



온라인쇼핑동향



통계청

보도자료

다시 대한민국!
새로운 국민의 나라

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2023년 8월 온라인쇼핑동향

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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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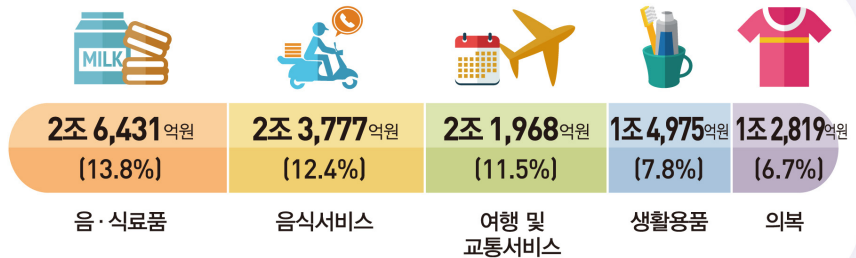
2023년 8월

온라인쇼핑 동향



온라인쇼핑

온라인쇼핑 거래액

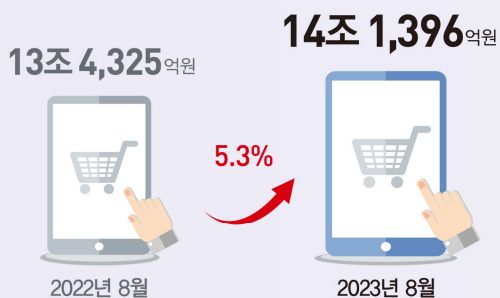


전년동월대비 증감

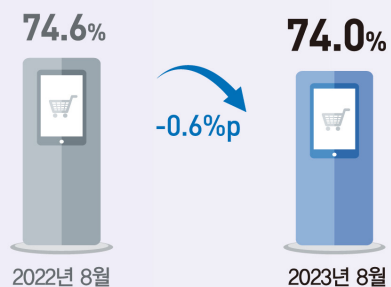


모바일쇼핑

모바일쇼핑 거래액



모바일 거래액 비중



2023년 8월 온라인쇼핑 동향[요약]

- (총 거래액) 19조 1,023억원으로 전년동월대비 6.1%(1조 937억원) 증가
- 상품군별로는 여행 및 교통서비스(29.1%), 이쿠폰서비스(37.0%), 음·식료품(5.1%) 등의 영향으로 증가
 - 상품군별 거래액 구성비는 음·식료품(13.8%, 2조 6,431억원), 음식서비스(12.4%, 2조 3,777억원), 여행 및 교통서비스(11.5%, 2조 1,968억원) 순으로 높음
 - 취급상품범위별로는 종합몰의 거래액은 11조 6,190억원, 전문몰의 거래액은 7조 4,833억원으로 전년동월대비 4.1%, 9.3% 각각 증가
 - 운영형태별로는 온라인몰의 거래액은 14조 8,487억원, 온·오프라인 병행몰의 거래액은 4조 2,536억원으로 전년동월대비 6.6%, 4.3% 각각 증가
- (모바일 거래액) 14조 1,396억원으로 전년동월대비 5.3%(7,071억원) 증가
- 총 거래액 중 모바일 거래액 비중*은 74.0%로 전년동월대비 0.6%p 감소
 - * 모바일 거래액 비중이 높은 상품군은 음식서비스(98.4%), 아동·유아용품(82.2%), 애완용품(80.9%) 등으로 나타남

참고

<소매판매액 중 온라인쇼핑 거래액 비중>

(경상금액, 억원, %)

	2022년		2023년		
	연간	8월	6월	7월 ^p	8월 ^p
○ 소매 판매액(A)	6,255,518	525,058	527,472	513,603	514,959
○ 온라인쇼핑 거래액	2,098,790	180,086	184,682	188,571	191,023
- 온라인쇼핑 상품 거래액(B) ¹⁾	1,546,106	130,167	131,313	131,461	132,040
○ 비 중(B/A)	24.7	24.8	24.9	25.6	25.6

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

2023년 8월 온라인쇼핑 동향

1. 개 요

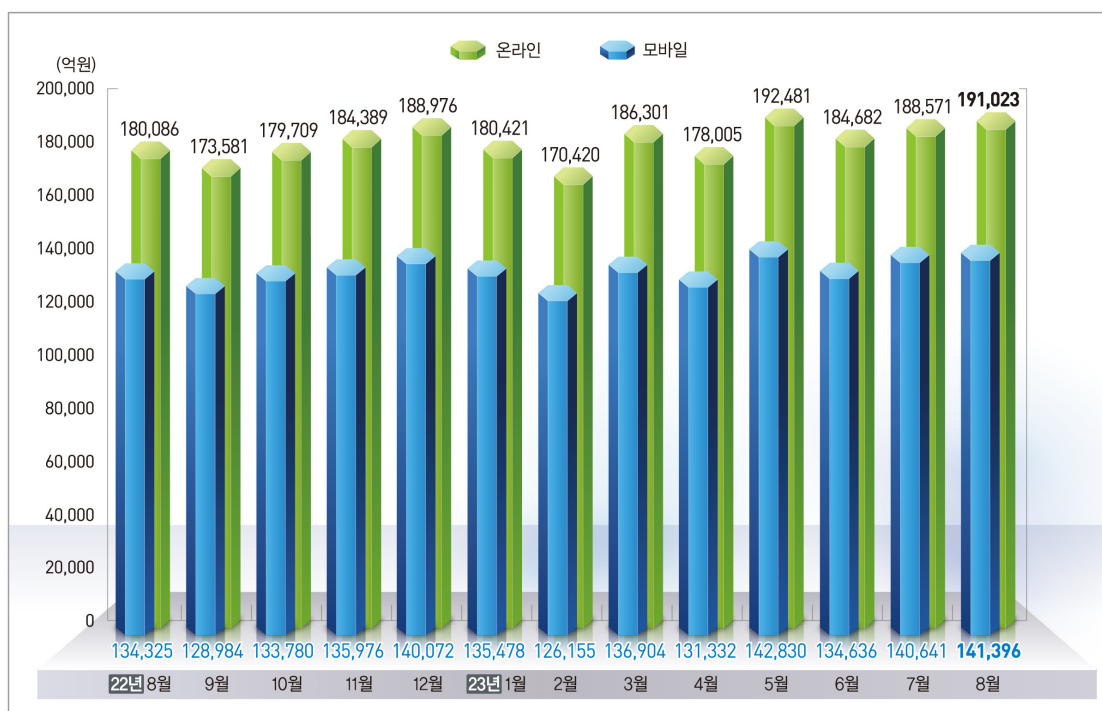
- 온라인쇼핑 거래액은 전년동월대비 6.1% 증가한 19조 1,023억원이며, 온라인쇼핑 거래액 중 모바일쇼핑은 5.3% 증가한 14조 1,396억원을 기록
- 전월대비 온라인쇼핑 거래액은 1.3%, 모바일쇼핑 거래액은 0.5% 각각 증가
- 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 74.0%로 전년동월(74.6%)에 비해 0.6%p 감소

