



온라인쇼핑동향



통계청

보도자료

다시 대한민국!
새로운 국민의 나라

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2023년 4월 온라인쇼핑동향

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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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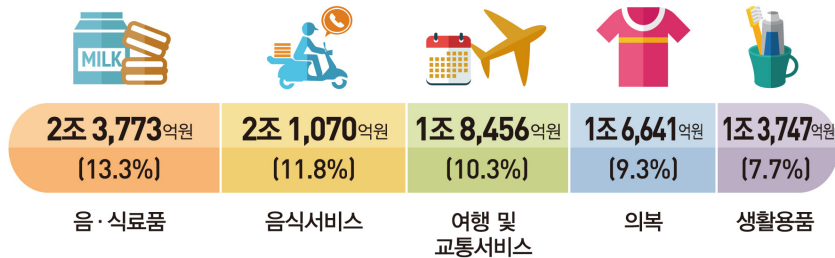
2023년 4월

온라인쇼핑 동향

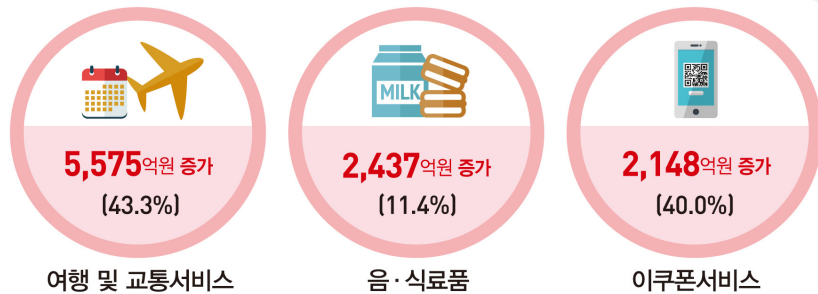
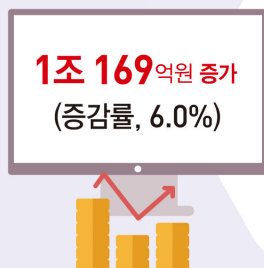


온라인쇼핑

온라인쇼핑 거래액

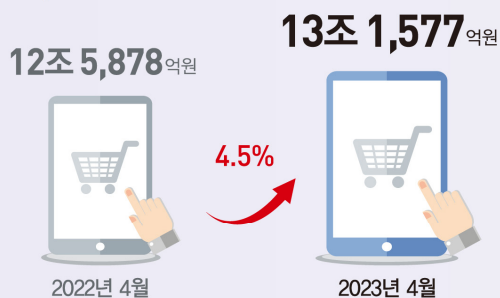


전년동월대비 증감

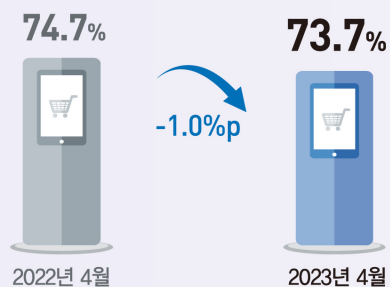


모바일쇼핑

모바일쇼핑 거래액



모바일 거래액 비중



2023년 4월 온라인쇼핑 동향[요약]

- (총 거래액) 17조 8,615억원으로 전년동월대비 6.0%(1조 169억원) 증가
- (상품군별) 여행 및 교통서비스*(43.3%), 음·식료품**(11.4%), 이쿠폰서비스** (40.0%) 등의 영향으로 증가
 - * 마스크 해제, 코로나 관련 규제 완화 등에 따른 외부활동 증가 영향
 - ** 온라인쇼핑의 꾸준한 수요 증가 영향
 - 상품군별 거래액 구성비는 음·식료품(13.3%, 2조 3,773억원), 음식서비스 (11.8%, 2조 1,070억원), 여행 및 교통서비스(10.3%, 1조 8,456억원) 순으로 높음
 - (취급상품범위별) 종합몰의 거래액은 11조 905억원, 전문몰의 거래액은 6조 7,710억원으로 전년동월대비 3.4%, 10.6% 각각 증가
 - (운영형태별) 온라인몰의 거래액은 13조 6,219억원으로 전년동월대비 4.2% 증가하고, 온·오프라인병행몰의 거래액은 4조 2,396억원으로 전년동월대비 12.3% 증가
- (모바일 거래액) 13조 1,577억원으로 전년동월대비 4.5%(5,700억원) 증가
- 총 거래액 중 모바일 거래액 비중*은 73.7%로 전년동월대비 1.0%p 감소
 - * 음식서비스(98.2%), 애완용품(81.3%), 아동·유아용품(80.5%) 순

참고

<소매 판매액 중 온라인쇼핑 거래액 비중>

(경상금액, 억원, %)

	2022년		2023년		
	연간	4월	2월	3월 ^p	4월 ^p
○ 소매 판매액(A)	6,255,518	516,659	482,425	543,412	524,836
○ 온라인쇼핑 거래액	2,098,790	168,446	170,420	186,577	178,615
- 온라인쇼핑 상품 거래액(B) ¹⁾	1,546,106	125,422	121,567	136,675	127,655
○ 비 중(B/A)	24.7	24.3	25.2	25.2	24.3

