18,474	6,417	18,694	11,857

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

1) 종합몰 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2020	11,752	43,955	14,397	72,099	12,310	3,559	43,372	2,623	10,235	31,656
2021	13,835	48,774	17,668	94,038	12,119	5,650	58,975	2,159	15,136	25,834
2022	14,160	47,492	20,526	123,803	25,651	11,446	71,206	1,431	14,069	26,597
2020.1/4	2,161	9,969	3,205	18,997	4,835	1,097	9,796	523	2,745	8,212
2/4	2,873	10,639	3,416	15,547	2,100	778	9,801	599	2,269	7,210
3/4	2,975	10,981	3,716	18,149	2,935	815	10,894	717	2,790	8,493
4/4	3,744	12,366	4,060	19,405	2,440	869	12,881	785	2,431	7,740
2021.1/4	2,843	12,633	4,084	22,742	2,089	1,036	14,127	713	4,777	7,101
2/4	3,675	11,858	4,282	22,988	3,161	1,441	14,126	524	3,735	6,461
3/4	3,307	11,586	4,505	23,877	3,066	1,074	14,900	534	4,304	5,830
4/4	4,011	12,697	4,797	24,431	3,803	2,099	15,822	388	2,319	6,442
2022.1/4	3,207	12,676	4,817	25,813	3,679	1,762	16,829	379	3,165	6,968
2/4	3,578	11,590	4,996	29,952	6,535	3,349	16,008	344	3,716	6,403
3/4	3,542	11,349	5,233	32,094	7,027	3,068	17,873	363	3,762	6,443
4/4	3,832	11,877	5,481	35,945	8,411	3,267	20,496	345	3,426	6,783
2021. 2	859	3,895	1,235	7,470	749	421	4,708	240	1,353	2,077
3	993	4,489	1,426	8,499	804	450	4,799	199	2,246	2,813
4	1,199	4,000	1,397	6,951	937	418	4,362	178	1,056	2,269
5	1,226	3,959	1,439	7,880	1,132	440	4,930	188	1,191	2,335
6	1,250	3,898	1,447	8,157	1,093	583	4,835	158	1,488	1,857
7	1,081	3,873	1,489	8,021	1,093	328	4,819	196	1,585	2,009
8	1,031	3,867	1,527	7,943	1,017	356	4,810	186	1,574	1,872
9	1,194	3,847	1,489	7,914	956	391	5,271	152	1,145	1,949
10	1,230	4,140	1,577	7,330	1,201	648	4,520	157	805	2,000
11	1,387	4,165	1,567	8,212	1,432	905	5,046	97	731	2,012
12	1,393	4,392	1,654	8,889	1,170	545	6,256	134	784	2,429
2022. 1	1,087	4,016	1,603	8,789	1,346	678	5,866	141	757	2,242
2	996	4,275	1,517	8,052	1,103	441	5,282	117	1,109	2,364
3	1,124	4,385	1,697	8,972	1,229	642	5,681	122	1,299	2,363
4	1,304	3,850	1,616	9,398	1,968	854	5,235	121	1,220	2,156
5	1,156	3,923	1,681	10,600	2,351	1,033	5,924	119	1,173	2,205
6	1,118	3,817	1,698	9,954	2,216	1,462	4,849	105	1,323	2,043
7	1,201	3,701	1,715	10,699	2,518	1,070	5,539	114	1,459	2,198
8	1,178	3,942	1,799	10,389	2,303	975	5,790	140	1,181	2,197
9	1,163	3,706	1,719	11,005	2,207	1,023	6,544	109	1,122	2,048
10	1,166	3,953	1,782	10,825	2,641	1,168	5,853	115	1,049	2,042
11	1,394	4,023	1,828	12,643	2,854	1,159	7,135	103	1,392	2,241
12	1,272	3,901	1,871	12,476	2,916	941	7,508	127	985	2,499
2023. 1p	1,089	3,823	1,833	12,373	3,329	757	7,257	137	893	1,926
2p	1,048	4,117	1,673	11,954	3,228	826	6,910	105	886	1,636