< 온라인쇼핑 거래액 동향 >

(억원, %, %p)

	2022년		2023년		전월대비		전년동월대비	
	연간	8월	7월 ^p	8월 ^p	증감액	증감률(차)	증감액	증감률(차)
○ 총 거래액(A)	2,098,790	180,086	188,571	191,023	2,452	1.3	10,937	6.1
모바일 거래액(B)	1,569,016	134,325	140,641	141,396	755	0.5	7,071	5.3
비 중(B/A)	74.8	74.6	74.6	74.0	-	-0.6	-	-0.6

< 온라인쇼핑 거래액 동향 >

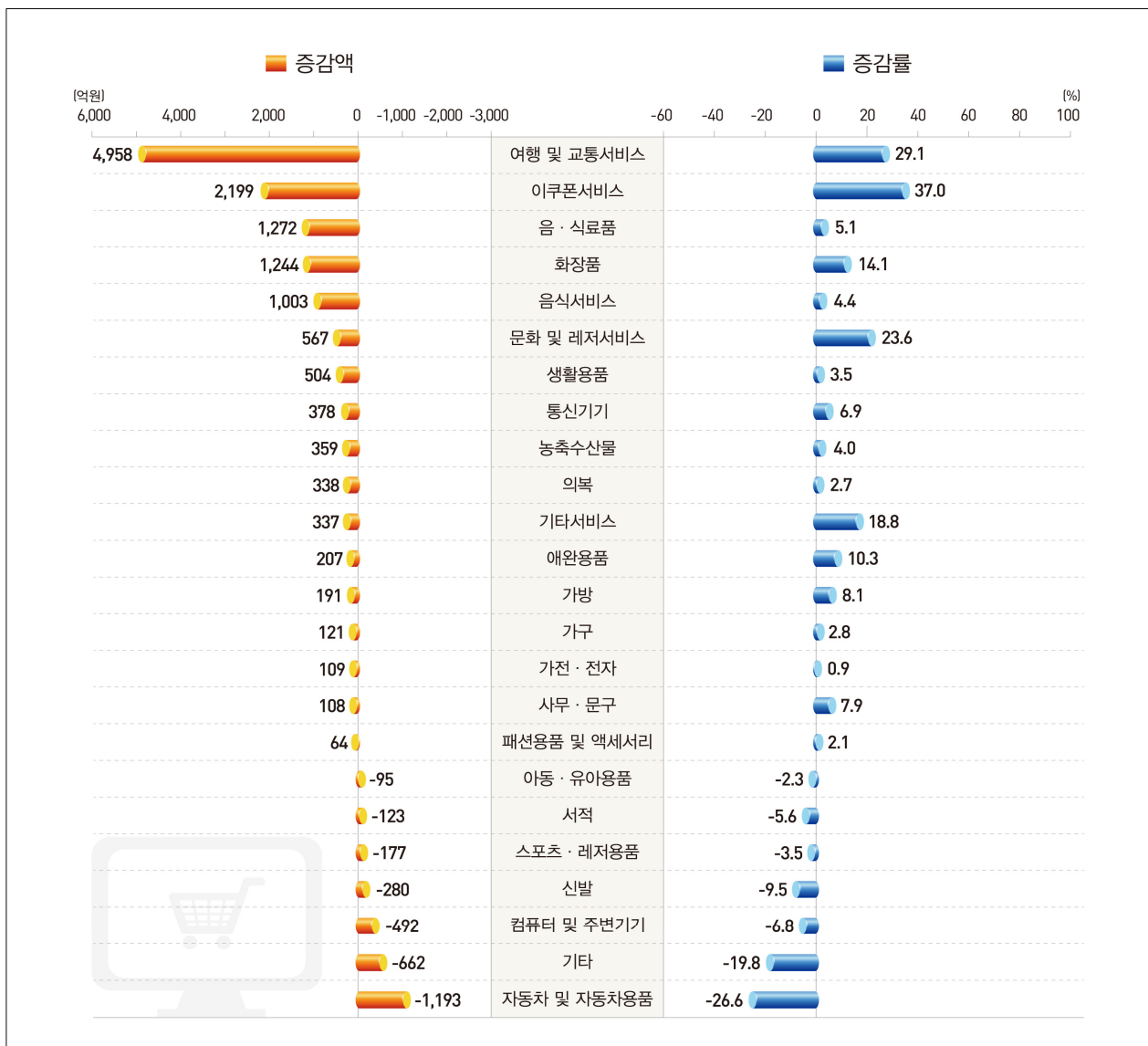


2. 상품군별 거래액

□ 상품군별 온라인쇼핑 거래액

- 상품군별 온라인쇼핑 거래액은 전년동월대비 자동차 및 자동차용품(-26.6%) 등에서 감소했으나, 여행 및 교통서비스(29.1%), 이쿠폰서비스(37.0%), 음·식료품(5.1%) 등에서 증가
- 전월대비로는 의복(-14.6%) 등에서 감소했으나, 통신기기(52.8%), 음·식료품(6.1%) 등에서 증가
- 상품군별 거래액 구성비는 음·식료품(13.8%), 음식서비스(12.4%), 여행 및 교통서비스(11.5%) 순으로 높음