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

2023년 4월 온라인쇼핑 동향

1. 개 요

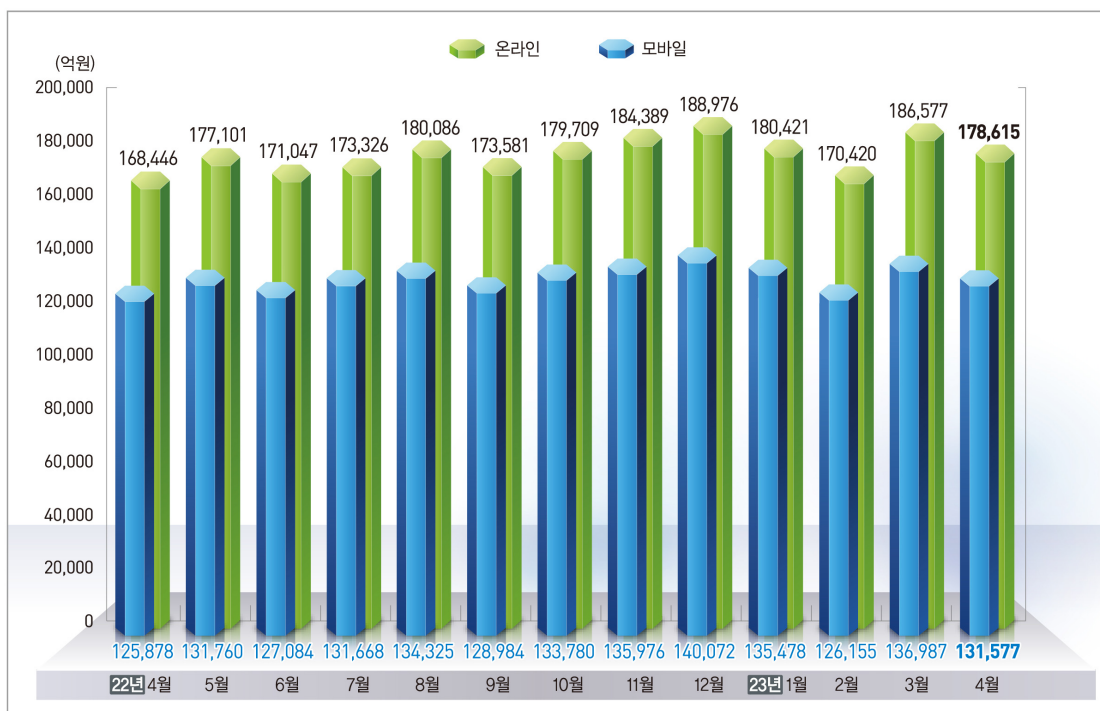
- 온라인쇼핑 거래액은 전년동월대비 6.0% 증가한 17조 8,615억원이며, 온라인쇼핑 거래액 중 모바일쇼핑은 4.5% 증가한 13조 1,577억원을 기록
- 전월대비 온라인쇼핑 거래액은 4.3%, 모바일쇼핑 거래액은 3.9% 각각 감소
- 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 73.7%로 전년동월(74.7%)에 비해 1.0%p 감소

< 온라인쇼핑 거래액 동향 >

(억원, %, %p)

	2022년		2023년		전월대비		전년동월대비	
	연간	4월	3월 ^p	4월 ^p	증감액	증감률(차)	증감액	증감률(차)
○ 총 거래액(A)	2,098,790	168,446	186,577	178,615	-7,962	-4.3	10,169	6.0
모바일 거래액(B)	1,569,016	125,878	136,987	131,577	-5,409	-3.9	5,700	4.5
비 중(B/A)	74.8	74.7	73.4	73.7	-	0.3	-	-1.0

