



Online Shopping



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in March 2025

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Online Shopping in March 2025

1. Overview

- The online shopping transaction value marked 22.4163 trillion won in March 2025, rising 2.6% from March 2024. The mobile shopping transaction value marked 17.2435 trillion won in March 2025, rising 4.8% from March 2024.
- Compared to February 2025, the online and mobile shopping transaction value grew by 6.3% and 6.9%, respectively.
- The mobile shopping transaction value accounted for 76.9% of the total online shopping transaction value, which went up by 1.6%p from 75.3% in March 2024.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Mar	Feb.p	Mar.p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,594,319	218,395	210,880	224,163	13,283	6.3	5,768	2.6
Mobile shopping transaction value (B)	1,983,395	164,513	161,315	172,435	11,120	6.9	7,922	4.8
Share of mobile shopping transaction value (B/A)	76.5	75.3	76.5	76.9	-	0.4	-	1.6

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to March 2024, the online shopping transaction value of 'E-coupon services' declined by 44.6%. Whereas, the online shopping transaction value of 'Food services', 'Food & beverages' and 'Agriculture, livestock and fishery products' grew by 14.6%, 9.8% and 11.3%, respectively.
 - Compared to February 2025, the online shopping transaction value of 'Telecommunication equipment' declined by 42.1%. In the meantime, the online shopping transaction value of 'Clothing' and 'Food services' grew by 25.4% and 9.1%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Mar	Feb.p	Mar.p	Change	Percent change	Change	Percent change
o Total	2,594,319	218,395	210,880	224,163	13,283	6.3	5,768	2.6
- Home electric appliances	308,537	25,478	28,652	25,275	-3,377	-11.8	-204	-0.8
• Computers and computer-related appliances	85,108	8,445	8,507	8,070	-436	-5.1	-374	-4.4
• Home electric appliances and electronic equipment	163,010	12,642	12,278	12,651	373	3.0	9	0.1
• Telecommunication equipment	60,418	4,391	7,867	4,553	-3,314	-42.1	162	3.7
- Books	46,267	4,600	4,129	4,867	739	17.9	267	5.8
• Books	25,940	2,728	2,322	2,905	583	25.1	177	6.5
• Office appliances and stationery	20,327	1,872	1,807	1,962	155	8.6	90	4.8
- Fashion	562,775	48,522	42,587	48,904	6,317	14.8	382	0.8
• Clothing	219,961	18,977	15,289	19,174	3,885	25.4	198	1.0
• Footwear	37,935	3,251	2,877	3,102	225	7.8	-149	-4.6
• Luggage	27,163	2,591	2,107	2,228	121	5.7	-363	-14.0
• Fashion and accessories	40,372	3,400	3,530	3,514	-16	-0.4	114	3.3
• Sports and leisure appliances	56,235	4,673	3,452	4,431	979	28.4	-242	-5.2
• Cosmetics	128,250	10,926	11,148	11,779	631	5.7	854	7.8
• Goods for infants and children	52,860	4,703	4,183	4,675	491	11.7	-29	-0.6
- Food products	473,563	38,547	38,940	42,490	3,549	9.1	3,943	10.2
• Food & beverages	345,269	28,139	28,269	30,904	2,634	9.3	2,765	9.8
• Agriculture, livestock and fishery products	128,294	10,408	10,671	11,586	915	8.6	1,178	11.3
- Household goods	332,519	30,647	26,986	29,408	2,423	9.0	-1,239	-4.0
• Household goods	189,996	16,020	15,151	16,671	1,520	10.0	650	4.1
• Motor vehicles, motor vehicle parts & accessories	58,046	7,078	4,483	5,226	743	16.6	-1,852	-26.2
• Furniture	56,670	5,255	5,098	5,069	-29	-0.6	-186	-3.5
• Pet products	27,807	2,294	2,254	2,443	189	8.4	149	6.5
- Services	841,770	68,094	67,413	70,768	3,355	5.0	2,675	3.9
• Travel arrangement and transportation services	324,647	25,719	26,048	26,690	642	2.5	971	3.8
• Culture and leisure services	31,617	2,579	2,096	2,332	235	11.2	-248	-9.6
• E-coupon services	86,518	8,783	5,071	4,867	-203	-4.0	-3,916	-44.6
• Food services	369,891	29,361	30,843	33,649	2,806	9.1	4,288	14.6
• Miscellaneous services	29,096	1,651	3,355	3,230	-125	-3.7	1,579	95.6
- Others	28,889	2,507	2,173	2,451	278	12.8	-56	-2.2