



Online Shopping



Ministry of Data and Statistics

Press Release



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Online Shopping in August 2025

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Online Shopping in August 2025

1. Overview

- The online shopping transaction value marked 22.4802 trillion won in August 2025, rising 6.6% from August 2024. The mobile shopping transaction value marked 17.8489 trillion won in August 2025, rising 8.9% from August 2024.
- Compared to July 2025, the online and mobile shopping transaction value fell by 2.8% and 2.1%, respectively.
- The mobile shopping transaction value accounted for 79.4% of the total online shopping transaction value, which went up by 1.7%p from 77.7% in August 2024.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Aug.	Jul. ^p	Aug. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,594,319	210,875	231,308	224,802	-6,506	-2.8	13,927	6.6
○ Mobile shopping transaction value (B)	1,983,395	163,872	182,372	178,489	-3,883	-2.1	14,617	8.9
○ Share of mobile shopping transaction value (B/A)	76.5	77.7	78.8	79.4	-	0.6	-	1.7

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to August 2024, the online shopping transaction value of 'Luggage' declined by 7.0%. Whereas, the online shopping transaction value of 'Food services' and 'Motor vehicles, motor vehicle parts & accessories', 'Food & beverages' grew by 9.0%, 55.1% and 5.8%, respectively.
 - Compared to July 2025, the online shopping transaction value of 'Food services' rose by 3.8%. In the meantime, the online shopping transaction value of 'Home electric appliances and electronic equipment' and 'Clothing' fell by 20.6% and 15.8%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Aug.	Jul. ^p	Aug. ^p	Change	Percent change	Change	Percent change
○ Total	2,594,319	210,875	231,308	224,802	-6,506	-2.8	13,927	6.6
- Home electric appliances	308,537	23,395	28,505	25,060	-3,446	-12.1	1,664	7.1
• Computers and computer-related appliances	85,108	5,961	6,515	6,441	-74	-1.1	480	8.0
• Home electric appliances and electronic equipment	163,010	13,079	16,608	13,185	-3,422	-20.6	106	0.8
• Telecommunication equipment	60,418	4,355	5,383	5,433	51	0.9	1,078	24.8
- Books	46,267	3,652	3,874	3,761	-112	-2.9	110	3.0
• Books	25,940	2,136	2,264	2,213	-50	-2.2	78	3.6
• Office appliances and stationery	20,327	1,516	1,610	1,548	-62	-3.8	32	2.1
- Fashion	562,775	40,308	45,593	42,081	-3,512	-7.7	1,773	4.4
• Clothing	219,961	13,721	16,638	14,008	-2,630	-15.8	287	2.1
• Footwear	37,935	2,727	3,044	2,645	-399	-13.1	-82	-3.0
• Luggage	27,163	2,104	1,952	1,956	4	0.2	-148	-7.0
• Fashion and accessories	40,372	3,113	3,706	3,422	-285	-7.7	308	9.9
• Sports and leisure appliances	56,235	4,306	4,877	4,357	-520	-10.7	51	1.2
• Cosmetics	128,250	10,313	10,921	11,435	514	4.7	1,122	10.9
• Goods for infants and children	52,860	4,024	4,454	4,258	-196	-4.4	234	5.8
- Food products	473,563	40,948	43,636	43,641	5	0.0	2,693	6.6
• Food & beverages	345,269	30,287	32,162	32,051	-112	-0.3	1,763	5.8
• Agriculture, livestock and fishery products	128,294	10,661	11,474	11,590	116	1.0	929	8.7
- Household goods	332,519	28,060	31,835	31,535	-300	-0.9	3,474	12.4
• Household goods	189,996	16,208	17,528	16,775	-753	-4.3	567	3.5
• Motor vehicles, motor vehicle parts & accessories	58,046	5,042	7,300	7,821	522	7.1	2,779	55.1
• Furniture	56,670	4,439	4,474	4,432	-42	-0.9	-7	-0.2
• Pet products	27,807	2,371	2,533	2,507	-26	-1.0	136	5.7
- Services	841,770	72,380	75,587	76,572	986	1.3	4,192	5.8
• Travel arrangement and transportation services	324,647	28,679	29,886	29,479	-407	-1.4	800	2.8
• Culture and leisure services	31,617	2,921	3,272	3,741	468	14.3	819	28.0
• E-coupon services	86,518	4,381	5,126	4,760	-366	-7.1	379	8.6
• Food services	369,891	34,296	36,010	37,366	1,356	3.8	3,070	9.0
• Miscellaneous services	29,096	2,103	1,292	1,227	-65	-5.1	-876	-41.6
- Others	28,889	2,131	2,280	2,152	-127	-5.6	21	1.0