< 온라인쇼핑 거래액 동향 >

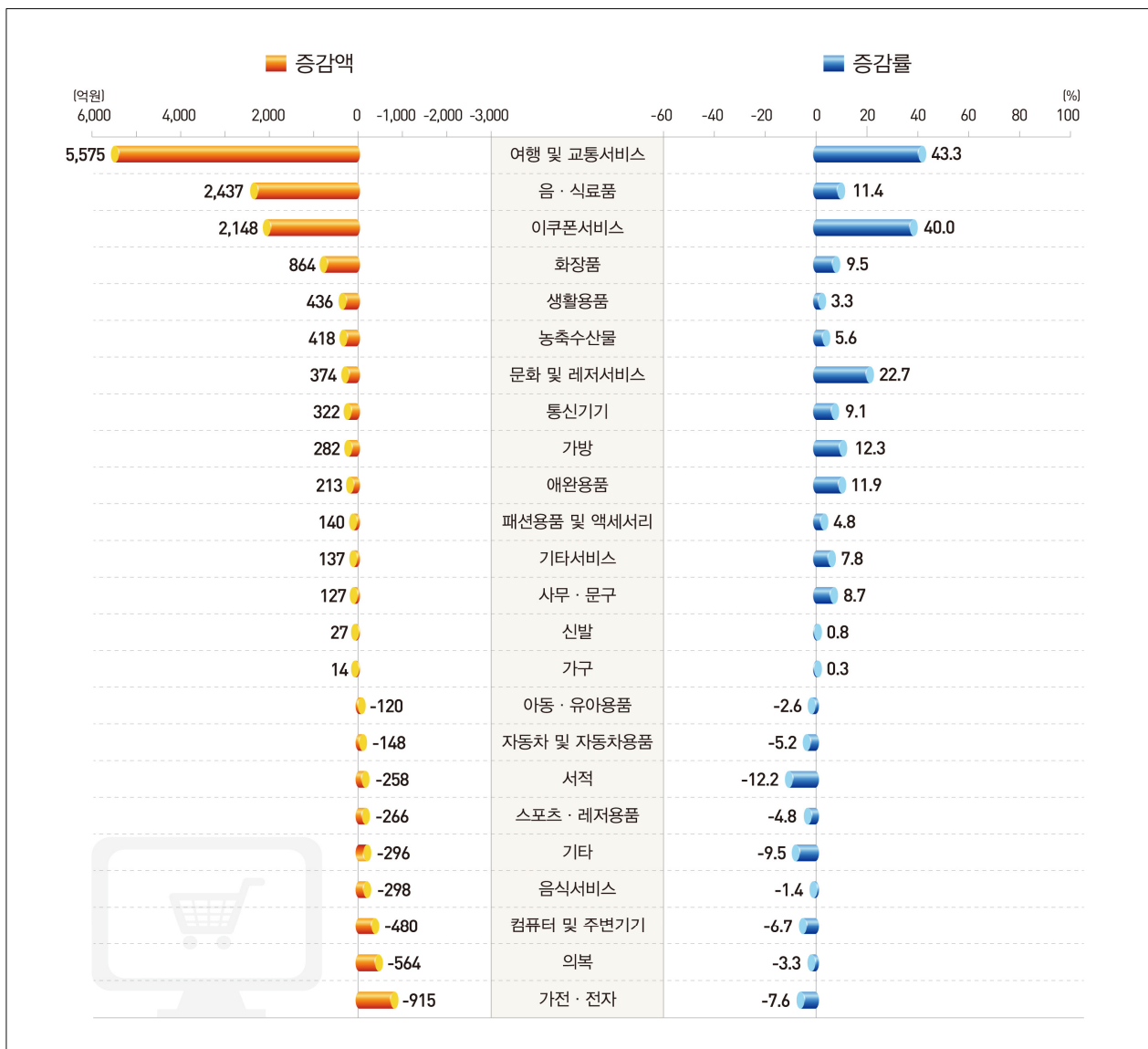


2. 상품군별 거래액

□ 상품군별 온라인쇼핑 거래액

- 상품군별 온라인쇼핑 거래액은 전년동월대비 가전·전자(-7.6%) 등에서 감소했으나, 여행 및 교통서비스(43.3%), 음·식료품(11.4%), 이쿠폰서비스(40.0%) 등에서 증가
- 전월대비로는 여행 및 교통서비스(3.4%) 등에서 증가했으나, 컴퓨터 및 주변기기(-22.8%), 의복(-8.4%) 등에서 감소
- 상품군별 거래액 구성비는 음·식료품(13.3%), 음식서비스(11.8%), 여행 및 교통서비스(10.3%) 순으로 높음

< 상품군별 온라인쇼핑 거래액(전년동월비) 증감 >



< 상품군별 온라인쇼핑 거래액 >

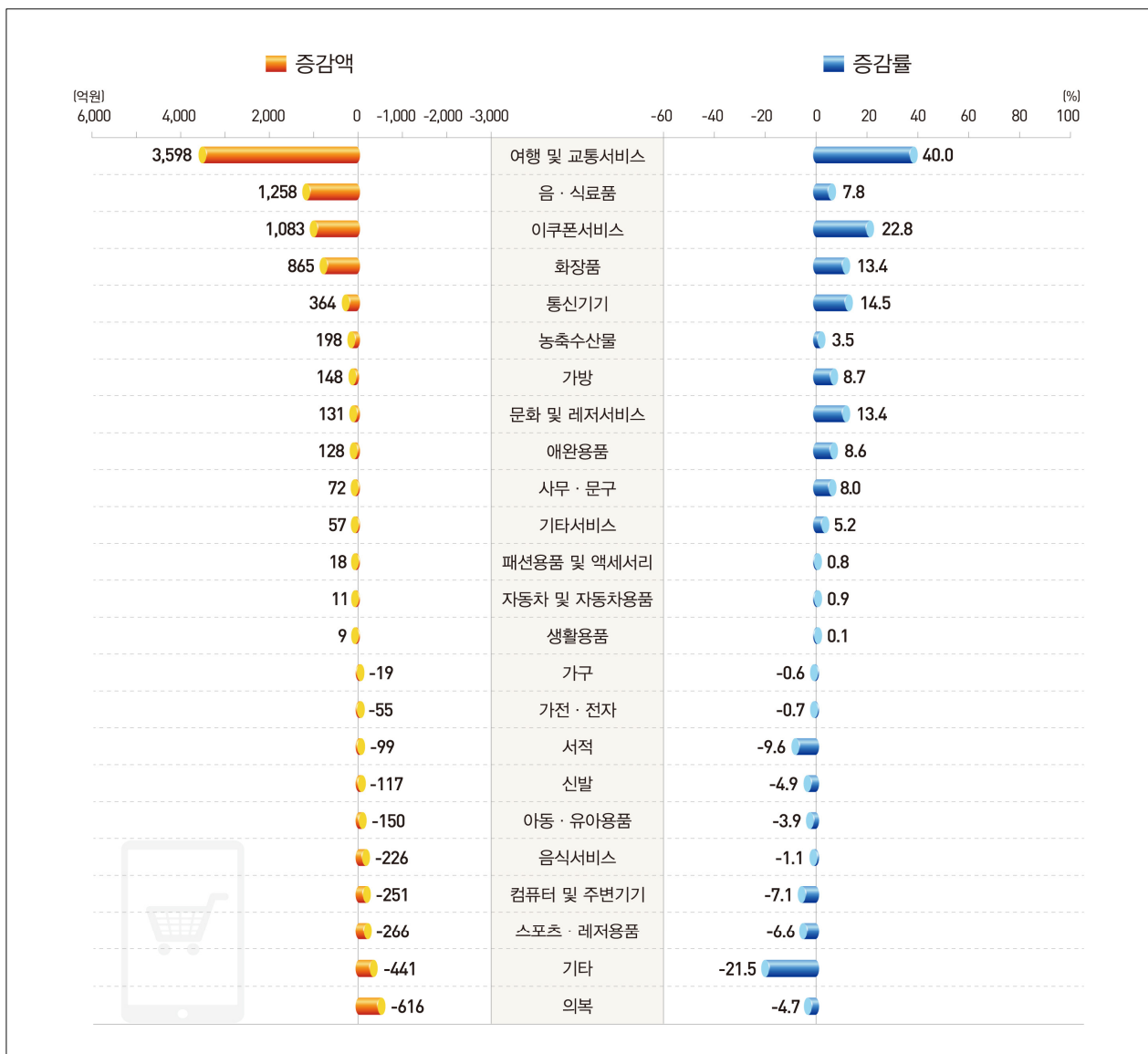
(억원, %)

