



Online Shopping



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

Embargo 12:00P.M., April 1, 2025 Release Date 8:30A.M., April 1, 2025

Online Shopping in February 2025

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Online Shopping in February 2025

1. Overview

- The online shopping transaction value marked 21.0616 trillion won in February 2025, rising 3.5% from February 2024. The mobile shopping transaction value marked 16.1308 trillion won in February 2025, rising 3.8% from February 2024.
- Compared to January 2025, the online shopping and mobile shopping transaction value fell by 3.9% and 6.7%, respectively.
- The mobile shopping transaction value accounted for 76.6% of the total online shopping transaction value, which went up by 0.2%p from 76.4% in February 2024.

< Online Shopping Transaction Value >

(100 million won, %, %p)

| | 2024 | | 2025 | | Month-on-month | | Year-on-year | |
|--|-----------|---------|---------|---------|----------------|------------------|--------------|------------------|
| | Annual | Feb. | Jan.p | Feb.p | Change | (Percent) change | Change | (Percent) change |
| ○ Total online shopping transaction value (A) | 2,594,319 | 203,465 | 219,088 | 210,616 | -8,472 | -3.9 | 7,151 | 3.5 |
| ○ Mobile shopping transaction value (B) | 1,983,395 | 155,360 | 172,800 | 161,308 | -11,493 | -6.7 | 5,948 | 3.8 |
| ○ Share of mobile shopping transaction value (B/A) | 76.5 | 76.4 | 78.9 | 76.6 | - | -2.3 | - | 0.2 |

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to February 2024, the online shopping transaction value of 'E-coupon services' declined by 48.5%. Whereas, the online shopping transaction value of 'Food services', 'Telecommunication equipment' and 'Food & beverages' grew by 10.9%, 53.9% and 8.3% respectively.
 - Compared to January 2025, the online shopping transaction value of 'Telecommunication equipment' grew by 55.8%. In the meantime, the online shopping transaction value of and 'Agriculture, livestock and fishery products', 'Food & beverages' fell by 27.8% and 12.4%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

| | 2024 | | 2025 | | Month-on-month | | Year-on-year | |
|---|-----------|---------|---------|---------|----------------|----------------|--------------|----------------|
| | Annual | Feb. | Jan.p | Feb.p | Change | Percent change | Change | Percent change |
| ○ Total | 2,594,319 | 203,465 | 219,088 | 210,616 | -8,472 | -3.9 | 7,151 | 3.5 |
| - Home electric appliances | 308,537 | 26,171 | 24,713 | 28,643 | 3,930 | 15.9 | 2,472 | 9.4 |
| • Computers and computer-related appliances | 85,108 | 8,558 | 7,528 | 8,509 | 981 | 13.0 | -49 | -0.6 |
| • Home electric appliances and electronic equipment | 163,010 | 12,500 | 12,137 | 12,267 | 129 | 1.1 | -233 | -1.9 |
| • Telecommunication equipment | 60,418 | 5,113 | 5,048 | 7,868 | 2,819 | 55.8 | 2,754 | 53.9 |
| - Books | 46,267 | 3,733 | 3,907 | 4,117 | 210 | 5.4 | 383 | 10.3 |
| • Books | 25,940 | 2,120 | 2,324 | 2,325 | 1 | 0.1 | 205 | 9.7 |
| • Office appliances and stationery | 20,327 | 1,613 | 1,583 | 1,791 | 208 | 13.2 | 178 | 11.0 |
| - Fashion | 562,775 | 41,774 | 42,079 | 42,049 | -29 | -0.1 | 275 | 0.7 |
| • Clothing | 219,961 | 15,848 | 15,468 | 14,753 | -715 | -4.6 | -1,095 | -6.9 |
| • Footwear | 37,935 | 3,027 | 2,299 | 2,885 | 586 | 25.5 | -142 | -4.7 |
| • Luggage | 27,163 | 2,469 | 2,009 | 2,105 | 97 | 4.8 | -363 | -14.7 |
| • Fashion and accessories | 40,372 | 2,896 | 3,219 | 3,528 | 308 | 9.6 | 632 | 21.8 |
| • Sports and leisure appliances | 56,235 | 3,614 | 3,521 | 3,436 | -85 | -2.4 | -178 | -4.9 |
| • Cosmetics | 128,250 | 9,826 | 11,517 | 11,166 | -351 | -3.0 | 1,340 | 13.6 |
| • Goods for infants and children | 52,860 | 4,094 | 4,046 | 4,176 | 130 | 3.2 | 82 | 2.0 |
| - Food products | 473,563 | 37,069 | 47,037 | 38,931 | -8,106 | -17.2 | 1,861 | 5.0 |
| • Food & beverages | 345,269 | 26,107 | 32,258 | 28,264 | -3,995 | -12.4 | 2,157 | 8.3 |
| • Agriculture, livestock and fishery products | 128,294 | 10,962 | 14,779 | 10,667 | -4,111 | -27.8 | -295 | -2.7 |
| - Household goods | 332,519 | 24,690 | 24,490 | 26,957 | 2,467 | 10.1 | 2,267 | 9.2 |
| • Household goods | 189,996 | 14,371 | 14,878 | 15,112 | 234 | 1.6 | 741 | 5.2 |
| • Motor vehicles, motor vehicle parts & accessories | 58,046 | 3,302 | 2,729 | 4,494 | 1,765 | 64.7 | 1,191 | 36.1 |
| • Furniture | 56,670 | 4,904 | 4,500 | 5,097 | 597 | 13.3 | 193 | 3.9 |
| • Pet products | 27,807 | 2,113 | 2,382 | 2,255 | -128 | -5.4 | 141 | 6.7 |
| - Services | 841,770 | 67,845 | 74,716 | 67,857 | -6,859 | -9.2 | 12 | 0.0 |
| • Travel arrangement and transportation services | 324,647 | 25,725 | 29,127 | 26,458 | -2,669 | -9.2 | 733 | 2.9 |
| • Culture and leisure services | 31,617 | 2,385 | 1,949 | 2,014 | 66 | 3.4 | -370 | -15.5 |
| • E-coupon services | 86,518 | 9,847 | 5,856 | 5,074 | -782 | -13.3 | -4,772 | -48.5 |
| • Food services | 369,891 | 27,926 | 34,392 | 30,971 | -3,421 | -9.9 | 3,045 | 10.9 |
| • Miscellaneous services | 29,096 | 1,963 | 3,392 | 3,339 | -53 | -1.6 | 1,376 | 70.1 |
| - Others | 28,889 | 2,182 | 2,146 | 2,063 | -83 | -3.9 | -119 | -5.5 |