< 상품군별 온라인쇼핑 거래액(전년동월비) 증감 >



< 상품군별 온라인쇼핑 거래액 >

(억원, %)

	2022년		2023년		전월대비		전년동월대비		구성비
	연간	8월	7월 ^o	8월 ^o	증감액	증감률	증감액	증감률	
○ 합 계	2,098,790	180,086	188,571	191,023	2,452	1.3	10,937	6.1	100.0
- 가 전	299,649	25,060	24,593	25,054	461	1.9	-5	0.0	13.1
· 컴퓨터 및 주변기기	91,239	7,246	6,764	6,754	-10	-0.1	-492	-6.8	3.5
· 가전·전자	151,895	12,358	14,011	12,467	-1,544	-11.0	109	0.9	6.5
· 통신기기	56,515	5,455	3,818	5,834	2,016	52.8	378	6.9	3.1
- 도 서	43,902	3,584	3,533	3,569	36	1.0	-15	-0.4	1.9
· 서적	25,943	2,213	2,129	2,090	-39	-1.8	-123	-5.6	1.1
· 사무·문구	17,959	1,371	1,404	1,479	75	5.3	108	7.9	0.8
- 패 셴	520,694	38,773	42,847	40,059	-2,789	-6.5	1,286	3.3	21.0
· 의복	192,975	12,481	15,011	12,819	-2,192	-14.6	338	2.7	6.7
· 신발	38,685	2,944	3,302	2,665	-637	-19.3	-280	-9.5	1.4
· 가방	27,510	2,360	2,483	2,551	68	2.7	191	8.1	1.3
· 패션용품 및 액세서리	37,438	3,036	3,199	3,100	-99	-3.1	64	2.1	1.6
· 스포츠·레저용품	61,130	4,990	4,963	4,813	-150	-3.0	-177	-3.5	2.5
· 화장품	110,976	8,827	9,784	10,071	288	2.9	1,244	14.1	5.3
· 아동·유아용품	51,979	4,135	4,106	4,039	-67	-1.6	-95	-2.3	2.1
- 식 품	361,050	34,090	33,353	35,721	2,368	7.1	1,631	4.8	18.7
· 음·식료품	266,438	25,159	24,915	26,431	1,516	6.1	1,272	5.1	13.8
· 농축수산물	94,611	8,931	8,437	9,290	853	10.1	359	4.0	4.9
- 생 활	282,518	25,312	24,326	24,951	625	2.6	-361	-1.4	13.1
· 생활용품	165,316	14,471	14,908	14,975	67	0.5	504	3.5	7.8
· 자동차 및 자동차용품	42,496	4,492	2,897	3,299	402	13.9	-1,193	-26.6	1.7
· 가구	51,976	4,341	4,373	4,462	89	2.0	121	2.8	2.3
· 애완용품	22,731	2,008	2,148	2,215	66	3.1	207	10.3	1.2
- 서 비 스	552,685	49,919	57,110	58,983	1,873	3.3	9,064	18.2	30.9
· 여행 및 교통서비스	167,277	17,010	21,664	21,968	304	1.4	4,958	29.1	11.5
· 문화 및 레저서비스	24,072	2,404	2,777	2,972	195	7.0	567	23.6	1.6
· 이쿠폰서비스	73,259	5,940	7,350	8,139	789	10.7	2,199	37.0	4.3
· 음식서비스	265,940	22,774	23,509	23,777	268	1.1	1,003	4.4	12.4
· 기타서비스	22,138	1,790	1,811	2,128	317	17.5	337	18.8	1.1
- 기 타	38,293	3,349	2,809	2,687	-122	-4.3	-662	-19.8	1.4

□ 상품군별 모바일쇼핑 거래액

- 상품군별 모바일쇼핑 거래액은 전년동월대비 컴퓨터 및 주변기기(-7.4%) 등에서 감소했으나, 여행 및 교통서비스(21.9%), 이쿠폰서비스(22.4%), 음식서비스(4.8%) 등에서 증가
- 전월대비로는 의복(-16.1%) 등에서 감소했으나, 통신기기(44.4%), 음·식료품(6.2%) 등에서 증가
- 상품군별 모바일쇼핑 거래액 구성비는 음식서비스(16.5%), 음·식료품(14.0%), 여행 및 교통서비스(10.4%) 순으로 높음

< 상품군별 모바일쇼핑 거래액(전년동월비) 증감 >



< 상품군별 모바일쇼핑 거래액 >

(억원, %)