	2022년		2023년		전월대비		전년동월대비		구성비
	연간	4월	3월 ^o	4월 ^o	증감액	증감률	증감액	증감률	
○ 합 계	2,098,790	168,446	186,577	178,615	-7,962	-4.3	10,169	6.0	100.0
- 가 전	299,649	22,652	24,368	21,578	-2,790	-11.4	-1,073	-4.7	12.1
· 컴퓨터 및 주변기기	91,239	7,156	8,642	6,676	-1,966	-22.8	-480	-6.7	3.7
· 가전·전자	151,895	11,976	11,055	11,062	7	0.1	-915	-7.6	6.2
· 통신기기	56,515	3,519	4,671	3,841	-830	-17.8	322	9.1	2.2
- 도 서	43,902	3,585	4,426	3,454	-972	-22.0	-131	-3.7	1.9
· 서적	25,943	2,119	2,629	1,862	-767	-29.2	-258	-12.2	1.0
· 사무·문구	17,959	1,465	1,798	1,592	-205	-11.4	127	8.7	0.9
- 패 셴	520,694	45,194	47,312	45,557	-1,755	-3.7	363	0.8	25.5
· 의복	192,975	17,205	18,171	16,641	-1,529	-8.4	-564	-3.3	9.3
· 신발	38,685	3,409	3,693	3,436	-257	-7.0	27	0.8	1.9
· 가방	27,510	2,295	2,728	2,577	-151	-5.5	282	12.3	1.4
· 패션용품 및 액세서리	37,438	2,941	3,155	3,081	-73	-2.3	140	4.8	1.7
· 스포츠·레저용품	61,130	5,512	5,048	5,246	198	3.9	-266	-4.8	2.9
· 화장품	110,976	9,140	9,929	10,005	76	0.8	864	9.5	5.6
· 아동·유아용품	51,979	4,691	4,589	4,571	-18	-0.4	-120	-2.6	2.6
- 식 품	361,050	28,755	32,855	31,610	-1,246	-3.8	2,855	9.9	17.7
· 음·식료품	266,438	21,336	24,696	23,773	-922	-3.7	2,437	11.4	13.3
· 농축수산물	94,611	7,419	8,160	7,836	-323	-4.0	418	5.6	4.4
- 생 활	282,518	22,134	24,980	22,651	-2,329	-9.3	516	2.3	12.7
· 생활용품	165,316	13,311	14,533	13,747	-786	-5.4	436	3.3	7.7
· 자동차 및 자동차용품	42,496	2,813	3,588	2,665	-923	-25.7	-148	-5.2	1.5
· 가구	51,976	4,222	4,759	4,236	-523	-11.0	14	0.3	2.4
· 애완용품	22,731	1,789	2,100	2,002	-97	-4.6	213	11.9	1.1
- 서 비 스	552,685	43,024	49,902	50,960	1,058	2.1	7,936	18.4	28.5
· 여행 및 교통서비스	167,277	12,881	17,843	18,456	613	3.4	5,575	43.3	10.3
· 문화 및 레저서비스	24,072	1,651	1,914	2,025	111	5.8	374	22.7	1.1
· 이쿠폰서비스	73,259	5,376	7,474	7,524	50	0.7	2,148	40.0	4.2
· 음식서비스	265,940	21,369	21,089	21,070	-19	-0.1	-298	-1.4	11.8
· 기타서비스	22,138	1,748	1,581	1,884	303	19.2	137	7.8	1.1
- 기 타	38,293	3,102	2,733	2,806	73	2.7	-296	-9.5	1.6

□ 상품군별 모바일쇼핑 거래액

- 상품군별 모바일쇼핑 거래액은 전년동월대비 의복(-4.7%) 등에서 감소했으나, 여행 및 교통서비스(40.0%), 음·식료품(7.8%), 이쿠폰서비스(22.8%) 등에서 증가
- 전월대비로는 여행 및 교통서비스(4.2%) 등에서 증가했으나, 의복(-10.1%), 컴퓨터 및 주변기기(-22.8%) 등에서 감소
- 상품군별 모바일쇼핑 거래액 구성비는 음식서비스(15.7%), 음·식료품(13.2%), 여행 및 교통서비스(9.6%) 순으로 높음

< 상품군별 모바일쇼핑 거래액(전년동월비) 증감 >



< 상품군별 모바일쇼핑 거래액 >

(억원, %)

