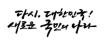


Statistics Korea

Press Release



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Online Shopping in August 2023

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Online Shopping in August 2023

1. Overview

- □ The online shopping transaction value marked 19.1023 trillion won in August 2023, rising 6.1% from August 2022. The mobile shopping transaction value marked 14.1396 trillion won in August 2023, rising 5.3% from August 2022.
 - Compared to July 2023, the online and mobile shopping transaction value grew by 1.3% and 0.5%, respectively.
 - The mobile shopping transaction value accounted for 74.0% of the total online shopping transaction value, which went down by 0.6%p from 74.6% in August 2022.

	2022		2023		Month-on-month		Year-on-year	
	Annual	Aug.	Jul. ^p	Aug. ^p	Change	(Percent) change	Change	(Percent) change
 Total online shopping transaction value (A) 	2,098,790	180,086	188,571	191,023	2,452	1.3	10,937	6.1
Mobile shopping transaction value (B)	1,569,016	134,325	140,641	141,396	755	0.5	7,071	5.3
Share of mobile shopping transaction value (B/A)	74.8	74.6	74.6	74.0	_	-0.6	_	-0.6

< Online Shopping Transaction Value >

(100 million won, %, %p)

2. Transaction Value by Group of Commodities

□ Online Shopping Transaction Value by Group of Commodities

- Compared to August 2022, the online shopping transaction value of 'Motor vehicles, motor vehicle parts & accessories' declined by 26.6%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'E-coupon services' and 'Food & beverages' grew by 29.1%, 37.0% and 5.1%, respectively.
- Compared to July 2023, the online shopping transaction value of 'Clothing' declined by 14.6%. In the meantime, the online shopping transaction value of 'Telecommunication equipment' and 'Food & beverages' grew by 52.8% and 6.1%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2022		2023		Month-on-month Year-on-year				
	Annual	Aug.	Jul. ^p	Aug. ^p	Change	Percent change	Change	Percent change	
• Total	2,098,790	180,086	188,571	191,023	2,452	1.3	10,937	6.1	
- Home electric appliances	299,649	25,060	24,593	25,054	461	1.9	-5	0.0	
Computers and computer-related appliances	91,239	7,246	6,764	6,754	-10	-0.1	-492	-6.8	
Home electric appliances and electronic equipment	151,895	12,358	14,011	12,467	-1,544	-11.0	109	0.9	
Telecommunication equipment	56,515	5,455	3,818	5,834	2,016	52.8	378	6.9	
- Books	43,902	3,584	3,533	3,569	36	1.0	-15	-0.4	
• Books	25,943	2,213	2,129	2,090	-39	-1.8	-123	-5.6	
· Office appliances and stationery	17,959	1,371	1,404	1,479	75	5.3	108	7.9	
- Fashion	520,694	38,773	42,847	40,059	-2,789	-6.5	1,286	3.3	
Clothing	192,975	12,481	15,011	12,819	-2,192	-14.6	338	2.7	
• Footwear	38,685	2,944	3,302	2,665	-637	-19.3	-280	-9.5	
• Luggage	27,510	2,360	2,483	2,551	68	27	191	8.1	
Fashion and accessories	37,438	3,036	3,199	3,100	-99	-3.1	64	2.1	
Sports and leisure appliances	61,130	4,990	4,963	4,813	-150	-3.0	-177	-3.5	
Cosmetics	110,976	8,827	9,784	10,071	288	2.9	1,244	14.1	
· Goods for infants and children	51,979	4,135	4,106	4,039	-67	-1.6	-95	-2.3	
- Food products	361,050	34,090	33,353	35,721	2,368	7.1	1,631	4.8	
Food & beverages	266,438	25,159	24,915	26,431	1,516	6.1	1,272	5.1	
Agriculture, livestock and fishery products	94,611	8,931	8,437	9,290	853	10.1	359	4.0	
- Household goods	282,518	25,312	24,326	24,951	625	2.6	-361	-1.4	
· Household goods	165,316	14,471	14,908	14,975	67	0.5	504	3.5	
Motor vehicles, motor vehicle parts & accessories	42,496	4,492	2,897	3,299	402	13.9	-1,193	-26.6	
• Furniture	51,976	4,341	4,373	4,462	89	2.0	121	2.8	
Pet products	22,731	2,008	2,148	2,215	66	3.1	207	10.3	
- Services	552,685	49,919	57,110	58,983	1,873	3.3	9,064	18.2	
Travel arrangement and transportation services	167,277	17,010	21,664	21,968	304	1.4	4,958	29.1	
Culture and leisure services	24,072	2,404	2,777	2,972	195	7.0	567	23.6	
• E-coupon services	73,259	5,940	7,350	8,139	789	10.7	2,199	37.0	
Food services	265,940	22,774	23,509	23,777	268	1.1	1,003	4.4	
Miscellaneous services	22,138	1,790	1,811	2,128	317	17.5	337	18.8	
- Others	38,293	3,349	2,809	2,687	-122	-4.3	-662	-19.8	