	2022년		2023년		전월대비		전년동월대비		구성비
	연간	8월	7월 ^o	8월 ^o	증감액	증감률	증감액	증감률	
○ 합 계	1,569,016	134,325	140,641	141,396	755	0.5	7,071	5.3	100.0
- 가 전	186,474	15,719	16,004	16,174	170	1.1	455	2.9	11.4
· 컴퓨터 및 주변기기	45,714	3,680	3,374	3,407	32	1.0	-274	-7.4	2.4
· 가전·전자	99,188	8,191	9,747	8,604	-1,143	-11.7	413	5.0	6.1
· 통신기기	41,573	3,848	2,883	4,163	1,280	44.4	316	8.2	2.9
- 도 서	23,673	1,907	1,923	1,949	25	1.3	42	2.2	1.4
· 서적	12,628	1,058	1,081	1,055	-27	-2.5	-4	-0.4	0.7
· 사무·문구	11,045	848	842	894	52	6.2	46	5.4	0.6
- 패 셴	392,498	29,463	32,235	30,076	-2,159	-6.7	614	2.1	21.3
· 의복	146,889	9,543	11,241	9,430	-1,811	-16.1	-113	-1.2	6.7
· 신발	26,966	1,895	2,253	1,849	-404	-17.9	-46	-2.4	1.3
· 가방	20,685	1,796	1,820	1,846	26	1.4	50	2.8	1.3
· 패션용품 및 액세서리	29,325	2,381	2,485	2,407	-78	-3.1	26	1.1	1.7
· 스포츠·레저용품	44,305	3,681	3,616	3,510	-106	-2.9	-171	-4.7	2.5
· 화장품	81,501	6,719	7,428	7,714	286	3.9	995	14.8	5.5
· 아동·유아용품	42,827	3,447	3,393	3,321	-72	-2.1	-126	-3.7	2.3
- 식 품	271,920	25,619	24,937	26,745	1,808	7.3	1,125	4.4	18.9
· 음·식료품	200,679	18,973	18,655	19,807	1,151	6.2	834	4.4	14.0
· 농축수산물	71,241	6,646	6,281	6,938	657	10.5	292	4.4	4.9
- 생 활	199,670	17,293	17,706	17,826	120	0.7	533	3.1	12.6
· 생활용품	125,906	11,257	11,277	11,309	33	0.3	53	0.5	8.0
· 자동차 및 자동차용품	16,426	1,115	1,429	1,428	-1	0.0	313	28.0	1.0
· 가구	38,541	3,245	3,241	3,296	54	1.7	51	1.6	2.3
· 애완용품	18,797	1,676	1,759	1,793	34	1.9	116	6.9	1.3
- 서 비 스	470,232	42,204	46,408	47,244	836	1.8	5,040	11.9	33.4
· 여행 및 교통서비스	118,863	12,112	14,638	14,768	130	0.9	2,656	21.9	10.4
· 문화 및 레저서비스	14,362	1,538	1,683	1,658	-26	-1.5	120	7.8	1.2
· 이쿠폰서비스	63,528	5,092	5,887	6,231	344	5.8	1,139	22.4	4.4
· 음식서비스	260,648	22,327	23,124	23,390	266	1.1	1,063	4.8	16.5
· 기타서비스	12,831	1,136	1,075	1,198	123	11.4	63	5.5	0.8
- 기 타	24,548	2,119	1,428	1,382	-46	-3.2	-737	-34.8	1.0

□ 상품군별 모바일쇼핑 거래액 비중

- 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 음식서비스(98.4%), 아동·유아용품(82.2%), 애완용품(80.9%) 순으로 높음
- 전년동월대비 자동차 및 자동차용품(18.5%p) 등에서 증가했으나, 이쿠폰 서비스(-9.1%p), 문화 및 레저서비스(-8.2%p) 등에서 감소
- 전월대비로는 신발(1.2%p) 등에서 증가했으나, 자동차 및 자동차용품(-6.0%p), 문화 및 레저서비스(-4.8%p) 등에서 감소

< 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중 >

(%, %p)

	2022년		2023년		증 감	
	연간	8월	7월 ^p	8월 ^p	전월차	전년동월차
○ 합 계	74.8	74.6	74.6	74.0	-0.6	-0.6
- 가 전	62.2	62.7	65.1	64.6	-0.5	1.9
· 컴퓨터 및 주변기기	50.1	50.8	49.9	50.4	0.5	-0.4
· 가전·전자	65.3	66.3	69.6	69.0	-0.6	2.7
· 통신기기	73.6	70.5	75.5	71.4	-4.1	0.9
- 도 서	53.9	53.2	54.4	54.6	0.2	1.4
· 서적	48.7	47.8	50.8	50.5	-0.3	2.7
· 사무·문구	61.5	61.9	60.0	60.5	0.5	-1.4
- 패 셴	75.4	76.0	75.2	75.1	-0.1	-0.9
· 의복	76.1	76.5	74.9	73.6	-1.3	-2.9
· 신발	69.7	64.4	68.2	69.4	1.2	5.0
· 가방	75.2	76.1	73.3	72.4	-0.9	-3.7
· 패션용품 및 액세서리	78.3	78.4	77.7	77.6	-0.1	-0.8
· 스포츠·레저용품	72.5	73.8	72.9	72.9	0.0	-0.9
· 화장품	73.4	76.1	75.9	76.6	0.7	0.5
· 아동·유아용품	82.4	83.4	82.6	82.2	-0.4	-1.2
- 식 품	75.3	75.2	74.8	74.9	0.1	-0.3
· 음·식료품	75.3	75.4	74.9	74.9	0.0	-0.5
· 농축수산물	75.3	74.4	74.4	74.7	0.3	0.3
- 생 활	70.7	68.3	72.8	71.4	-1.4	3.1
· 생활용품	76.2	77.8	75.6	75.5	-0.1	-2.3
· 자동차 및 자동차용품	38.7	24.8	49.3	43.3	-6.0	18.5
· 가구	74.2	74.7	74.1	73.9	-0.2	-0.8
· 애완용품	82.7	83.5	81.9	80.9	-1.0	-2.6
- 서 비 스	85.1	84.5	81.3	80.1	-1.2	-4.4
· 여행 및 교통서비스	71.1	71.2	67.6	67.2	-0.4	-4.0
· 문화 및 레저서비스	59.7	64.0	60.6	55.8	-4.8	-8.2
· 이쿠폰서비스	86.7	85.7	80.1	76.6	-3.5	-9.1
· 음식서비스	98.0	98.0	98.4	98.4	0.0	0.4
· 기타서비스	58.0	63.4	59.4	56.3	-3.1	-7.1
- 기 타	64.1	63.3	50.8	51.4	0.6	-11.9

3. 취급상품범위별 및 운영형태별 거래액

○ 온라인쇼핑 취급상품범위별 거래액은 전년동월대비 종합몰은 4.1% 증가한 11조 6,190억원을, 전문몰은 9.3% 증가한 7조 4,833억원을 기록

- 전월대비 종합몰은 1.3%, 전문몰은 1.3% 각각 증가

○ 온라인쇼핑 운영형태별 거래액은 전년동월대비 온라인몰은 6.6% 증가한 14조 8,487억원을, 온·오프라인병행몰은 4.3% 증가한 4조 2,536억원을 기록

- 전월대비 온라인몰은 1.7% 증가, 온·오프라인병행몰은 보합

< 취급상품범위별 및 운영형태별 거래액 동향 >

(억원, %)

