



Online Shopping



Ministry of Data and Statistics

Press Release



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Online Shopping in September 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 September 2025

1. Overview

- The online shopping transaction value marked 23.7956 trillion won in September 2025, rising 13.3% from September 2024. The mobile shopping transaction value marked 18.0552 trillion won in September 2025, rising 11.0% from September 2024.
- Compared to August 2025, the online and mobile shopping transaction value grew by 6.5% and 1.7%, respectively.
- The mobile shopping transaction value accounted for 75.9% of the total online shopping transaction value, which declined by 1.6%p from 77.5% in September 2024.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Sep.	Aug. ^p	Sep. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,594,319	209,964	223,416	237,956	14,541	6.5	27,993	13.3
○ Mobile shopping transaction value (B)	1,983,395	162,713	177,499	180,552	3,053	1.7	17,839	11.0
○ Share of mobile shopping transaction value (B/A)	76.5	77.5	79.4	75.9	-	-3.5	-	-1.6

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to September 2024, the online shopping transaction value of 'Culture and leisure services' declined by 8.2%. Whereas, the online shopping transaction value of 'Motor vehicles, motor vehicle parts & accessories', 'Food & beverages' and 'Travel arrangement and transportation services' grew by 136.4%, 17.7% and 12.0%, respectively.
 - Compared to August 2025, the online shopping transaction value of 'Food services' fell by 9.7%. In the meantime, the online shopping transaction value of 'Food & beverages' and 'Clothing' rose by 11.8% and 24.2%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Sep.	Aug. ^p	Sep. ^p	Change	Percent change	Change	Percent change
○ Total	2,594,319	209,964	223,416	237,956	14,541	6.5	27,993	13.3
– Home electric appliances	308,537	25,281	25,071	28,267	3,196	12.7	2,986	11.8
• Computers and computer-related appliances	85,108	5,839	6,441	7,370	930	14.4	1,531	26.2
• Home electric appliances and electronic equipment	163,010	12,051	13,197	13,037	-160	-1.2	986	8.2
• Telecommunication equipment	60,418	7,390	5,434	7,860	2,426	44.6	469	6.4
– Books	46,267	3,568	3,764	4,067	303	8.1	500	14.0
• Books	25,940	2,066	2,213	2,232	19	0.9	166	8.0
• Office appliances and stationery	20,327	1,502	1,551	1,836	284	18.3	334	22.2
– Fashion	562,775	41,703	41,090	45,767	4,677	11.4	4,064	9.7
• Clothing	219,961	14,968	13,343	16,566	3,224	24.2	1,599	10.7
• Footwear	37,935	2,731	2,503	2,735	232	9.3	4	0.1
• Luggage	27,163	2,132	1,899	2,033	133	7.0	-100	-4.7
• Fashion and accessories	40,372	3,074	3,292	3,689	397	12.1	615	20.0
• Sports and leisure appliances	56,235	4,479	4,356	4,820	463	10.6	340	7.6
• Cosmetics	128,250	10,325	11,428	11,381	-47	-0.4	1,056	10.2
• Goods for infants and children	52,860	3,993	4,269	4,543	274	6.4	550	13.8
– Food products	473,563	42,667	43,635	50,627	6,992	16.0	7,960	18.7
• Food & beverages	345,269	30,459	32,052	35,846	3,795	11.8	5,387	17.7
• Agriculture, livestock and fishery products	128,294	12,208	11,584	14,781	3,197	27.6	2,573	21.1
– Household goods	332,519	25,847	31,543	34,157	2,615	8.3	8,310	32.2
• Household goods	189,996	15,266	16,771	17,368	598	3.6	2,103	13.8
• Motor vehicles, motor vehicle parts & accessories	58,046	4,106	7,821	9,704	1,882	24.1	5,598	136.4
• Furniture	56,670	4,235	4,432	4,535	102	2.3	299	7.1
• Pet products	27,807	2,241	2,518	2,551	33	1.3	310	13.8
– Services	841,770	68,447	76,154	72,798	-3,355	-4.4	4,352	6.4
• Travel arrangement and transportation services	324,647	25,869	29,561	28,970	-591	-2.0	3,100	12.0
• Culture and leisure services	31,617	3,302	3,741	3,030	-711	-19.0	-272	-8.2
• E-coupon services	86,518	5,137	4,760	5,236	476	10.0	98	1.9
• Food services	369,891	31,357	36,864	33,291	-3,573	-9.7	1,934	6.2
• Miscellaneous services	29,096	2,780	1,229	2,272	1,043	84.9	-508	-18.3
– Others	28,889	2,451	2,158	2,272	114	5.3	-179	-7.3