



Online Shopping



Statistics Korea

# Press Release



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

## Online Shopping in July 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 July 2025

## 1. Overview

- The online shopping transaction value marked 23.0335 trillion won in July 2025, rising 7.3% from July 2024. The mobile shopping transaction value marked 18.1568 trillion won in July 2025, rising 10.0% from July 2024.
- Compared to June 2025, the online and mobile shopping transaction value grew by 5.0% and 6.4%, respectively.
- The mobile shopping transaction value accounted for 78.8% of the total online shopping transaction value, which went up by 1.9%p from 76.9% in July 2024.

### < Online Shopping Transaction Value >

(100 million won, %, %p)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Jul.	Jun. <sup>p</sup>	Jul. <sup>p</sup>	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,594,319	214,622	219,353	230,335	10,982	5.0	15,713	7.3
○ Mobile shopping transaction value (B)	1,983,395	165,092	170,682	181,568	10,886	6.4	16,477	10.0
○ Share of mobile shopping transaction value (B/A)	76.5	76.9	77.8	78.8	-	1.0	-	1.9

## 2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
  - Compared to July 2024, the online shopping transaction value of 'Luggage' declined by 13.8%. Whereas, the online shopping transaction value of 'Food & beverages', 'Food services' and 'Motor vehicles, motor vehicle parts & accessories' grew by 12.6%, 11.0% and 54.8%, respectively.
  - Compared to June 2025, the online shopping transaction value of 'Clothing' fell by 10.1%. In the meantime, the online shopping transaction value of 'Travel arrangement and transportation services' and 'Food & beverages' rose by 11.4% and 6.7%, respectively.

## < Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Jul.	Jun. <sup>p</sup>	Jul. <sup>p</sup>	Change	Percent change	Change	Percent change
○ Total	2,594,319	214,622	219,353	230,335	10,982	5.0	15,713	7.3
– Home electric appliances	308,537	27,021	24,537	28,546	4,010	16.3	1,526	5.6
• Computers and computer-related appliances	85,108	6,353	5,937	6,513	575	9.7	160	2.5
• Home electric appliances and electronic equipment	163,010	15,235	14,951	16,651	1,700	11.4	1,415	9.3
• Telecommunication equipment	60,418	5,432	3,648	5,383	1,734	47.5	-49	-0.9
– Books	46,267	3,816	3,223	3,849	626	19.4	33	0.9
• Books	25,940	2,296	1,742	2,241	500	28.7	-55	-2.4
• Office appliances and stationery	20,327	1,520	1,481	1,608	127	8.6	89	5.8
– Fashion	562,775	44,386	47,467	45,539	-1,928	-4.1	1,153	2.6
• Clothing	219,961	16,606	18,475	16,601	-1,874	-10.1	-5	0.0
• Footwear	37,935	3,160	3,384	3,053	-331	-9.8	-107	-3.4
• Luggage	27,163	2,261	1,905	1,949	45	2.3	-312	-13.8
• Fashion and accessories	40,372	3,580	3,459	3,714	255	7.4	134	3.8
• Sports and leisure appliances	56,235	4,652	4,587	4,873	286	6.2	221	4.7
• Cosmetics	128,250	10,064	11,455	10,896	-560	-4.9	832	8.3
• Goods for infants and children	52,860	4,063	4,203	4,453	250	5.9	390	9.6
– Food products	473,563	38,400	41,250	43,666	2,416	5.9	5,266	13.7
• Food & beverages	345,269	28,579	30,183	32,193	2,010	6.7	3,615	12.6
• Agriculture, livestock and fishery products	128,294	9,821	11,067	11,473	406	3.7	1,652	16.8
– Household goods	332,519	28,158	31,429	31,829	400	1.3	3,671	13.0
• Household goods	189,996	16,587	16,871	17,543	673	4.0	956	5.8
• Motor vehicles, motor vehicle parts & accessories	58,046	4,715	7,596	7,300	-297	-3.9	2,585	54.8
• Furniture	56,670	4,498	4,500	4,453	-47	-1.0	-45	-1.0
• Pet products	27,807	2,358	2,462	2,533	71	2.9	175	7.4
– Services	841,770	70,545	69,050	74,635	5,585	8.1	4,091	5.8
• Travel arrangement and transportation services	324,647	28,360	26,459	29,479	3,020	11.4	1,119	3.9
• Culture and leisure services	31,617	2,740	2,489	3,127	638	25.6	387	14.1
• E-coupon services	86,518	5,271	4,582	5,125	543	11.8	-146	-2.8
• Food services	369,891	32,102	34,228	35,619	1,391	4.1	3,517	11.0
• Miscellaneous services	29,096	2,072	1,291	1,285	-6	-0.4	-787	-38.0
– Others	28,889	2,297	2,396	2,269	-127	-5.3	-27	-1.2