		2022년		2023년		전월대비		전년동월대비	
		연간	8월	7월 ¹⁾	8월 ²⁾	증감액	증감률	증감액	증감률
○ 총 거래액		2,098,790	180,086	188,571	191,023	2,452	1.3	10,937	6.1
취급상품 범위별	종합몰 ¹⁾	1,326,080	111,634	114,709	116,190	1,481	1.3	4,556	4.1
	비 중	63.2	62.0	60.8	60.8	-	-	-	-
	전문몰 ²⁾	772,710	68,452	73,862	74,833	971	1.3	6,381	9.3
	비 중	36.8	38.0	39.2	39.2	-	-	-	-
운 영 형태별	온라인몰 ³⁾	1,622,712	139,312	146,016	148,487	2,471	1.7	9,175	6.6
	비 중	77.3	77.4	77.4	77.7	-	-	-	-
	온·오프라인 병행몰 ⁴⁾	476,079	40,774	42,556	42,536	-20	0.0	1,762	4.3
	비 중	22.7	22.6	22.6	22.3	-	-	-	-

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
2020.3/4	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
2023.1/4	1,552,288	537,142	386,416	24.9
2/4	1,598,004	555,169	395,393	24.7
2021. 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
3	543,343	186,301	136,473	25.1
4	523,452	178,005	127,101	24.3
5	547,081	192,481	136,979	25.0
6	527,472	184,682	131,313	24.9
7p	513,603	188,571	131,461	25.6
8p	514,959	191,023	132,040	25.6

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
2020.3/4	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
2023.1/4	537,142	75,083	25,384	33,584	16,115	11,937	6,988	4,949	125,209	45,900
2/4	555,169	69,974	20,301	38,236	11,438	9,972	5,514	4,457	136,989	50,184
2021. 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
3	186,301	24,339	8,643	11,063	4,633	4,422	2,629	1,793	47,304	18,208
4	178,005	21,682	6,781	11,062	3,839	3,447	1,860	1,587	45,170	16,507
5	192,481	24,930	7,116	13,706	4,108	3,404	1,932	1,472	48,077	17,694
6	184,682	23,362	6,403	13,468	3,491	3,121	1,723	1,398	43,742	15,983
7p	188,571	24,593	6,764	14,011	3,818	3,533	2,129	1,404	42,847	15,011
8p	191,023	25,054	6,754	12,467	5,834	3,569	2,090	1,479	40,059	12,819

※ 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
2020.3/4	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
2023.1/4	9,508	7,526	9,007	12,585	28,053	12,630	97,820	71,691	26,129	68,279	40,646
2/4	10,429	7,445	9,324	16,258	29,952	13,396	97,102	72,721	24,381	73,178	43,214
2021. 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
3	3,689	2,727	3,159	5,048	9,870	4,603	32,688	24,532	8,156	24,987	14,540
4	3,408	2,561	3,038	5,239	9,846	4,570	31,403	23,567	7,836	22,610	13,754
5	3,701	2,573	3,261	5,719	10,400	4,730	33,332	25,006	8,325	24,456	14,869
6	3,320	2,311	3,025	5,301	9,706	4,096	32,368	24,148	8,220	26,112	14,591
7p	3,302	2,483	3,199	4,963	9,784	4,106	33,353	24,915	8,437	24,326	14,908
8p	2,665	2,551	3,100	4,813	10,071	4,039	35,721	26,431	9,290	24,951	14,975

※ p는 잠정치임

1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	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
2020.3/4	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
2023.1/4	8,265	13,382	5,986	150,726	54,993	5,376	21,923	63,702	4,732	8,087
2/4	10,878	12,861	6,225	159,775	59,203	7,956	23,203	64,183	5,231	8,178
2021. 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
3	3,587	4,761	2,099	49,828	17,762	1,914	7,476	21,089	1,587	2,732
4	2,658	4,202	1,996	50,905	18,470	2,034	7,514	21,040	1,848	2,789
5	3,065	4,397	2,125	55,502	21,030	2,602	8,342	21,831	1,698	2,780
6	5,155	4,262	2,104	53,369	19,703	3,320	7,347	21,312	1,686	2,609
7p	2,897	4,373	2,148	57,110	21,664	2,777	7,350	23,509	1,811	2,809
8p	3,299	4,462	2,215	58,983	21,968	2,972	8,139	23,777	2,128	2,687

※ 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
2021.3/4	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
2023.1/4	7.0	-3.7	-5.9	-10.6	20.2	-0.5	-8.7	14.0	4.8	9.7
2/4	7.5	-0.4	-2.6	-0.9	6.1	-0.5	-7.1	9.0	1.6	0.4
2021. 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
3	5.8	-4.6	-3.6	-10.8	11.9	-0.3	-9.7	17.8	6.8	11.8
4	5.7	-4.3	-5.2	-7.6	9.1	-3.8	-12.2	8.3	-0.1	-4.1
5	8.7	2.0	-2.9	2.5	9.8	2.0	-4.3	11.6	3.5	4.3
6	8.0	1.0	0.6	1.6	-0.8	0.6	-4.1	7.2	1.2	1.0
7p	8.8	-0.2	-3.0	1.1	0.2	2.4	-0.6	7.5	5.2	4.3
8p	6.1	0.0	-6.8	0.9	6.9	-0.4	-5.6	7.9	3.3	2.7

※ 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
2021.3/4	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
2023.1/4	12.4	7.1	0.3	1.0	-1.5	3.1	7.6	9.1	3.7	-2.0	-1.4
2/4	-0.6	8.0	0.6	-2.0	5.6	0.8	12.7	13.1	11.5	4.3	6.4
2021. 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
3	12.1	11.4	6.4	4.9	-1.8	4.0	5.4	7.6	-0.5	-1.9	0.1
4	0.0	11.6	3.3	-5.0	7.7	-2.6	9.2	10.5	5.6	2.1	3.3
5	0.1	9.4	1.8	-2.8	5.9	4.0	13.7	13.9	13.0	3.0	8.4
6	-2.0	2.8	-3.1	2.1	3.1	1.2	15.2	14.9	16.1	7.6	7.3
7p	8.4	12.1	1.4	-6.0	14.5	0.5	16.2	15.7	17.9	8.0	8.7
8p	-9.5	8.1	2.1	-3.5	14.1	-2.3	4.8	5.1	4.0	-1.4	3.5