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

2) 전문몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
			컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복
2020	494,815	45,839	22,508	14,286	9,045	18,088	15,429	2,659	114,210	70,080
2021	663,714	54,490	25,670	18,143	10,676	19,538	16,836	2,701	144,809	89,743
2022	772,710	50,461	23,499	17,652	9,310	19,747	17,090	2,657	166,144	103,094
2020.1/4	110,596	10,005	5,355	3,078	1,573	4,602	3,949	653	23,718	14,159
2/4	112,938	10,520	5,328	3,791	1,401	4,129	3,516	614	28,538	17,221
3/4	126,713	10,682	5,368	3,076	2,238	4,713	4,080	633	26,592	15,507
4/4	144,568	14,632	6,457	4,341	3,833	4,643	3,885	759	35,361	23,192
2021.1/4	147,424	15,500	7,109	5,579	2,812	5,594	4,885	709	29,790	18,415
2/4	159,726	11,459	5,509	4,069	1,882	4,250	3,597	653	35,087	21,327
3/4	168,644	12,736	5,997	4,043	2,696	4,709	4,105	604	33,316	19,704
4/4	187,919	14,795	7,056	4,453	3,286	4,985	4,250	735	46,616	30,297
2022.1/4	180,863	14,589	7,203	4,902	2,484	5,555	4,903	652	38,142	22,436
2/4	191,347	10,659	5,168	4,110	1,382	4,550	3,932	618	42,873	26,466
3/4	199,311	11,948	5,456	4,044	2,448	5,028	4,373	655	38,611	23,123
4/4	201,189	13,264	5,672	4,596	2,996	4,613	3,882	731	46,519	31,070
2021. 2	45,578	4,797	2,225	1,859	712	1,674	1,452	222	8,852	5,304
3	53,543	5,078	2,474	1,942	662	2,038	1,784	254	11,921	7,517
4	50,336	3,992	1,947	1,315	731	1,469	1,233	236	11,636	7,165
5	54,350	3,664	1,719	1,310	635	1,433	1,223	210	11,327	6,934
6	55,040	3,803	1,843	1,444	516	1,348	1,140	208	12,124	7,228
7	55,599	4,326	2,133	1,724	468	1,597	1,399	198	11,184	6,603
8	56,645	4,452	2,074	1,220	1,159	1,569	1,368	201	10,178	5,709
9	56,401	3,958	1,790	1,099	1,069	1,543	1,338	205	11,953	7,393
10	60,099	5,221	2,026	1,395	1,800	1,423	1,204	219	14,454	9,603
11	61,968	4,828	2,291	1,628	909	1,654	1,413	241	15,942	10,543
12	65,852	4,746	2,738	1,431	577	1,908	1,633	275	16,220	10,151
2022. 1	60,041	4,402	2,377	1,589	435	1,713	1,508	204	12,302	7,244
2	56,243	5,217	2,395	1,603	1,219	1,696	1,482	214	11,482	6,490
3	64,579	4,971	2,431	1,709	830	2,147	1,912	234	14,358	8,702
4	61,225	3,772	1,786	1,475	511	1,580	1,362	218	14,163	9,010
5	64,985	3,474	1,720	1,266	488	1,572	1,369	203	14,576	8,857
6	65,137	3,413	1,662	1,369	383	1,398	1,201	196	14,133	8,598
7	65,501	3,764	1,898	1,471	395	1,677	1,463	214	12,625	7,565
8	68,452	4,461	1,856	1,264	1,341	1,735	1,509	226	12,079	6,786
9	65,358	3,723	1,702	1,309	712	1,616	1,400	216	13,907	8,772
10	66,593	5,559	1,661	1,506	2,392	1,376	1,150	226	15,174	10,341
11	65,548	3,787	1,873	1,638	277	1,589	1,341	248	16,221	10,757
12	69,048	3,918	2,138	1,452	328	1,648	1,391	257	15,123	9,973
2023. 1p	64,597	3,545	1,910	1,221	414	1,566	1,346	220	11,628	7,189
2p	62,327	4,794	1,963	1,146	1,685	1,660	1,449	210	11,747	7,134

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

2) 전문몰 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		생활용품
2020	9,455	4,672	5,272	6,037	15,379	3,314	30,858	24,692	6,166	28,669	12,360
2021	13,406	8,127	7,637	3,741	18,600	3,556	41,138	32,043	9,095	41,000	12,512
2022	16,440	11,344	10,064	4,078	17,568	3,557	48,402	37,323	11,079	47,380	12,355
2020.1/4	1,822	1,112	1,158	1,248	3,541	678	6,982	5,590	1,392	6,953	2,846
2/4	2,542	1,141	1,339	1,609	3,893	793	7,113	5,732	1,382	7,348	3,174
3/4	2,222	1,228	1,340	1,485	3,961	849	8,342	6,749	1,594	7,491	3,222
4/4	2,869	1,191	1,435	1,695	3,983	995	8,420	6,622	1,798	6,877	3,118
2021.1/4	2,711	1,533	1,523	734	4,036	838	9,688	7,570	2,118	8,639	2,946
2/4	3,658	1,803	1,743	1,029	4,651	877	9,872	7,751	2,121	12,421	3,082
3/4	3,126	2,014	1,863	971	4,853	785	10,762	8,418	2,344	9,984	3,126
4/4	3,912	2,777	2,508	1,007	5,059	1,056	10,816	8,303	2,513	9,956	3,358
2022.1/4	3,755	3,101	2,433	873	4,713	831	12,248	9,259	2,989	11,022	3,263
2/4	4,413	2,928	2,421	1,182	4,528	935	12,027	9,229	2,799	12,433	3,090
3/4	3,940	2,803	2,533	1,015	4,354	844	12,501	9,765	2,736	13,816	2,978
4/4	4,332	2,511	2,677	1,009	3,973	947	11,625	9,070	2,555	10,108	3,024
2021. 2	849	515	467	225	1,231	261	3,060	2,403	657	2,258	903
3	1,127	618	565	299	1,488	307	3,226	2,510	716	4,271	1,036
4	1,094	599	569	378	1,506	325	3,277	2,562	715	2,342	1,013
5	1,219	604	595	321	1,384	270	3,356	2,653	703	4,421	1,038
6	1,345	599	579	330	1,761	282	3,239	2,536	703	5,658	1,031
7	1,064	626	612	335	1,672	272	3,395	2,670	725	2,340	1,029
8	1,053	662	614	311	1,573	256	3,629	2,845	784	3,682	1,040
9	1,009	725	637	324	1,608	257	3,738	2,904	834	3,962	1,057
10	1,159	874	716	336	1,484	284	3,561	2,770	791	2,633	1,064
11	1,378	919	794	332	1,643	333	3,462	2,679	782	4,105	1,133
12	1,375	984	998	339	1,932	440	3,793	2,854	940	3,218	1,161
2022. 1	1,164	986	840	276	1,534	259	4,321	3,222	1,100	3,101	1,097
2	1,161	1,054	822	263	1,435	258	3,754	2,897	857	3,013	1,003
3	1,430	1,062	771	334	1,744	314	4,173	3,140	1,033	4,908	1,162
4	1,372	968	742	370	1,361	340	4,028	3,030	998	3,108	1,055
5	1,622	991	847	451	1,528	280	4,071	3,158	913	4,285	1,022
6	1,419	969	832	360	1,639	315	3,929	3,040	888	5,040	1,013
7	1,251	904	842	346	1,452	265	3,885	3,021	864	3,157	972
8	1,416	956	875	353	1,412	281	4,560	3,596	964	4,934	1,012
9	1,274	942	816	316	1,489	298	4,057	3,149	908	5,725	994
10	1,328	792	752	412	1,249	301	3,657	2,781	876	2,907	987
11	1,616	960	927	334	1,315	312	3,826	3,024	803	3,888	1,018
12	1,387	759	998	263	1,409	334	4,142	3,265	877	3,314	1,018
2023. 1p	1,045	855	778	250	1,283	228	4,523	3,580	943	2,692	936
2p	1,174	990	727	274	1,195	253	3,600	2,828	772	2,812	894

