



Online Shopping



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in April 2025

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Online Shopping in April 2025

1. Overview

- The online shopping transaction value marked 21.6858 trillion won in April 2025, rising 2.5% from April 2024. The mobile shopping transaction value marked 16.7943 trillion won in April 2025, rising 4.6% from April 2024.
- Compared to March 2025, the online and mobile shopping transaction value fell by 2.6% and 2.4%, respectively.
- The mobile shopping transaction value accounted for 77.4% of the total online shopping transaction value, which went up by 1.5%p from 75.9% in April 2024.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Apr.	Mar. ^p	Apr. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,594,319	211,506	222,708	216,858	-5,850	-2.6	5,352	2.5
○ Mobile shopping transaction value (B)	1,983,395	160,583	172,046	167,943	-4,103	-2.4	7,360	4.6
○ Share of mobile shopping transaction value (B/A)	76.5	75.9	77.3	77.4	-	0.1	-	1.5

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to April 2024, the online shopping transaction value of 'E-coupon services' declined by 49.1%. Whereas, the online shopping transaction value of 'Food services' , 'Food & beverages' and 'Travel arrangement and transportation services' grew by 13.9%, 9.1% and 5.2%, respectively.
 - Compared to March 2025, the online shopping transaction value of 'Travel arrangement and transportation services' rose by 2.3%. In the meantime, the online shopping transaction value of 'Food services' and 'Computers and computer-related appliances' fell by 5.2% and 17.7%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Apr.	Mar. ^p	Apr. ^p	Change	Percent change	Change	Percent change
○ Total	2,594,319	211,506	222,708	216,858	-5,850	-2.6	5,352	2.5
- Home electric appliances	308,537	24,403	25,265	23,780	-1,485	-5.9	-623	-2.6
• Computers and computer-related appliances	85,108	6,970	8,082	6,652	-1,430	-17.7	-318	-4.6
• Home electric appliances and electronic equipment	163,010	13,422	12,630	12,619	-11	-0.1	-803	-6.0
• Telecommunication equipment	60,418	4,011	4,553	4,510	-44	-1.0	498	12.4
- Books	46,267	3,650	4,777	3,756	-1,021	-21.4	106	2.9
• Books	25,940	1,943	2,812	1,933	-879	-31.3	-10	-0.5
• Office appliances and stationery	20,327	1,708	1,965	1,823	-142	-7.2	116	6.8
- Fashion	562,775	49,323	48,011	49,028	1,018	2.1	-295	-0.6
• Clothing	219,961	19,470	18,317	18,742	425	2.3	-728	-3.7
• Footwear	37,935	3,359	3,105	3,333	228	7.3	-26	-0.8
• Luggage	27,163	2,361	2,232	2,094	-138	-6.2	-267	-11.3
• Fashion and accessories	40,372	3,413	3,497	3,415	-82	-2.3	3	0.1
• Sports and leisure appliances	56,235	5,246	4,410	4,970	560	12.7	-276	-5.3
• Cosmetics	128,250	10,661	11,785	11,574	-211	-1.8	913	8.6
• Goods for infants and children	52,860	4,814	4,665	4,901	236	5.1	87	1.8
- Food products	473,563	37,953	42,408	41,821	-586	-1.4	3,868	10.2
• Food & beverages	345,269	27,971	30,841	30,526	-315	-1.0	2,555	9.1
• Agriculture, livestock and fishery products	128,294	9,982	11,567	11,295	-272	-2.3	1,313	13.2
- Household goods	332,519	26,525	29,389	27,241	-2,148	-7.3	716	2.7
• Household goods	189,996	15,505	16,655	16,235	-420	-2.5	730	4.7
• Motor vehicles, motor vehicle parts & accessories	58,046	3,979	5,226	4,088	-1,138	-21.8	110	2.8
• Furniture	56,670	4,791	5,064	4,552	-513	-10.1	-239	-5.0
• Pet products	27,807	2,250	2,443	2,366	-77	-3.1	115	5.1
- Services	841,770	67,036	70,405	68,827	-1,578	-2.2	1,792	2.7
• Travel arrangement and transportation services	324,647	25,577	26,316	26,920	604	2.3	1,343	5.2
• Culture and leisure services	31,617	2,621	2,347	2,906	559	23.8	284	10.9
• E-coupon services	86,518	8,763	4,867	4,458	-409	-8.4	-4,305	-49.1
• Food services	369,891	27,997	33,649	31,901	-1,748	-5.2	3,904	13.9
• Miscellaneous services	29,096	2,078	3,227	2,643	-584	-18.1	565	27.2
- Others	28,889	2,615	2,454	2,404	-50	-2.0	-211	-8.1