※ p는 잠정치임

1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	생 활			서비스	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
2021.3/4	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
2023.1/4	-9.9	-4.0	12.0	22.7	111.1	68.9	26.6	-10.7	-4.0	-12.7
2/4	-3.6	1.4	12.2	17.6	37.3	10.3	40.7	0.8	-2.7	-11.7
2021. 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
3	-16.2	-0.6	11.7	18.2	93.5	72.1	28.4	-12.9	-13.5	-14.7
4	-5.5	-0.5	11.6	18.3	43.4	23.2	39.8	-1.5	5.7	-10.1
5	-20.7	2.6	13.5	18.9	38.9	4.5	36.4	3.0	-3.3	-11.1
6	12.1	2.1	11.6	15.5	30.4	8.1	46.8	0.8	-10.1	-14.0
7p	1.6	7.5	14.0	14.3	30.2	6.4	28.0	2.4	-10.6	-15.3
8p	-26.6	2.8	10.3	18.2	29.1	23.6	37.0	4.4	18.8	-19.8

※ 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
2020.3/4	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
2023.1/4	398,537	47,585	13,045	22,427	12,113	6,636	3,542	3,095	94,980	34,848
2/4	408,799	44,783	10,138	26,091	8,555	5,409	2,678	2,732	102,201	37,342
2021. 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
3	136,904	15,102	4,280	7,324	3,498	2,409	1,317	1,092	35,690	13,848
4	131,332	13,598	3,309	7,417	2,871	1,905	932	973	33,569	12,425
5	142,830	16,194	3,699	9,411	3,084	1,809	894	916	36,148	13,301
6	134,636	14,992	3,130	9,263	2,599	1,694	852	843	32,484	11,616
7p	140,641	16,004	3,374	9,747	2,883	1,923	1,081	842	32,235	11,241
8p	141,396	16,174	3,407	8,604	4,163	1,949	1,055	894	30,076	9,430

※ 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
2020.3/4	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
2023.1/4	6,292	5,395	6,957	9,016	22,103	10,369	72,064	52,765	19,298	49,100	30,519
2/4	7,222	5,325	7,171	11,774	22,438	10,928	72,113	53,990	18,122	51,045	32,279
2021. 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
3	2,531	1,929	2,412	3,618	7,625	3,726	24,144	18,144	6,000	17,277	10,775
4	2,278	1,834	2,315	3,768	7,275	3,673	23,193	17,399	5,794	16,179	10,141
5	2,572	1,857	2,533	4,186	7,788	3,911	24,832	18,614	6,218	17,638	11,189
6	2,373	1,634	2,323	3,821	7,374	3,343	24,088	17,978	6,110	17,228	10,949
7p	2,253	1,820	2,485	3,616	7,428	3,393	24,937	18,655	6,281	17,706	11,277
8p	1,849	1,846	2,407	3,510	7,714	3,321	26,745	19,807	6,938	17,826	11,309

※ 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
2020.3/4	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
2023.1/4	3,840	9,901	4,840	123,140	37,009	3,193	17,664	62,558	2,716	5,033
2/4	4,282	9,436	5,048	128,510	39,721	4,378	18,233	63,066	3,112	4,738
2021. 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
3	1,330	3,478	1,695	40,623	12,002	1,085	5,882	20,717	937	1,660
4	1,352	3,063	1,622	41,285	12,592	1,111	5,821	20,656	1,105	1,603
5	1,468	3,256	1,725	44,555	13,930	1,487	6,645	21,451	1,042	1,654
6	1,462	3,117	1,700	42,670	13,198	1,780	5,767	20,959	966	1,481
7p	1,429	3,241	1,759	46,408	14,638	1,683	5,887	23,124	1,075	1,428
8p	1,428	3,296	1,793	47,244	14,768	1,658	6,231	23,390	1,198	1,382

※ 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
2021.3/4	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
2023.1/4	5.0	0.0	-6.2	-6.6	25.5	0.8	-8.3	13.7	5.8	8.6
2/4	6.3	3.9	-2.3	5.1	8.3	1.3	-4.7	8.0	1.1	-1.7
2021. 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
3	4.2	-0.4	-6.7	-3.6	17.5	1.0	-8.3	14.9	7.9	10.9
4	4.3	0.4	-6.9	-0.8	14.4	-0.6	-9.1	9.1	-0.6	-4.9
5	8.4	7.1	-1.1	9.0	12.2	3.1	-2.6	9.4	3.8	3.3
6	5.9	3.8	1.4	6.3	-1.7	1.7	-1.6	5.3	-0.1	-3.6
7p	6.8	2.9	-2.3	5.6	0.4	4.9	5.3	4.4	3.0	0.9
8p	5.3	2.9	-7.4	5.0	8.2	2.2	-0.4	5.4	2.1	-1.2

※ 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
2021.3/4	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
2023.1/4	7.8	1.2	-1.8	0.5	9.1	1.7	3.8	5.4	-0.4	-2.0	-3.3
2/4	-0.3	4.2	-1.5	-2.9	10.3	-0.8	10.6	10.7	10.2	3.3	3.9
2021. 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
3	11.2	4.6	2.7	3.4	9.7	1.2	1.7	3.7	-4.0	-2.0	-3.5
4	-4.7	7.9	0.4	-6.7	13.1	-4.1	6.5	7.6	3.5	0.5	-0.1
5	5.2	7.3	1.3	-2.2	8.5	3.0	12.1	11.8	12.9	6.0	7.4
6	-1.5	-2.8	-6.0	0.5	9.5	-1.2	13.1	12.7	14.4	3.3	4.2
7p	1.8	8.3	-1.4	-7.6	16.4	-1.7	13.9	13.4	15.7	5.4	5.3
8p	-2.4	2.8	1.1	-4.7	14.8	-3.7	4.4	4.4	4.4	3.1	0.5

