



Online Shopping



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

Embargo 12:00P.M., October 2, 2024 Release Date 8:30A.M., October 2, 2024

Online Shopping in August 2024

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Online Shopping in August 2024

1. Overview

- The online shopping transaction value marked 19.5580 trillion won in August 2024, rising 1.9% from August 2023. The mobile shopping transaction value marked 14.9817 trillion won in August 2024, rising 5.4% from August 2023.
- Compared to July 2024, the online and mobile shopping transaction value fell by 1.8% and 0.8%, respectively.
- The mobile shopping transaction value accounted for 76.6% of the total online shopping transaction value, which went up by 2.5%p from 74.1% in August 2023.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Aug.	Jul. ^p	Aug. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,288,607	191,922	199,224	195,580	-3,643	-1.8	3,659	1.9
○ Mobile shopping transaction value (B)	1,690,320	142,156	150,974	149,817	-1,157	-0.8	7,661	5.4
○ Share of mobile shopping transaction value (B/A)	73.9	74.1	75.8	76.6	-	0.8	-	2.5

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to August 2023, the online shopping transaction value of 'E-coupon services' declined by 48.6%. Whereas, the online shopping transaction value of 'Food & beverages', 'Food services' and 'Agriculture, livestock and fishery products' grew by 15.5%, 15.4% and 13.4%, respectively.
 - Compared to July 2024, the online shopping transaction value of 'Food & beverages' rose by 6.9%. In the meantime, the online shopping transaction value of 'Clothing' and 'Home electric appliances and electronic equipment' fell by 18.0% and 14.1%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Aug.	Jul. ^p	Aug. ^p	Change	Percent change	Change	Percent change
○ Total	2,288,607	191,922	199,224	195,580	-3,643	-1.8	3,659	1.9
- Home electric appliances	299,879	25,290	25,939	22,442	-3,497	-13.5	-2,848	-11.3
• Computers and computer-related appliances	87,094	6,772	6,281	5,875	-405	-6.5	-896	-13.2
• Home electric appliances and electronic equipment	151,848	12,672	14,229	12,217	-2,013	-14.1	-456	-3.6
• Telecommunication equipment	60,937	5,845	5,429	4,350	-1,079	-19.9	-1,496	-25.6
- Books	43,455	3,496	3,762	3,580	-182	-4.8	84	2.4
• Books	24,284	2,060	2,262	2,108	-154	-6.8	48	2.3
• Office appliances and stationery	19,171	1,436	1,500	1,472	-28	-1.9	36	2.5
- Fashion	552,110	40,813	43,618	39,356	-4,262	-9.8	-1,457	-3.6
• Clothing	214,781	13,855	16,275	13,340	-2,935	-18.0	-515	-3.7
• Footwear	39,567	2,692	3,163	2,681	-483	-15.3	-11	-0.4
• Luggage	28,389	2,409	2,113	1,939	-174	-8.2	-470	-19.5
• Fashion and accessories	38,785	3,137	3,516	3,035	-482	-13.7	-103	-3.3
• Sports and leisure appliances	59,435	4,779	4,599	4,243	-356	-7.7	-536	-11.2
• Cosmetics	118,721	9,889	9,885	10,133	248	2.5	244	2.5
• Goods for infants and children	52,432	4,052	4,066	3,985	-82	-2.0	-67	-1.7
- Food products	406,904	35,588	38,147	40,902	2,755	7.2	5,314	14.9
• Food & beverages	298,415	26,257	28,356	30,321	1,966	6.9	4,064	15.5
• Agriculture, livestock and fishery products	108,489	9,331	9,792	10,581	789	8.1	1,250	13.4
- Household goods	296,302	24,802	27,347	27,199	-148	-0.5	2,398	9.7
• Household goods	173,058	14,831	16,404	16,038	-365	-2.2	1,208	8.1
• Motor vehicles, motor vehicle parts & accessories	44,746	3,313	4,145	4,414	269	6.5	1,101	33.2
• Furniture	53,363	4,465	4,510	4,449	-62	-1.4	-17	-0.4
• Pet products	25,134	2,192	2,288	2,298	10	0.5	106	4.8
- Services	661,579	59,730	58,504	60,301	1,797	3.1	572	1.0
• Travel arrangement and transportation services	241,373	22,393	22,737	23,395	658	2.9	1,002	4.5
• Culture and leisure services	29,791	2,918	2,731	2,910	180	6.6	-8	-0.3
• E-coupon services	100,649	8,290	5,178	4,262	-916	-17.7	-4,028	-48.6
• Food services	264,012	23,692	25,526	27,350	1,825	7.1	3,659	15.4
• Miscellaneous services	25,754	2,437	2,333	2,383	50	2.2	-54	-2.2
- Others	28,378	2,204	1,907	1,800	-107	-5.6	-404	-18.3