	2022년		2023년		전월대비		전년동월대비		구성비
	연간	4월	3월 ^o	4월 ^o	증감액	증감률	증감액	증감률	
○ 합 계	1,569,016	125,878	136,987	131,577	-5,409	-3.9	5,700	4.5	100.0
- 가 전	186,474	13,545	15,102	13,603	-1,499	-9.9	58	0.4	10.3
· 컴퓨터 및 주변기기	45,714	3,556	4,280	3,304	-976	-22.8	-251	-7.1	2.5
· 가전·전자	99,188	7,480	7,324	7,425	102	1.4	-55	-0.7	5.6
· 통신기기	41,573	2,509	3,498	2,873	-625	-17.9	364	14.5	2.2
- 도 서	23,673	1,918	2,409	1,891	-518	-21.5	-27	-1.4	1.4
· 서적	12,628	1,026	1,317	927	-390	-29.6	-99	-9.6	0.7
· 사무·문구	11,045	892	1,092	963	-128	-11.8	72	8.0	0.7
- 패 셴	392,498	33,764	35,686	33,646	-2,040	-5.7	-118	-0.3	25.6
· 의복	146,889	13,063	13,842	12,446	-1,396	-10.1	-616	-4.7	9.5
· 신발	26,966	2,391	2,531	2,274	-257	-10.2	-117	-4.9	1.7
· 가방	20,685	1,700	1,930	1,848	-82	-4.2	148	8.7	1.4
· 패션용품 및 액세서리	29,325	2,307	2,412	2,325	-87	-3.6	18	0.8	1.8
· 스포츠·레저용품	44,305	4,039	3,618	3,772	154	4.3	-266	-6.6	2.9
· 화장품	81,501	6,434	7,625	7,299	-327	-4.3	865	13.4	5.5
· 아동·유아용품	42,827	3,831	3,726	3,681	-46	-1.2	-150	-3.9	2.8
- 식 품	271,920	21,771	24,144	23,227	-918	-3.8	1,456	6.7	17.7
· 음·식료품	200,679	16,172	18,144	17,430	-713	-3.9	1,258	7.8	13.2
· 농축수산물	71,241	5,599	6,001	5,797	-204	-3.4	198	3.5	4.4
- 생 활	199,670	16,098	17,279	16,228	-1,051	-6.1	130	0.8	12.3
· 생활용품	125,906	10,147	10,777	10,156	-621	-5.8	9	0.1	7.7
· 자동차 및 자동차용품	16,426	1,348	1,330	1,360	29	2.2	11	0.9	1.0
· 가구	38,541	3,104	3,477	3,085	-391	-11.3	-19	-0.6	2.3
· 애완용품	18,797	1,499	1,695	1,627	-68	-4.0	128	8.6	1.2
- 서 비 스	470,232	36,731	40,706	41,373	668	1.6	4,642	12.6	31.4
· 여행 및 교통서비스	118,863	8,996	12,084	12,594	510	4.2	3,598	40.0	9.6
· 문화 및 레저서비스	14,362	979	1,085	1,110	25	2.3	131	13.4	0.8
· 이쿠폰서비스	63,528	4,747	5,883	5,829	-53	-0.9	1,083	22.8	4.4
· 음식서비스	260,648	20,913	20,717	20,687	-30	-0.1	-226	-1.1	15.7
· 기타서비스	12,831	1,097	937	1,153	216	23.1	57	5.2	0.9
- 기 타	24,548	2,051	1,661	1,611	-51	-3.1	-441	-21.5	1.2

□ 상품군별 모바일쇼핑 거래액 비중

- 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 음식서비스(98.2%), 애완용품(81.3%), 아동·유아용품(80.5%) 순으로 높음
- 전년동월대비 가전·전자(4.6%p) 등에서 증가했으나, 이쿠폰서비스(-10.8%p), 문화 및 레저서비스(-4.5%p) 등에서 감소
- 전월대비로는 화장품(-3.8%p) 등에서 감소했으나, 자동차 및 자동차용품(13.9%p), 가방(1.0%p) 등에서 증가

< 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중 >

(%, %p)

	2022년		2023년		증 감	
	연간	4월	3월 ^㉑	4월 ^㉑	전월차	전년동월차
○ 합 계	74.8	74.7	73.4	73.7	0.3	-1.0
- 가 전	62.2	59.8	62.0	63.0	1.0	3.2
· 컴퓨터 및 주변기기	50.1	49.7	49.5	49.5	0.0	-0.2
· 가전·전자	65.3	62.5	66.2	67.1	0.9	4.6
· 통신기기	73.6	71.3	74.9	74.8	-0.1	3.5
- 도 서	53.9	53.5	54.4	54.7	0.3	1.2
· 서적	48.7	48.4	50.1	49.8	-0.3	1.4
· 사무·문구	61.5	60.9	60.7	60.5	-0.2	-0.4
- 패 셴	75.4	74.7	75.4	73.9	-1.5	-0.8
· 의복	76.1	75.9	76.2	74.8	-1.4	-1.1
· 신발	69.7	70.1	68.6	66.2	-2.4	-3.9
· 가방	75.2	74.1	70.7	71.7	1.0	-2.4
· 패션용품 및 액세서리	78.3	78.4	76.5	75.5	-1.0	-2.9
· 스포츠·레저용품	72.5	73.3	71.7	71.9	0.2	-1.4
· 화장품	73.4	70.4	76.8	73.0	-3.8	2.6
· 아동·유아용품	82.4	81.7	81.2	80.5	-0.7	-1.2
- 식 품	75.3	75.7	73.5	73.5	0.0	-2.2
· 음·식료품	75.3	75.8	73.5	73.3	-0.2	-2.5
· 농축수산물	75.3	75.5	73.5	74.0	0.5	-1.5
- 생 활	70.7	72.7	69.2	71.6	2.4	-1.1
· 생활용품	76.2	76.2	74.2	73.9	-0.3	-2.3
· 자동차 및 자동차용품	38.7	47.9	37.1	51.0	13.9	3.1
· 가구	74.2	73.5	73.1	72.8	-0.3	-0.7
· 애완용품	82.7	83.8	80.7	81.3	0.6	-2.5
- 서 비 스	85.1	85.4	81.6	81.2	-0.4	-4.2
· 여행 및 교통서비스	71.1	69.8	67.7	68.2	0.5	-1.6
· 문화 및 레저서비스	59.7	59.3	56.7	54.8	-1.9	-4.5
· 이쿠폰서비스	86.7	88.3	78.7	77.5	-1.2	-10.8
· 음식서비스	98.0	97.9	98.2	98.2	0.0	0.3
· 기타서비스	58.0	62.7	59.3	61.2	1.9	-1.5
- 기 타	64.1	66.1	60.8	57.4	-3.4	-8.7