※ p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	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 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
2021.3/4	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
2023.1/4	4.1	-4.8	9.5	12.1	87.5	72.9	13.9	-10.4	-7.9	-18.9
2/4	-0.6	0.5	8.7	12.3	33.1	2.4	25.1	1.1	-8.0	-22.0
2021. 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
3	3.2	-3.2	7.6	9.1	80.6	81.8	14.0	-12.6	-16.5	-22.9
4	0.3	-1.3	8.3	12.4	40.0	13.5	22.6	-1.2	0.8	-21.9
5	-2.0	3.2	10.5	13.6	33.1	-0.9	23.5	3.4	-9.1	-19.5
6	0.1	-0.4	7.5	10.8	27.1	-1.0	29.7	1.1	-15.2	-24.8
7p	-3.1	7.0	10.2	10.1	25.2	-0.4	16.9	2.6	-11.6	-32.5
8p	28.0	1.6	6.9	11.9	21.9	7.8	22.4	4.8	5.5	-34.8

※ 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
2020.3/4	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
2023.1/4	537,142	337,692	199,450	408,251	128,891
2/4	555,169	343,079	212,090	423,228	131,941
2021. 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
3	186,301	115,856	70,445	140,163	46,138
4	178,005	110,677	67,329	135,526	42,479
5	192,481	119,735	72,746	146,388	46,093
6	184,682	112,667	72,015	141,314	43,368
7p	188,571	114,709	73,862	146,016	42,556
8p	191,023	116,190	74,833	148,487	42,536

※ 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
2021.3/4	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
2023.1/4	7.0	5.1	10.3	3.9	18.2
2/4	7.5	5.5	10.8	6.5	10.8
2021. 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
3	5.8	3.9	9.1	3.3	14.3
4	5.7	3.2	10.0	3.7	12.5
5	8.7	6.8	11.9	7.4	13.0
6	8.0	6.4	10.6	8.3	7.0
7p	8.8	6.4	12.8	7.9	12.0
8p	6.1	4.1	9.3	6.6	4.3

※ 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
2020.3/4	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
2023.1/4	337,692	62,524	18,845	30,625	13,054	6,809	2,510	4,299	84,938	21,122
2/4	343,079	61,025	15,307	35,791	9,928	5,825	1,936	3,890	93,957	23,055
2021. 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
3	115,856	20,324	6,204	10,225	3,895	2,511	946	1,565	31,861	8,554
4	110,677	18,578	5,008	10,260	3,310	2,086	691	1,395	31,179	7,724
5	119,735	21,970	5,520	12,864	3,586	1,913	630	1,282	33,033	8,165
6	112,667	20,478	4,779	12,667	3,032	1,827	614	1,213	29,745	7,166
7p	114,709	21,601	5,018	13,224	3,359	1,981	784	1,197	28,845	6,528
8p	116,190	20,907	5,095	11,702	4,110	2,018	754	1,264	27,823	5,699

※ 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
2020.3/4	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
2023.1/4	5,274	4,519	6,722	11,685	23,779	11,835	84,780	61,490	23,290	58,804	37,718
2/4	6,242	4,419	7,073	15,031	25,571	12,566	84,188	62,567	21,621	61,083	39,914
2021. 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
3	2,150	1,565	2,390	4,684	8,224	4,294	28,196	20,969	7,227	20,977	13,473
4	2,004	1,533	2,307	4,851	8,486	4,275	27,145	20,217	6,928	19,513	12,650
5	2,182	1,515	2,471	5,294	8,954	4,451	28,819	21,444	7,375	20,984	13,736
6	2,055	1,371	2,295	4,887	8,131	3,840	28,224	20,906	7,318	20,586	13,529
7p	1,830	1,474	2,366	4,576	8,201	3,869	29,061	21,552	7,510	21,080	13,842
8p	1,582	1,477	2,263	4,461	8,528	3,813	31,193	22,916	8,277	21,228	13,897

※ 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
2020.3/4	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
2023.1/4	3,378	12,304	5,403	34,440	8,163	1,785	21,505	337	2,650	5,398
2/4	3,757	11,791	5,621	32,208	5,386	570	22,682	272	3,298	4,792
2021. 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
3	1,243	4,362	1,899	10,117	1,592	202	7,338	96	889	1,870
4	1,211	3,854	1,800	10,494	1,642	181	7,362	101	1,208	1,682
5	1,290	4,040	1,918	11,349	1,856	192	8,163	96	1,042	1,669
6	1,256	3,898	1,903	10,365	1,888	197	7,158	74	1,048	1,441
7p	1,269	4,005	1,965	10,775	2,153	204	7,149	80	1,188	1,367
8p	1,259	4,050	2,022	11,608	1,888	177	7,971	87	1,484	1,413

※ 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
2020.3/4	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
2023.1/4	199,450	12,559	6,540	2,958	3,061	5,128	4,478	650	40,272	24,777
2/4	212,090	8,949	4,994	2,445	1,510	4,146	3,579	568	43,032	27,130
2021. 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
3	70,445	4,016	2,439	838	738	1,911	1,683	228	15,443	9,655
4	67,329	3,104	1,773	802	529	1,362	1,169	193	13,990	8,783
5	72,746	2,961	1,597	842	522	1,491	1,302	190	15,045	9,529
6	72,015	2,884	1,625	801	459	1,294	1,108	185	13,996	8,818
7p	73,862	2,992	1,746	787	459	1,552	1,345	207	14,003	8,483
8p	74,833	4,147	1,659	765	1,723	1,550	1,336	215	12,236	7,120

※ 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
2020.3/4	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
2023.1/4	4,234	3,007	2,285	899	4,274	795	13,041	10,202	2,839	9,475	2,928
2/4	4,187	3,026	2,251	1,227	4,381	830	12,915	10,155	2,760	12,095	3,300
2021. 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
3	1,538	1,162	769	364	1,646	309	4,492	3,563	929	4,010	1,067
4	1,404	1,029	731	388	1,360	295	4,258	3,351	908	3,096	1,104
5	1,519	1,058	790	425	1,446	279	4,513	3,562	950	3,473	1,133
6	1,265	940	730	413	1,575	256	4,144	3,242	902	5,526	1,062
7p	1,472	1,009	833	387	1,583	237	4,291	3,364	928	3,246	1,066
8p	1,082	1,074	837	352	1,544	227	4,528	3,515	1,013	3,723	1,078