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

2) 전문몰 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2020	9,497	5,171	1,641	248,748	67,315	3,437	1,580	170,748	5,668	8,404
2021	21,585	4,942	1,961	353,238	78,933	5,917	2,022	259,438	6,928	9,501
2022	28,337	4,484	2,204	428,881	141,625	12,626	2,052	264,509	8,069	11,696
2020.1/4	2,539	1,201	368	56,500	19,638	1,261	346	33,988	1,269	1,835
2/4	2,526	1,247	401	53,358	13,631	518	425	37,774	1,010	1,931
3/4	2,535	1,307	427	66,854	18,156	972	413	45,888	1,425	2,039
4/4	1,897	1,416	445	72,036	15,889	687	397	53,098	1,964	2,599
2021.1/4	3,803	1,425	464	75,814	14,696	721	509	58,353	1,535	2,400
2/4	7,673	1,208	459	84,223	19,354	1,368	489	61,656	1,355	2,414
3/4	5,202	1,157	498	94,887	20,304	1,524	487	70,517	2,056	2,250
4/4	4,907	1,153	539	98,314	24,578	2,304	537	68,913	1,982	2,437
2022.1/4	5,965	1,269	526	97,013	22,371	1,422	495	70,964	1,762	2,294
2/4	7,702	1,091	550	105,947	36,587	3,861	486	63,351	1,662	2,857
3/4	9,157	1,104	576	114,008	41,599	4,037	562	65,398	2,412	3,399
4/4	5,513	1,020	552	111,914	41,069	3,307	510	64,795	2,233	3,146
2021. 2	756	452	148	24,162	4,948	268	200	18,282	464	775
3	2,596	483	157	26,078	5,319	328	188	19,784	459	931
4	738	429	163	26,881	5,971	343	195	19,918	454	738
5	2,849	386	148	29,358	6,583	465	164	21,700	446	790
6	4,086	393	148	27,983	6,800	560	130	20,038	455	885
7	762	386	163	31,928	6,799	479	175	23,984	491	828
8	2,057	412	172	32,380	6,863	548	137	24,373	460	754
9	2,383	359	163	30,579	6,642	497	176	22,159	1,105	668
10	1,016	379	174	32,038	7,695	683	124	22,920	617	768
11	2,420	374	178	31,180	8,381	828	190	21,147	635	798
12	1,471	399	187	35,095	8,502	794	223	24,845	730	872
2022. 1	1,411	419	175	33,474	7,828	541	212	24,176	716	728
2	1,396	443	170	30,355	6,594	410	144	22,697	510	727
3	3,158	407	182	33,185	7,948	471	139	24,091	536	839
4	1,509	371	173	33,626	10,913	797	141	21,248	527	946
5	2,710	362	191	36,085	12,785	1,456	189	21,073	582	921
6	3,483	358	186	36,236	12,888	1,609	155	21,030	553	990
7	1,649	366	170	39,273	14,115	1,540	201	22,851	566	1,120
8	3,314	399	209	39,530	14,708	1,429	150	22,634	609	1,152
9	4,194	339	197	35,205	12,777	1,068	211	19,912	1,237	1,127
10	1,384	357	179	36,946	13,690	1,084	145	21,281	746	974
11	2,371	323	176	35,142	12,750	851	174	20,639	728	1,094
12	1,758	340	197	39,826	14,629	1,371	191	22,876	759	1,078
2023. 1p	1,241	332	183	39,635	15,593	1,012	151	22,158	721	1,009
2p	1,332	378	209	36,774	15,047	857	129	20,082	659	941