3. 취급상품범위별 및 운영형태별 거래액

○ 온라인쇼핑 취급상품범위별 거래액은 전년동월대비 종합몰은 3.4% 증가한 11조 905억원을, 전문몰은 10.6% 증가한 6조 7,710억원을 기록

- 전월대비 종합몰은 4.2%, 전문몰은 4.3% 각각 감소

○ 온라인쇼핑 운영형태별 거래액은 전년동월대비 온라인몰은 4.2% 증가한 13조 6,219억원을, 온·오프라인병행몰은 12.3% 증가한 4조 2,396억원을 기록

- 전월대비 온라인몰은 3.3%, 온·오프라인병행몰은 7.3% 각각 감소

< 취급상품범위별 및 운영형태별 거래액 동향 >

(억원, %)

		2022년		2023년		전월대비		전년동월대비	
		연간	4월	3월 ¹⁾	4월 ²⁾	증감액	증감률	증감액	증감률
○ 총 거래액		2,098,790	168,446	186,577	178,615	-7,962	-4.3	10,169	6.0
취급상품 범위별	종합몰 ¹⁾	1,326,080	107,221	115,807	110,905	-4,902	-4.2	3,684	3.4
	비 중	63.2	63.7	62.1	62.1	-	-	-	-
	전문몰 ²⁾	772,710	61,225	70,769	67,710	-3,060	-4.3	6,485	10.6
	비 중	36.8	36.3	37.9	37.9	-	-	-	-
운 영 형태별	온라인몰 ³⁾	1,622,712	130,684	140,831	136,219	-4,612	-3.3	5,535	4.2
	비 중	77.3	77.6	75.5	76.3	-	-	-	-
	온·오프라인 병행몰 ⁴⁾	476,079	37,762	45,746	42,396	-3,350	-7.3	4,634	12.3
	비 중	22.7	22.4	24.5	23.7	-	-	-	-

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

<소매 판매액 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
2020.2/4	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
2023.1/4p	1,552,356	537,418	386,617	24.9
2021. 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. 1	526,520	180,421	128,375	24.4
2	482,425	170,420	121,567	25.2
3p	543,412	186,577	136,675	25.2
4p	524,836	178,615	127,655	24.3

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
2020.2/4	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
2023.1/4p	537,418	75,111	25,384	33,575	16,152	11,942	6,988	4,953	125,217	45,862
2021. 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. 1	180,421	24,438	7,860	11,612	4,966	3,701	2,173	1,528	39,064	13,822
2	170,420	26,306	8,881	10,909	6,516	3,814	2,187	1,628	38,841	13,869
3p	186,577	24,368	8,642	11,055	4,671	4,426	2,629	1,798	47,312	18,171
4p	178,615	21,578	6,676	11,062	3,841	3,454	1,862	1,592	45,557	16,641

※ 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
2020.2/4	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
2023.1/4p	9,512	7,528	9,003	12,585	28,112	12,616	97,988	71,855	26,133	68,272	40,640
2021. 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. 1	2,778	2,352	3,033	3,747	9,283	4,049	36,431	25,756	10,675	21,818	13,322
2	3,042	2,447	2,815	3,789	8,899	3,978	28,702	21,404	7,298	21,474	12,784
3p	3,693	2,728	3,155	5,048	9,929	4,589	32,855	24,696	8,160	24,980	14,533
4p	3,436	2,577	3,081	5,246	10,005	4,571	31,610	23,773	7,836	22,651	13,747

※ 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 쿠 폰 서 비 스	음식서비스	기타서비스	
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
2020.2/4	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
2023.1/4p	8,266	13,380	5,986	150,801	55,075	5,376	21,922	63,702	4,726	8,087
2021. 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. 1	2,329	4,148	2,019	52,046	18,932	1,768	7,408	22,333	1,605	2,924
2	2,349	4,473	1,868	48,853	18,300	1,693	7,040	20,280	1,540	2,431
3p	3,588	4,759	2,100	49,902	17,843	1,914	7,474	21,089	1,581	2,733
4p	2,665	4,236	2,002	50,960	18,456	2,025	7,524	21,070	1,884	2,806

※ 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
2021.2/4	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
2023.1/4p	7.0	-3.7	-6.0	-10.6	20.5	-0.4	-8.7	14.1	4.8	9.6
2021. 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. 1	7.0	-2.4	-8.4	-7.1	25.9	-4.0	-10.8	7.7	0.9	2.3
2	8.2	-4.1	-6.0	-13.8	22.5	3.0	-5.2	16.4	6.5	15.2
3p	6.0	-4.5	-3.6	-10.9	12.8	-0.2	-9.7	18.1	6.8	11.5
4p	6.0	-4.7	-6.7	-7.6	9.1	-3.7	-12.2	8.7	0.8	-3.3

※ 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
2021.2/4	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
2023.1/4p	12.4	7.1	0.3	1.0	-1.3	3.0	7.8	9.3	3.7	-2.0	-1.4
2021. 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. 1	5.7	3.4	-2.8	-5.1	-0.2	3.0	8.5	10.8	3.3	-1.5	-0.8
2	19.6	6.0	-2.5	2.5	-2.4	2.2	9.0	8.8	9.5	-2.7	-3.6
3p	12.2	11.5	6.2	4.9	-1.3	3.7	5.9	8.3	-0.5	-1.9	0.1
4p	0.8	12.3	4.8	-4.8	9.5	-2.6	9.9	11.4	5.6	2.3	3.3

※ 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
2021.2/4	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
2023.1/4p	-9.9	-4.1	12.0	22.8	111.4	68.9	26.5	-10.7	-4.1	-12.7
2021. 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. 1	-6.8	-6.4	13.6	23.1	106.4	44.9	21.9	-8.2	8.9	-1.6
2	-1.8	-5.2	10.7	27.2	137.7	99.0	29.7	-11.1	-4.9	-21.3
3p	-16.2	-0.7	11.7	18.4	94.4	72.1	28.4	-12.9	-13.8	-14.6
4p	-5.2	0.3	11.9	18.4	43.3	22.7	40.0	-1.4	7.8	-9.5

