



Online Shopping



Statistics Korea

Press Release

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

Online Shopping in May 2025

Contact Division	Deputy Director General for Short-Term Economic Statistics Short-Term Service Statistics Division	Contact Person	Choi Chang Yun (042-481-2585)
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Online Shopping in May 2025

1. Overview

- The online shopping transaction value marked 22.4870 trillion won in May 2025, rising 0.9% from May 2024. The mobile shopping transaction value marked 17.3600 trillion won in May 2025, rising 2.9% from May 2024.
- Compared to April 2025, the online and mobile shopping transaction value grew by 3.4% and 3.6%, respectively.
- The mobile shopping transaction value accounted for 77.2% of the total online shopping transaction value, which went up by 1.5%p from 75.7% in May 2024.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2024		2025		Month-on-month		Year-on-year	
	Annual	May	Apr. ^p	May ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,594,319	222,900	217,516	224,870	7,353	3.4	1,970	0.9
Mobile shopping transaction value (B)	1,983,395	168,685	167,526	173,600	6,074	3.6	4,915	2.9
Share of mobile shopping transaction value (B/A)	76.5	75.7	77.0	77.2	-	0.2	-	1.5

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to May 2024, the online shopping transaction value of 'E-coupon services' declined by 47.1%. Whereas, the online shopping transaction value of 'Food services' , 'Food & beverages' and 'Agriculture, livestock and fishery products' grew by 14.2%, 5.6% and 9.4%, respectively.
 - Compared to April 2025, the online shopping transaction value of 'Clothing' fell by 2.3%. In the meantime, the online shopping transaction value of 'Motor vehicles, motor vehicle parts & accessories' and 'Food services' rose by 69.0% and 7.9%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2024		2025		Month-on-month		Year-on-year	
	Annual	May	Apr. ^p	May ^p	Change	Percent change	Change	Percent change
○ Total	2,594,319	222,900	217,516	224,870	7,353	3.4	1,970	0.9
- Home electric appliances	308,537	25,651	23,769	25,267	1,498	6.3	-384	-1.5
• Computers and computer-related appliances	85,108	7,012	6,652	6,274	-378	-5.7	-738	-10.5
• Home electric appliances and electronic equipment	163,010	14,701	12,608	14,471	1,864	14.8	-229	-1.6
• Telecommunication equipment	60,418	3,939	4,510	4,522	12	0.3	583	14.8
- Books	46,267	3,591	3,757	3,472	-285	-7.6	-118	-3.3
• Books	25,940	2,005	1,933	1,904	-29	-1.5	-102	-5.1
• Office appliances and stationery	20,327	1,585	1,824	1,569	-256	-14.0	-17	-1.0
- Fashion	562,775	49,222	49,879	49,167	-712	-1.4	-55	-0.1
• Clothing	219,961	18,503	19,663	19,204	-459	-2.3	701	3.8
• Footwear	37,935	3,607	3,341	3,405	65	1.9	-202	-5.6
• Luggage	27,163	2,382	2,077	1,982	-95	-4.6	-400	-16.8
• Fashion and accessories	40,372	3,558	3,386	3,554	168	5.0	-5	-0.1
• Sports and leisure appliances	56,235	5,447	4,970	4,950	-20	-0.4	-497	-9.1
• Cosmetics	128,250	11,024	11,567	11,387	-180	-1.6	363	3.3
• Goods for infants and children	52,860	4,701	4,876	4,686	-190	-3.9	-15	-0.3
- Food products	473,563	39,704	41,783	42,341	557	1.3	2,636	6.6
• Food & beverages	345,269	29,218	30,495	30,865	371	1.2	1,647	5.6
• Agriculture, livestock and fishery products	128,294	10,487	11,289	11,476	187	1.7	989	9.4
- Household goods	332,519	29,173	27,261	30,380	3,119	11.4	1,207	4.1
• Household goods	189,996	16,245	16,249	16,647	398	2.4	402	2.5
• Motor vehicles, motor vehicle parts & accessories	58,046	5,927	4,088	6,909	2,821	69.0	982	16.6
• Furniture	56,670	4,678	4,556	4,402	-154	-3.4	-276	-5.9
• Pet products	27,807	2,322	2,368	2,422	54	2.3	100	4.3
- Services	841,770	73,078	68,668	71,752	3,084	4.5	-1,325	-1.8
• Travel arrangement and transportation services	324,647	28,635	26,942	28,193	1,252	4.6	-442	-1.5
• Culture and leisure services	31,617	2,445	2,718	2,737	20	0.7	292	11.9
• E-coupon services	86,518	9,720	4,457	5,143	686	15.4	-4,577	-47.1
• Food services	369,891	30,144	31,901	34,413	2,512	7.9	4,269	14.2
• Miscellaneous services	29,096	2,134	2,651	1,266	-1,385	-52.3	-868	-40.7
- Others	28,889	2,482	2,400	2,491	91	3.8	9	0.3