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

1) 온라인몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
			컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복
2020	1,172,125	197,746	64,621	103,617	29,507	21,311	9,900	11,412	280,279	96,851
2021	1,465,296	239,974	73,986	120,458	45,530	24,451	11,043	13,408	326,557	113,448
2022	1,622,712	242,535	70,567	121,263	50,706	25,985	10,676	15,310	356,293	119,718
2020.1/4	261,873	44,081	16,360	22,248	5,473	5,136	2,461	2,675	60,397	19,961
2/4	273,921	47,481	15,051	26,818	5,612	4,834	2,266	2,568	69,962	24,208
3/4	299,378	49,127	15,753	25,488	7,886	5,183	2,568	2,615	67,066	21,292
4/4	336,953	57,056	17,457	29,062	10,537	6,158	2,604	3,554	82,853	31,389
2021.1/4	340,114	57,793	20,012	26,930	10,851	6,457	3,120	3,337	71,002	24,115
2/4	352,242	55,581	16,712	30,154	8,716	5,411	2,352	3,059	81,813	28,289
3/4	370,207	59,716	17,814	31,064	10,838	5,728	2,819	2,909	77,020	24,589
4/4	402,732	66,884	19,449	32,310	15,125	6,855	2,752	4,103	96,721	36,454
2022.1/4	393,087	61,372	20,560	28,757	12,056	6,999	3,302	3,697	81,142	26,480
2/4	397,486	57,042	16,397	31,039	9,606	6,060	2,552	3,508	93,339	31,768
3/4	406,832	59,757	16,318	29,996	13,443	5,963	2,528	3,435	84,834	26,822
4/4	425,307	64,364	17,292	31,471	15,602	6,962	2,293	4,670	96,978	34,649
2021. 2	105,589	18,002	6,607	8,424	2,971	2,020	992	1,028	21,093	6,752
3	119,742	19,574	6,620	9,030	3,925	2,232	1,031	1,201	27,280	9,929
4	115,174	17,847	5,696	9,207	2,943	1,871	768	1,102	27,456	9,638
5	120,892	19,528	5,882	10,776	2,870	1,817	824	993	27,561	9,358
6	116,176	18,206	5,133	10,170	2,902	1,723	759	964	26,796	9,294
7	125,013	20,990	5,802	12,421	2,768	1,891	955	936	26,733	8,648
8	121,703	19,619	6,077	9,431	4,111	1,952	999	953	23,730	6,981
9	123,492	19,106	5,935	9,212	3,959	1,885	865	1,019	26,556	8,960
10	128,942	22,019	5,712	9,819	6,488	1,904	733	1,172	30,933	11,751
11	132,064	23,038	6,513	11,957	4,568	2,198	928	1,270	32,279	12,715
12	141,727	21,827	7,225	10,534	4,069	2,752	1,091	1,661	33,509	11,987
2022. 1	132,335	19,576	6,468	9,567	3,542	2,221	1,053	1,168	26,766	8,690
2	125,037	22,024	7,312	9,909	4,803	2,242	1,047	1,195	24,785	7,557
3	135,714	19,772	6,780	9,281	3,711	2,536	1,202	1,334	29,591	10,233
4	130,684	18,133	5,621	9,413	3,100	2,148	879	1,269	31,118	10,908
5	136,293	20,177	5,857	10,972	3,348	2,041	909	1,131	32,468	10,876
6	130,509	18,732	4,919	10,654	3,158	1,872	764	1,108	29,753	9,983
7	135,330	19,930	5,329	11,169	3,432	1,974	872	1,102	29,038	9,327
8	139,312	20,619	5,620	10,064	4,935	2,116	968	1,148	27,275	7,962
9	132,191	19,207	5,369	8,763	5,076	1,873	688	1,184	28,522	9,533
10	137,643	21,789	5,260	9,567	6,961	1,959	623	1,336	31,414	11,547
11	142,412	22,288	6,358	11,473	4,457	2,313	811	1,501	32,301	11,611
12	145,253	20,287	5,673	10,431	4,183	2,691	858	1,832	33,263	11,492
2023. 1p	138,891	20,288	6,164	9,582	4,542	2,189	870	1,319	26,320	8,014
2p	130,931	22,038	6,951	9,163	5,925	2,297	899	1,398	25,612	7,898

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

1) 온라인몰 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		생활용품
2020	17,080	11,958	19,361	44,430	48,443	42,156	188,778	137,492	51,286	184,788	118,090
2021	19,711	15,857	23,564	48,278	60,293	45,405	250,293	180,547	69,746	212,514	134,485
2022	21,717	18,268	26,312	51,285	70,875	48,117	296,135	216,493	79,642	229,332	147,239
2020.1/4	3,773	2,914	4,377	7,826	11,677	9,868	42,710	31,297	11,413	42,502	27,899
2/4	4,654	2,708	4,727	11,937	11,447	10,281	41,972	31,012	10,959	44,415	28,380
3/4	3,835	3,156	4,854	11,713	12,047	10,169	50,795	36,641	14,153	47,535	30,630
4/4	4,818	3,179	5,404	12,955	13,272	11,837	53,302	38,541	14,761	50,335	31,180
2021.1/4	4,435	3,458	5,206	9,309	13,763	10,716	60,595	43,068	17,527	50,390	31,508
2/4	5,254	3,747	5,834	12,724	14,608	11,356	58,963	42,994	15,969	52,173	32,910
3/4	4,303	3,893	5,509	12,930	15,130	10,666	65,451	47,149	18,302	52,810	33,932
4/4	5,720	4,759	7,014	13,315	16,792	12,667	65,284	47,337	17,948	57,140	36,136
2022.1/4	4,707	4,788	6,334	10,314	17,254	11,264	74,021	52,995	21,025	56,732	36,316
2/4	5,966	4,664	6,652	14,045	17,936	12,309	70,555	52,153	18,402	56,386	36,271
3/4	4,930	4,562	6,255	13,529	17,310	11,424	76,430	56,019	20,411	57,419	36,990
4/4	6,114	4,254	7,070	13,397	18,374	13,120	75,130	55,327	19,804	58,795	37,662
2021. 2	1,316	1,126	1,560	2,671	4,345	3,322	19,253	13,516	5,736	15,397	9,599
3	1,903	1,337	1,942	3,659	4,717	3,791	19,719	14,377	5,343	17,819	11,155
4	1,656	1,285	1,929	4,181	4,833	3,934	19,519	14,234	5,285	17,163	10,759
5	1,837	1,267	1,987	4,261	4,925	3,928	20,109	14,648	5,461	17,569	11,139
6	1,761	1,196	1,919	4,283	4,849	3,495	19,335	14,111	5,223	17,442	11,011
7	1,584	1,276	1,947	4,506	5,073	3,700	20,512	15,045	5,468	17,800	11,522
8	1,241	1,228	1,781	4,093	4,941	3,465	21,585	15,623	5,963	17,588	11,328
9	1,478	1,390	1,781	4,331	5,116	3,501	23,354	16,482	6,872	17,422	11,082
10	1,773	1,544	2,020	4,855	5,233	3,756	20,651	15,064	5,587	18,289	11,559
11	1,968	1,578	2,256	4,338	5,554	3,870	21,159	15,537	5,622	18,814	11,822
12	1,979	1,636	2,738	4,122	6,005	5,042	23,475	16,735	6,739	20,036	12,755
2022. 1	1,463	1,575	2,156	3,296	5,972	3,615	27,091	18,646	8,446	18,313	11,731
2	1,423	1,600	2,019	3,050	5,534	3,602	21,616	15,855	5,761	18,403	11,716
3	1,821	1,614	2,160	3,969	5,748	4,046	25,313	18,494	6,819	20,016	12,869
4	1,950	1,539	2,140	4,581	5,678	4,322	23,522	17,326	6,196	18,653	11,884
5	2,051	1,619	2,286	4,982	6,430	4,223	23,980	17,765	6,215	18,994	12,258
6	1,965	1,506	2,225	4,482	5,828	3,764	23,052	17,061	5,991	18,739	12,128
7	1,798	1,494	2,214	4,633	5,748	3,823	23,553	17,517	6,036	18,944	12,274
8	1,503	1,553	2,073	4,392	5,922	3,870	27,691	20,295	7,396	20,037	12,945
9	1,629	1,515	1,968	4,505	5,640	3,732	25,186	18,207	6,979	18,438	11,772
10	1,936	1,404	2,011	4,774	5,786	3,955	23,854	17,637	6,217	18,931	12,066
11	2,021	1,520	2,198	4,544	6,277	4,130	25,354	18,842	6,512	19,965	12,731
12	2,157	1,329	2,861	4,079	6,310	5,034	25,923	18,848	7,074	19,899	12,864
2023. 1p	1,446	1,408	2,001	3,141	6,556	3,753	29,888	20,930	8,958	18,563	11,862
2p	1,520	1,397	1,861	3,187	6,050	3,699	24,047	17,717	6,330	18,305	11,412