※ 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
2020.2/4	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
2023.1/4p	398,620	47,585	13,045	22,427	12,113	6,636	3,542	3,095	94,976	34,842
2021. 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. 1	135,478	15,757	4,108	7,864	3,785	2,137	1,166	971	30,090	10,603
2	126,155	16,726	4,657	7,239	4,830	2,090	1,059	1,032	29,200	10,396
3p	136,987	15,102	4,280	7,324	3,498	2,409	1,317	1,092	35,686	13,842
4p	131,577	13,603	3,304	7,425	2,873	1,891	927	963	33,646	12,446

※ 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
2020.2/4	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
2023.1/4p	6,293	5,396	6,957	9,016	22,103	10,369	72,064	52,765	19,300	49,101	30,521
2021. 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. 1	1,826	1,739	2,361	2,689	7,512	3,360	26,526	18,699	7,827	16,109	10,091
2	1,936	1,727	2,184	2,708	6,966	3,283	21,394	15,922	5,472	15,714	9,653
3p	2,531	1,930	2,412	3,618	7,625	3,726	24,144	18,144	6,001	17,279	10,777
4p	2,274	1,848	2,325	3,772	7,299	3,681	23,227	17,430	5,797	16,228	10,156

※ 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
2020.2/4	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
2023.1/4p	3,841	9,899	4,840	123,222	37,091	3,193	17,665	62,558	2,716	5,034
2021. 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. 1	1,283	3,096	1,639	42,921	12,804	1,114	6,198	21,918	887	1,937
2	1,228	3,327	1,506	39,595	12,202	994	5,584	19,923	892	1,436
3p	1,330	3,477	1,695	40,706	12,084	1,085	5,883	20,717	937	1,661
4p	1,360	3,085	1,627	41,373	12,594	1,110	5,829	20,687	1,153	1,611

※ 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
2021.2/4	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
2023.1/4p	5.0	0.0	-6.2	-6.6	25.5	0.8	-8.3	13.7	5.8	8.6
2021. 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. 1	6.0	2.4	-4.7	-3.4	29.0	-1.0	-8.9	10.6	3.1	1.8
2	4.9	-1.8	-7.0	-12.6	29.0	2.4	-7.8	15.5	6.1	13.1
3p	4.3	-0.4	-6.7	-3.6	17.5	0.9	-8.3	14.9	7.9	10.9
4p	4.5	0.4	-7.1	-0.7	14.5	-1.4	-9.6	8.0	-0.3	-4.7

※ 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
2021.2/4	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
2023.1/4p	7.8	1.3	-1.8	0.5	9.1	1.7	3.8	5.4	-0.4	-2.0	-3.3
2021. 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. 1	3.0	-0.2	-4.0	-4.2	11.3	4.0	6.2	8.3	1.3	0.2	-0.1
2	8.4	-0.9	-4.3	1.6	6.3	0.0	3.4	4.1	1.4	-4.1	-6.3
3p	11.2	4.7	2.7	3.4	9.7	1.2	1.7	3.7	-4.0	-2.0	-3.5
4p	-4.9	8.7	0.8	-6.6	13.4	-3.9	6.7	7.8	3.5	0.8	0.1

※ 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
2021.2/4	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
2023.1/4p	4.2	-4.8	9.5	12.2	88.0	72.9	13.9	-10.4	-7.9	-18.9
2021. 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. 1	1.1	-5.3	14.1	12.8	78.2	48.5	12.9	-7.9	6.3	-1.3
2	8.6	-6.1	6.8	14.6	106.8	98.9	14.9	-10.7	-9.9	-31.3
3p	3.2	-3.3	7.6	9.3	81.8	81.8	14.0	-12.6	-16.5	-22.9
4p	0.9	-0.6	8.6	12.6	40.0	13.4	22.8	-1.1	5.2	-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
2020.2/4	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
2023.1/4p	537,418	337,643	199,774	408,919	128,499
2021. 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. 1	180,421	114,850	65,571	137,697	42,724
2	170,420	106,986	63,434	130,391	40,029
3p	186,577	115,807	70,769	140,831	45,746
4p	178,615	110,905	67,710	136,219	42,396

※ 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
2021.2/4	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
2023.1/4p	7.0	5.1	10.5	4.0	17.8
2021. 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. 1	7.0	5.8	9.2	4.1	17.9
2	8.2	5.7	12.8	4.3	23.3
3p	6.0	3.9	9.6	3.8	13.3
4p	6.0	3.4	10.6	4.2	12.3

※ 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
2020.2/4	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
2023.1/4p	337,643	62,515	18,844	30,618	13,054	6,809	2,510	4,299	84,935	21,123
2021. 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. 1	114,850	20,736	5,946	10,422	4,368	2,145	826	1,319	26,855	6,317
2	106,986	21,464	6,695	9,978	4,791	2,153	738	1,415	26,222	6,252
3p	115,807	20,315	6,203	10,217	3,895	2,511	946	1,566	31,859	8,554
4p	110,905	18,572	5,002	10,258	3,312	2,081	687	1,393	31,359	7,765

※ 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
2020.2/4	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
2023.1/4p	5,274	4,519	6,722	11,685	23,780	11,831	84,749	61,461	23,288	58,797	37,712
2021. 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. 1	1,524	1,495	2,241	3,497	7,966	3,816	31,707	22,063	9,644	19,122	12,379
2	1,600	1,460	2,092	3,504	7,589	3,725	24,877	18,458	6,419	18,704	11,867
3p	2,151	1,565	2,390	4,684	8,225	4,290	28,165	20,940	7,225	20,970	13,466
4p	2,002	1,553	2,317	4,861	8,572	4,289	27,158	20,224	6,934	19,570	12,664