※ 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
2020.3/4	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
2023.1/4	4,887	1,079	582	116,286	46,830	3,591	419	63,365	2,081	2,689
2/4	7,122	1,070	604	127,567	53,816	7,386	520	63,911	1,933	3,386
2021. 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
3	2,344	399	201	39,711	16,169	1,713	137	20,994	698	862
4	1,448	348	196	40,411	16,828	1,853	152	20,938	640	1,107
5	1,775	358	207	44,152	19,174	2,410	179	21,734	655	1,112
6	3,899	364	201	43,004	17,815	3,123	189	21,238	638	1,167
7p	1,628	369	183	46,335	19,511	2,572	201	23,429	623	1,442
8p	2,040	412	192	47,375	20,080	2,795	167	23,690	643	1,274

※ 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
2020.3/4	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
2023.1/4	408,251	62,565	19,608	27,995	14,962	7,041	2,764	4,277	84,201	27,526
2/4	423,228	59,655	16,104	32,905	10,645	6,097	2,159	3,938	92,187	30,281
2021. 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
3	140,163	20,137	6,498	9,310	4,329	2,568	995	1,573	31,610	11,011
4	135,526	18,238	5,289	9,376	3,573	2,128	722	1,406	30,243	9,970
5	146,388	21,582	5,794	11,944	3,844	2,083	776	1,307	32,477	10,721
6	141,314	19,835	5,022	11,585	3,228	1,886	661	1,225	29,467	9,590
7p	146,016	21,122	5,317	12,250	3,555	2,043	831	1,212	28,713	9,037
8p	148,487	21,613	5,381	10,912	5,321	2,173	902	1,271	26,877	7,596

※ 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
2020.3/4	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
2023.1/4	4,860	4,215	5,889	10,530	19,515	11,667	76,877	56,116	20,761	57,709	36,209
2/4	5,682	4,047	6,097	13,753	19,836	12,492	79,566	59,354	20,213	59,978	38,662
2021. 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
3	1,939	1,470	2,078	4,201	6,677	4,235	25,798	19,325	6,473	20,430	12,989
4	1,836	1,375	2,003	4,334	6,481	4,244	25,088	18,797	6,291	19,149	12,281
5	1,989	1,418	2,139	4,875	6,922	4,414	26,712	20,012	6,700	20,579	13,300
6	1,857	1,254	1,955	4,544	6,433	3,833	27,766	20,545	7,222	20,250	13,081
7p	1,697	1,347	2,006	4,255	6,510	3,861	28,572	21,114	7,458	20,595	13,302
8p	1,427	1,369	1,890	4,168	6,610	3,816	30,645	22,463	8,182	20,820	13,402

※ 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
2020.3/4	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
2023.1/4	4,002	11,803	5,695	112,553	21,960	3,148	21,870	61,771	3,804	7,306
2/4	3,972	11,374	5,971	118,334	24,016	5,209	23,147	61,787	4,175	7,411
2021. 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
3	1,288	4,159	1,995	37,182	6,747	1,189	7,464	20,503	1,280	2,438
4	1,251	3,714	1,904	38,175	7,361	1,358	7,502	20,479	1,475	2,506
5	1,344	3,901	2,034	40,432	7,925	1,587	8,318	21,273	1,329	2,523
6	1,377	3,759	2,033	39,727	8,730	2,263	7,327	20,035	1,371	2,383
7p	1,347	3,876	2,070	42,428	9,843	1,702	7,323	22,146	1,414	2,542
8p	1,366	3,931	2,120	43,980	9,802	1,849	8,112	22,398	1,818	2,379

※ 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
2020.3/4	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
2023.1/4	128,891	12,518	5,776	5,589	1,153	4,897	4,225	672	41,008	18,374
2/4	131,941	10,320	4,197	5,330	793	3,875	3,356	520	44,802	19,904
2021. 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
3	46,138	4,202	2,145	1,754	304	1,854	1,634	221	15,694	7,198
4	42,479	3,444	1,493	1,685	266	1,319	1,138	181	14,927	6,537
5	46,093	3,348	1,323	1,762	264	1,321	1,156	165	15,600	6,973
6	43,368	3,527	1,382	1,883	263	1,235	1,062	173	14,275	6,393
7p	42,556	3,471	1,448	1,760	263	1,490	1,298	192	14,134	5,973
8p	42,536	3,441	1,373	1,555	513	1,395	1,187	208	13,181	5,223

※ 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
2020.3/4	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
2023.1/4	4,648	3,312	3,119	2,054	8,538	964	20,944	15,575	5,368	10,570	4,437
2/4	4,747	3,399	3,227	2,505	10,116	905	17,536	13,368	4,168	13,200	4,552
2021. 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
3	1,749	1,257	1,081	847	3,193	368	6,890	5,208	1,683	4,557	1,551
4	1,572	1,187	1,035	905	3,365	326	6,315	4,770	1,545	3,460	1,473
5	1,712	1,156	1,122	844	3,478	316	6,619	4,994	1,625	3,878	1,568
6	1,463	1,056	1,070	756	3,274	263	4,602	3,603	998	5,861	1,510
7p	1,605	1,136	1,192	708	3,274	246	4,781	3,801	979	3,731	1,606
8p	1,237	1,182	1,210	645	3,461	223	5,076	3,968	1,108	4,131	1,573

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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
2020.3/4	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
2023.1/4	4,263	1,579	291	38,173	33,033	2,228	54	1,932	928	781
2/4	6,906	1,487	255	41,441	35,186	2,748	55	2,395	1,057	766
2021. 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
3	2,299	602	105	12,646	11,014	726	12	586	307	294
4	1,407	488	92	12,730	11,109	675	12	561	373	283
5	1,721	497	92	15,069	13,104	1,015	23	557	369	257
6	3,778	502	71	13,642	10,973	1,057	20	1,277	315	226
7p	1,550	497	78	14,682	11,821	1,074	26	1,364	396	267
8p	1,933	531	95	15,003	12,166	1,123	27	1,379	309	308

※ 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(스마트조사·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