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

1) 온라인몰 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2020	12,057	39,571	15,070	262,812	34,708	4,155	44,718	167,340	11,892	36,413
2021	14,103	45,403	18,523	379,949	41,438	7,055	60,771	254,452	16,233	31,559
2022	15,433	45,105	21,555	437,566	75,512	14,076	73,049	258,602	16,327	34,865
2020.1/4	2,224	9,010	3,369	57,772	10,070	1,239	10,066	33,213	3,185	9,275
2/4	2,953	9,500	3,581	56,866	6,474	906	10,193	37,021	2,272	8,391
3/4	3,055	9,960	3,889	70,011	9,829	961	11,240	44,844	3,138	9,661
4/4	3,824	11,101	4,230	78,162	8,336	1,049	13,219	52,262	3,296	9,086
2021.1/4	2,887	11,696	4,299	85,323	7,221	1,191	14,581	57,302	5,028	8,553
2/4	3,754	11,032	4,477	90,279	9,782	1,837	14,563	60,441	3,656	8,022
3/4	3,369	10,808	4,702	102,333	11,439	1,404	15,306	69,235	4,950	7,149
4/4	4,092	11,867	5,044	102,013	12,996	2,624	16,320	67,474	2,598	7,835
2022.1/4	3,392	11,975	5,049	104,443	12,306	2,110	17,263	69,398	3,367	8,378
2/4	3,928	10,958	5,229	105,681	19,355	4,273	16,448	61,926	3,679	8,423
3/4	4,114	10,813	5,502	113,475	22,769	3,766	18,376	63,949	4,614	8,955
4/4	3,999	11,359	5,776	113,967	21,082	3,927	20,961	63,329	4,667	9,109
2021. 2	870	3,620	1,309	27,277	2,553	467	4,899	17,947	1,411	2,548
3	1,018	4,145	1,500	29,719	2,566	534	4,963	19,409	2,246	3,400
4	1,228	3,702	1,474	28,599	2,970	528	4,538	19,522	1,040	2,720
5	1,250	3,679	1,501	31,471	3,372	585	5,077	21,278	1,159	2,836
6	1,277	3,651	1,503	30,209	3,440	724	4,948	19,640	1,458	2,466
7	1,107	3,615	1,556	34,563	3,985	420	4,971	23,579	1,608	2,522
8	1,049	3,622	1,588	34,900	4,050	458	4,926	23,920	1,545	2,329
9	1,213	3,570	1,557	32,871	3,404	525	5,409	21,736	1,797	2,298
10	1,261	3,817	1,651	32,717	3,918	841	4,631	22,485	840	2,429
11	1,418	3,923	1,652	32,082	4,232	1,100	5,222	20,677	850	2,493
12	1,413	4,127	1,741	37,214	4,845	682	6,467	24,312	908	2,914
2022. 1	1,114	3,789	1,679	35,660	4,320	778	6,051	23,667	844	2,707
2	1,028	4,067	1,592	33,166	3,859	542	5,410	22,200	1,155	2,802
3	1,251	4,119	1,778	35,617	4,126	790	5,803	23,530	1,368	2,869
4	1,472	3,615	1,682	34,315	5,896	1,093	5,355	20,754	1,217	2,795
5	1,250	3,715	1,772	35,744	6,553	1,355	6,100	20,605	1,130	2,889
6	1,207	3,628	1,776	35,623	6,906	1,825	4,992	20,568	1,332	2,739
7	1,369	3,523	1,778	38,876	8,082	1,308	5,713	22,336	1,437	3,014
8	1,446	3,750	1,896	38,538	8,098	1,198	5,922	22,159	1,161	3,036
9	1,299	3,539	1,828	36,060	6,589	1,260	6,742	19,454	2,016	2,905
10	1,243	3,745	1,876	36,960	7,307	1,432	5,985	20,808	1,428	2,736
11	1,446	3,868	1,920	37,112	6,503	1,356	7,296	20,173	1,784	3,078
12	1,310	3,746	1,980	39,894	7,271	1,139	7,681	22,348	1,455	3,295
2023. 1p	1,105	3,667	1,928	38,963	7,801	919	7,381	21,573	1,290	2,681
2p	1,096	3,995	1,802	36,295	7,416	1,044	7,025	19,557	1,253	2,338