※ 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
2020.2/4	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
2023.1/4p	3,377	12,304	5,404	34,440	8,163	1,785	21,505	337	2,650	5,398
2021. 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. 1	1,088	3,824	1,832	12,371	3,336	757	7,257	137	885	1,914
2	1,047	4,117	1,673	11,953	3,235	826	6,910	105	877	1,614
3p	1,242	4,362	1,899	10,117	1,592	202	7,338	96	889	1,870
4p	1,210	3,887	1,809	10,490	1,639	181	7,362	101	1,208	1,676

※ 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
2020.2/4	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
2023.1/4p	199,774	12,596	6,540	2,958	3,099	5,132	4,478	654	40,282	24,739
2021. 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. 1	65,571	3,701	1,914	1,190	598	1,555	1,347	209	12,209	7,505
2	63,434	4,842	2,186	931	1,725	1,662	1,449	213	12,619	7,617
3p	70,769	4,053	2,439	838	776	1,915	1,683	232	15,453	9,617
4p	67,710	3,007	1,674	804	529	1,373	1,174	199	14,198	8,876

※ 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
2020.2/4	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
2023.1/4p	4,238	3,008	2,281	899	4,332	785	13,239	10,394	2,844	9,475	2,928
2021. 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. 1	1,254	857	792	250	1,318	233	4,724	3,693	1,031	2,696	944
2	1,442	988	723	285	1,310	253	3,825	2,946	879	2,769	917
3p	1,542	1,163	765	364	1,704	299	4,690	3,756	934	4,010	1,067
4p	1,434	1,024	764	385	1,432	282	4,452	3,549	903	3,080	1,083

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

2) 전문몰 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 쿠 폰 서 비 스	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
2020.2/4	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
2023.1/4p	4,889	1,076	582	116,360	46,912	3,591	417	63,365	2,075	2,690
2021. 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. 1	1,241	325	186	39,675	15,596	1,010	152	22,196	720	1,010
2	1,302	355	195	36,900	15,064	867	130	20,176	663	818
3p	2,346	396	201	39,786	16,251	1,713	136	20,994	692	862
4p	1,455	349	193	40,470	16,817	1,845	162	20,969	677	1,130

※ 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
2020.2/4	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
2023.1/4p	408,919	62,593	19,607	27,987	15,000	7,045	2,764	4,281	84,239	27,511
2021. 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. 1	137,697	20,270	6,163	9,549	4,558	2,179	870	1,309	26,710	8,333
2	130,391	22,158	6,946	9,137	6,075	2,293	898	1,396	25,882	8,182
3p	140,831	20,166	6,498	9,301	4,367	2,572	995	1,577	31,648	10,996
4p	136,219	18,146	5,207	9,367	3,572	2,140	727	1,413	30,422	10,081

※ 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
2020.2/4	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
2023.1/4p	4,861	4,216	5,884	10,530	19,574	11,663	76,853	56,088	20,764	58,256	36,207
2021. 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. 1	1,448	1,407	2,014	3,140	6,624	3,744	28,384	19,957	8,427	18,498	11,821
2	1,473	1,338	1,797	3,189	6,215	3,688	22,695	16,834	5,861	18,781	11,399
3p	1,940	1,471	2,073	4,201	6,735	4,231	25,774	19,297	6,477	20,977	12,987
4p	1,846	1,376	1,998	4,334	6,551	4,236	25,071	18,787	6,284	19,655	12,253

※ 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
2020.2/4	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
2023.1/4p	4,536	11,818	5,695	112,627	22,042	3,148	21,868	61,771	3,798	7,306
2021. 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. 1	1,103	3,659	1,915	38,986	7,799	917	7,381	21,610	1,279	2,670
2	1,611	3,986	1,785	36,384	7,414	1,043	7,025	19,657	1,245	2,199
3p	1,822	4,173	1,995	37,257	6,829	1,189	7,462	20,503	1,274	2,438
4p	1,775	3,727	1,900	38,254	7,362	1,359	7,512	20,510	1,512	2,532

※ 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
2020.2/4	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
2023.1/4p	128,499	12,518	5,776	5,589	1,153	4,897	4,225	672	40,978	18,351
2021. 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. 1	42,724	4,168	1,697	2,063	408	1,521	1,302	219	12,355	5,489
2	40,029	4,148	1,935	1,772	441	1,521	1,289	232	12,959	5,687
3p	45,746	4,202	2,145	1,754	304	1,854	1,634	221	15,664	7,175
4p	42,396	3,433	1,469	1,695	269	1,314	1,134	180	15,135	6,560

※ 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
2020.2/4	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
2023.1/4p	4,651	3,312	3,119	2,054	8,538	953	21,135	15,767	5,368	10,016	4,433
2021. 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. 1	1,330	945	1,019	607	2,660	305	8,046	5,798	2,248	3,320	1,502
2	1,569	1,110	1,019	600	2,685	291	6,007	4,570	1,437	2,693	1,385
3p	1,753	1,257	1,081	847	3,193	358	7,082	5,399	1,683	4,003	1,547
4p	1,589	1,202	1,084	912	3,453	335	6,539	4,986	1,552	2,995	1,495

※ 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
2020.2/4	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
2023.1/4p	3,730	1,562	291	38,173	33,033	2,228	54	1,932	928	781
2021. 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. 1	1,225	490	103	13,059	11,133	851	27	722	326	254
2	738	487	83	12,469	10,886	651	14	623	295	232
3p	1,767	585	105	12,646	11,014	726	12	586	307	294
4p	891	508	102	12,706	11,094	667	12	561	372	274

※ 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 (장농, 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 층화계통추출