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
			컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복
2020	410,714	55,252	17,590	31,744	5,918	16,054	14,088	1,966	174,177	54,129
2021	436,935	62,137	21,184	34,612	6,341	17,367	15,032	2,335	173,991	60,292
2022	476,079	57,114	20,673	30,632	5,809	17,917	15,267	2,649	164,401	73,256
2020.1/4	102,350	12,445	4,043	7,375	1,027	4,134	3,681	453	41,585	12,060
2/4	95,821	13,929	4,136	8,661	1,132	3,636	3,196	440	41,446	13,214
3/4	101,423	12,493	4,193	7,202	1,099	4,116	3,659	458	41,291	10,874
4/4	111,120	16,385	5,218	8,507	2,660	4,168	3,552	615	49,855	17,980
2021.1/4	105,438	17,346	6,060	9,690	1,596	4,943	4,374	569	40,996	12,398
2/4	110,242	14,200	4,539	8,493	1,168	3,800	3,257	543	45,241	14,309
3/4	103,665	14,406	4,802	8,278	1,327	4,170	3,665	505	39,201	12,817
4/4	117,591	16,185	5,784	8,150	2,251	4,454	3,736	718	48,553	20,768
2022.1/4	109,045	16,586	6,430	8,807	1,350	4,995	4,353	642	38,344	15,356
2/4	119,108	13,186	4,457	7,557	1,172	3,964	3,383	581	41,551	18,223
3/4	120,160	13,144	4,775	7,145	1,224	4,524	3,879	645	36,849	15,623
4/4	127,766	14,198	5,012	7,123	2,063	4,433	3,652	781	47,656	24,053
2021. 2	31,812	5,436	1,890	3,151	395	1,381	1,210	171	12,019	3,570
3	38,354	5,788	2,091	3,309	388	1,858	1,666	192	15,288	5,013
4	34,331	4,715	1,631	2,716	368	1,349	1,148	201	14,741	4,745
5	37,887	4,699	1,405	2,902	392	1,227	1,058	169	15,703	4,691
6	38,024	4,785	1,503	2,875	408	1,224	1,050	174	14,797	4,872
7	34,260	5,666	1,709	3,554	403	1,436	1,272	164	13,342	4,334
8	33,632	4,774	1,665	2,546	563	1,369	1,188	181	12,082	3,791
9	35,773	3,966	1,428	2,178	361	1,365	1,206	160	13,777	4,692
10	37,918	5,520	1,584	2,779	1,158	1,307	1,102	204	15,723	6,546
11	40,917	5,286	1,812	2,831	642	1,376	1,141	235	17,212	7,251
12	38,756	5,379	2,388	2,540	451	1,771	1,493	278	15,618	6,971
2022. 1	36,223	5,453	2,115	2,935	403	1,634	1,384	251	11,943	4,816
2	32,455	5,394	2,131	2,748	516	1,463	1,259	204	11,701	4,480
3	40,367	5,739	2,184	3,124	431	1,898	1,711	188	14,701	6,060
4	37,762	4,518	1,535	2,564	419	1,437	1,241	196	14,076	6,297
5	40,808	4,262	1,472	2,397	393	1,297	1,110	187	13,995	6,087
6	40,538	4,405	1,449	2,596	359	1,230	1,033	197	13,480	5,839
7	37,996	4,716	1,647	2,690	379	1,475	1,271	204	11,684	5,069
8	40,774	4,440	1,626	2,294	521	1,467	1,245	223	11,498	4,518
9	41,390	3,988	1,501	2,162	325	1,583	1,364	219	13,667	6,036
10	42,066	5,606	1,447	2,561	1,597	1,333	1,113	221	15,665	7,818
11	41,977	4,199	1,632	2,232	335	1,462	1,193	268	16,167	8,334
12	43,723	4,394	1,932	2,330	132	1,638	1,346	292	15,824	7,900
2023. 1p	40,577	3,998	1,692	2,087	219	1,534	1,302	232	12,146	5,470
2p	38,437	4,221	1,709	1,988	524	1,493	1,288	206	12,405	5,523

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		생활용품
2020	11,824	7,202	8,074	7,262	80,963	4,723	62,394	48,068	14,326	41,155	21,441
2021	14,454	7,891	9,634	9,237	68,478	4,005	62,183	48,595	13,588	50,154	19,418
2022	16,968	9,242	11,126	9,845	40,101	3,862	64,914	49,945	14,969	53,186	18,076
2020.1/4	2,223	1,991	2,289	1,281	20,493	1,248	15,802	11,937	3,865	9,886	5,048
2/4	3,196	1,755	1,933	1,808	18,322	1,218	13,950	10,962	2,988	10,071	5,004
3/4	2,779	1,742	1,894	1,670	21,290	1,041	16,733	12,814	3,919	10,926	5,891
4/4	3,626	1,715	1,958	2,502	20,857	1,216	15,909	12,355	3,554	10,272	5,498
2021.1/4	3,012	1,870	2,102	2,019	18,500	1,095	16,597	12,570	4,027	11,374	5,005
2/4	3,991	1,933	2,375	2,343	19,313	977	14,754	11,865	2,889	14,462	4,572
3/4	3,333	2,003	2,519	1,889	15,764	877	16,254	12,508	3,746	12,272	4,894
4/4	4,118	2,085	2,639	2,985	14,902	1,056	14,577	11,652	2,925	12,046	4,947
2022.1/4	3,754	2,242	2,643	2,142	11,222	985	16,905	12,728	4,176	12,947	4,903
2/4	4,527	2,230	2,614	2,543	10,437	977	15,609	12,148	3,461	13,743	4,352
3/4	4,020	2,333	2,810	1,967	9,275	821	17,182	13,182	4,000	14,946	4,413
4/4	4,666	2,437	3,059	3,193	9,168	1,080	15,218	11,887	3,332	11,550	4,409
2021. 2	927	612	665	580	5,324	341	5,189	3,898	1,290	3,129	1,582
3	1,239	694	725	835	6,400	383	5,146	4,027	1,119	5,071	1,591
4	1,187	650	759	919	6,129	353	5,005	3,998	1,007	3,001	1,480
5	1,339	661	846	777	7,065	325	5,072	4,090	982	5,128	1,551
6	1,466	622	770	648	6,119	300	4,677	3,777	900	6,333	1,541
7	1,146	631	864	620	5,453	294	5,024	3,987	1,036	3,092	1,616
8	1,117	699	829	555	4,806	285	5,303	4,201	1,102	4,383	1,576
9	1,070	673	825	715	5,504	298	5,927	4,319	1,608	4,797	1,702
10	1,244	719	848	985	5,064	317	4,880	3,955	925	3,498	1,710
11	1,434	684	793	1,074	5,644	331	4,777	3,812	964	4,639	1,541
12	1,440	681	998	926	4,194	407	4,921	3,885	1,036	3,909	1,695
2022. 1	1,165	699	965	655	3,328	315	6,496	4,603	1,893	3,832	1,704
2	1,120	709	868	646	3,586	292	4,711	3,810	901	3,656	1,546
3	1,469	834	810	842	4,308	378	5,697	4,315	1,382	5,459	1,653
4	1,458	757	801	932	3,462	369	5,233	4,010	1,223	3,481	1,427
5	1,646	732	918	901	3,387	324	5,332	4,182	1,150	4,744	1,457
6	1,423	742	895	710	3,587	284	5,045	3,956	1,088	5,518	1,468
7	1,248	721	939	649	2,796	263	5,143	4,020	1,123	3,579	1,447
8	1,441	807	963	598	2,905	265	6,399	4,864	1,535	5,275	1,526
9	1,331	806	907	720	3,573	294	5,640	4,298	1,342	6,092	1,440
10	1,362	778	891	1,207	3,295	314	4,944	3,818	1,126	3,427	1,472
11	1,742	822	1,002	1,001	2,898	367	4,934	3,898	1,036	4,284	1,404
12	1,562	837	1,166	985	2,975	398	5,340	4,171	1,170	3,838	1,533
2023. 1p	1,124	940	1,016	606	2,696	293	6,354	4,715	1,639	3,247	1,446
2p	1,257	1,041	952	584	2,767	280	4,444	3,585	859	3,202	1,339

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2020	9,192	9,554	968	58,035	44,916	2,842	234	6,031	4,012	3,648
2021	21,318	8,313	1,106	67,327	49,614	4,512	226	7,144	5,831	3,776
2022	27,064	6,871	1,175	115,119	91,764	9,996	210	7,338	5,811	3,428
2020.1/4	2,476	2,159	203	17,726	14,403	1,119	76	1,298	829	773
2/4	2,445	2,386	236	12,038	9,257	389	33	1,352	1,008	751
3/4	2,455	2,328	254	14,992	11,262	826	67	1,760	1,077	871
4/4	1,817	2,681	276	13,279	9,993	508	58	1,621	1,099	1,253
2021.1/4	3,759	2,361	248	13,233	9,565	567	54	1,763	1,283	948
2/4	7,593	2,033	264	16,932	12,733	972	52	1,739	1,435	853
3/4	5,140	1,936	302	16,431	11,931	1,195	81	1,815	1,410	931
4/4	4,825	1,982	292	20,732	15,385	1,779	38	1,827	1,703	1,044
2022.1/4	5,780	1,970	294	18,383	13,743	1,074	61	1,946	1,560	884
2/4	7,352	1,722	317	30,218	23,766	2,937	47	1,769	1,699	838
3/4	8,585	1,641	307	32,626	25,857	3,338	58	1,813	1,561	887
4/4	5,347	1,537	257	33,891	28,398	2,647	45	1,811	991	819
2021. 2	745	727	75	4,356	3,144	222	10	575	406	303
3	2,571	827	82	4,858	3,557	245	24	573	459	344
4	709	727	85	5,233	3,938	232	19	574	471	288
5	2,825	667	86	5,767	4,342	320	17	610	479	289
6	4,060	640	92	5,931	4,453	420	17	556	485	276
7	736	644	95	5,386	3,907	386	23	601	469	315
8	2,039	656	111	5,423	3,829	446	21	639	488	297
9	2,365	635	95	5,622	4,194	363	38	575	452	319
10	985	702	100	6,652	4,977	489	12	593	581	339
11	2,390	616	92	7,310	5,581	633	13	567	516	317
12	1,451	664	100	6,770	4,827	657	13	667	606	387
2022. 1	1,384	646	98	6,602	4,854	442	28	649	629	263
2	1,364	652	95	5,242	3,838	309	16	614	465	288
3	3,032	673	102	6,540	5,051	323	17	683	466	332
4	1,341	606	107	8,710	6,985	558	21	615	531	306
5	2,617	569	101	10,941	8,583	1,134	13	587	624	237
6	3,394	547	109	10,567	8,198	1,245	13	567	544	294
7	1,481	544	107	11,096	8,551	1,301	27	630	587	304
8	3,046	591	112	11,381	8,912	1,206	18	615	629	313
9	4,058	506	88	10,150	8,394	831	13	568	344	270
10	1,306	565	85	10,810	9,023	820	14	587	366	280
11	2,319	477	83	10,673	9,101	654	14	569	336	258
12	1,721	495	89	12,408	10,274	1,173	17	655	289	281
2023. 1p	1,225	489	87	13,045	11,121	850	27	722	324	253
2p	1,284	500	80	12,433	10,860	639	14	629	292	239

※ p는 잠정치임

부록 온라인쇼핑동향조사 개요

1. 조사목적

- 온라인쇼핑몰을 통한 전자상거래 동향을 분석하여 정부의 정책 수립, 기업의 경영 계획 수립, 연구소 및 각종 협회 등에 필요한 자료 제공

<온라인쇼핑몰 정의>

컴퓨터, 정보통신 설비 등을 이용하여 재화 및 용역을 거래할 수 있도록 설정된 가상의 영업장(가상의 상점)을 “몰”이라고 지칭하며(전자상거래 표준약관 제2조 1호), 통계청에서는 기업·소비자간(B2C) 거래를 주로 하는 몰을 별도로 “온라인쇼핑몰”이라 정의

2. 조사연혁

연 월	주 요 내 용
2001년 3월	• 전자상거래통계조사 결과 공표(2001.1.~ 매월)
2008년 5월	• 전자상거래통계조사 조사방법 및 공표주기 변경 • 전수조사 → 표본조사, 매월공표 → 분기공표
2013년 4월	• 모바일 거래액 공표 • 2013년에 모바일 거래액 총액 공표 • 2014년부터 상품군별 모바일 거래액 공표
2014년 4월	• 온라인쇼핑동향조사로 명칭 변경
2015년 5월	• 온라인쇼핑동향 공표주기 변경(분기 → 월)
2016년 5월	• 온라인 해외 직접판매 및 구매 통계 공표(분기) • 2014년 1분기 자료부터 제공
2018년 3월	• 모집단 정비 및 표본개편 등 실시 • 2017년 전후 시계열단절 발생
2023년 3월	• 모집단 정비 및 표본개편 등 실시

3. 조사대상(금융업 제외)

- 온라인쇼핑동향조사(월): 약 1,100개 온라인쇼핑 운영업체
 - 인터넷상에서 거래를 주로 하고 주문 및 결제 기능이 있는 온라인쇼핑 운영업체

4. 분류체계

가. 취급상품 범위에 따른 분류

- 종합몰: 각종 상품군의 카테고리를 다양하게 구성하여 여러 종류의 상품을 구매할 수 있는 온라인쇼핑몰
- 전문몰: 하나 혹은 주된 특정 카테고리의 상품군만을 구성하여 운영하는 온라인쇼핑몰

나. 운영형태에 따른 분류

- 온라인몰: 쇼핑몰을 운영하는 사업체에서 컴퓨터 및 네트워크 기반을 통해서만 상품 및 서비스를 최종소비자에게 판매하는 온라인 쇼핑몰
- 온·오프라인병행몰: 쇼핑몰을 운영하는 사업체에서 온라인을 통한 상거래뿐만 아니라 기존의 상거래방식(오프라인매장, 온라인이외의 영업형태)을 병행하여 최종소비자에게 판매하는 쇼핑몰

다. 상품군별 분류

상품분류	조 사 범 위
컴퓨터 및 주변기기	PC, 노트북, 프린터, 스피커, CD형태 등 유형의 소프트웨어
가전·전자	TV, 냉장고, 세탁기, 디지털카메라 등
통신기기	휴대폰, 휴대폰 주변기기, 유무선 전화기, 무전기 등
서적	각종 도서 (전자책은 콘텐츠에 해당하여 조사에서 제외)
사무·문구	사무용품, 문구류, 다이어리/앨범, 종이류/복사지, 필기구 등
의복	의복류 (남성복, 여성복, 스포츠웨어, 아동·유아복 등)
신발	신발 (구두, 운동화, 샌들, 실내화, 아동화 등)
가방	가방 (핸드백, 가방, 여행용 등)
패션용품 및 액세서리	모자, 장갑, 스카프, 시계, 금반지, 각종 액세서리 등
스포츠·레저용품	운동용품, 레저용품, 등산화, 등산배낭 등
화장품	화장품, 향수, 화장관련 소품 등
아동·유아용품	기저귀, 유모차, 그네, 아기침대, 보행기, 카시트, 인형, 완구 등
음·식료품	공산품류(커피, 음료, 생수, 설탕, 식용유, 분유 등), 김치, 장류 및 장아찌류 등
농축수산물	곡물, 육류, 어류, 채소, 과일, 신선식품류 등
생활용품	주방용품, 침구, 비누, 샴푸, 세제, 화장지, 꽃, 화분 등
자동차 및 자동차용품	자동차, 오토바이, 튜닝/선팅용품, 내비게이션, 블랙박스, 엔진오일, 워셔액 등 자동차 관련용품
가구	가구 (장롱, 화장대, 신발장, 책상, 의자 등)
애완용품	애완용품 (사료, 장난감, 장신구 등)
여행 및 교통서비스	항공권, 교통티켓(버스, 기차), 렌터카, 숙박시설 등
문화 및 레저서비스	영화, 공연 등의 예약서비스
이쿠폰서비스	해당금액에 상응하는 서비스나 상품을 제공받을 수 있는 상품권
음식서비스	온라인 주문 후 조리되어 배달되는 음식 (피자, 치킨 등 배달서비스)
기타서비스	인화 등 주문제작, 이사, 청소 등 용역서비스, 각종 렌탈서비스
기타	문화상품권, 의료기구(안마의자제외), 골동품, 종교용품, 성인용품, 음반·비디오·악기 등

※ 조사제외: 콘텐츠(음원, 이모티콘, 전자책 등)에 해당하는 무형의 상품은 제외

5. 조사시기

- 가. 조사기준일: 조사대상월 말일
- 나. 조사대상기간: 조사대상월 1일 ~ 말일
- 다. 조사실시기간: 조사대상월 익월 1일 ~ 20일

6. 조사방법 및 체계

- 가. 조사방법: 인터넷조사(CASI), 모바일조사(SASI), 컴퓨터를 이용한 전화조사(CATI) 등 다양한 스마트조사 방식과 조사담당자가 사업체를 방문하여 응답자와 면접을 통한 조사방식을 병행
- 나. 조사체계: 조사대상처 → 스마트조사센터, 지방통계청·사무소(현장조사, 조사자료 입력) → 통계청 서비스업동향과(자료집계, 분석 및 공표)

7. 조사항목

- 조사항목: 상품군별 온라인쇼핑 거래액, 상품군별 모바일쇼핑 거래액, 해외 상품 거래내역 등

8. 표본설계 방법

- 가. 모집단: 인터넷상에서 거래를 하는 온라인쇼핑 운영업체
 - ※ 모집단의 특성과 표본조사의 효율성을 고려하여, 연간거래액이 80백만원 이상인 온라인쇼핑 운영업체를 조사모집단으로 선정
- 나. 표본의 구성
 - 1) 종합몰: 절사법(연간거래액 일정규모 이상)
 - 2) 전문몰: 응용절사법
 - 전수층: 대표상품군별 연간거래액 일정규모 이상
 - 표본층: 대표상품군별 거래액 기준으로 내림차순 정렬하여 표본 크기만큼 층화 계통추출