



Online Shopping



Ministry of Data and Statistics

Press Release

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Online Shopping in November 2025

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Online Shopping in November 2025

1. Overview

- The online shopping transaction value marked 24.1613 trillion won in November 2025, rising 6.8% from November 2024. The mobile shopping transaction value marked 18.5941 trillion won in November 2025, rising 7.9% from November 2024.
- Compared to October 2025, the online and mobile shopping transaction value rose by 5.7% and 4.2%, respectively.
- The mobile shopping transaction value accounted for 77.0% of the total online shopping transaction value, which rose by 0.9%p from 76.1% in November 2024.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Nov.	Oct. ^p	Nov. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,594,319	226,307	228,631	241,613	12,982	5.7	15,306	6.8
Mobile shopping transaction value (B)	1,983,395	172,327	178,468	185,941	7,473	4.2	13,613	7.9
Share of mobile shopping transaction value (B/A)	76.5	76.1	78.1	77.0	-	-1.1	-	0.9

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to November 2024, the online shopping transaction value of 'Home electric appliances and electronic equipment' declined by 4.9%. Whereas, the online shopping transaction value of 'Food Services', 'Food & beverages' and 'Travel arrangement and transportation services' grew by 13.7%, 10.1% and 8.5%, respectively.
 - Compared to October 2025, the online shopping transaction value of 'Travel arrangement and transportation services' fell by 6.5%. In the meantime, the online shopping transaction value of 'Clothing' and 'Food & beverages' rose by 21.8% and 6.1%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Nov.	Oct. ^p	Nov. ^p	Change	Percent change	Change	Percent change
○ Total	2,594,319	226,307	228,631	241,613	12,982	5.7	15,306	6.8
– Home electric appliances	308,537	27,468	25,368	28,501	3,133	12.4	1,033	3.8
• Computers and computer-related appliances	85,108	7,397	6,310	8,085	1,775	28.1	688	9.3
• Home electric appliances and electronic equipment	163,010	15,186	12,704	14,445	1,740	13.7	-742	-4.9
• Telecommunication equipment	60,418	4,885	6,353	5,971	-382	-6.0	1,086	22.2
– Books	46,267	3,984	3,337	4,025	688	20.6	41	1.0
• Books	25,940	2,068	1,672	1,982	309	18.5	-87	-4.2
• Office appliances and stationery	20,327	1,916	1,665	2,044	379	22.8	128	6.7
– Fashion	562,775	55,062	50,998	57,113	6,114	12.0	2,050	3.7
• Clothing	219,961	24,509	21,413	26,082	4,668	21.8	1,572	6.4
• Footwear	37,935	3,916	2,948	3,673	725	24.6	-244	-6.2
• Luggage	27,163	2,078	1,912	1,973	61	3.2	-105	-5.1
• Fashion and accessories	40,372	3,438	4,097	3,713	-384	-9.4	275	8.0
• Sports and leisure appliances	56,235	5,266	4,967	4,975	7	0.1	-291	-5.5
• Cosmetics	128,250	11,275	11,162	12,003	841	7.5	727	6.5
• Goods for infants and children	52,860	4,579	4,499	4,695	196	4.4	116	2.5
– Food products	473,563	39,670	41,710	44,034	2,324	5.6	4,364	11.0
• Food & beverages	345,269	29,267	30,350	32,209	1,859	6.1	2,942	10.1
• Agriculture, livestock and fishery products	128,294	10,403	11,360	11,825	464	4.1	1,422	13.7
– Household goods	332,519	29,044	28,657	31,760	3,104	10.8	2,717	9.4
• Household goods	189,996	16,261	16,251	17,074	822	5.1	813	5.0
• Motor vehicles, motor vehicle parts & accessories	58,046	5,464	5,557	7,378	1,821	32.8	1,914	35.0
• Furniture	56,670	4,916	4,352	4,791	439	10.1	-125	-2.5
• Pet products	27,807	2,403	2,496	2,518	22	0.9	115	4.8
– Services	841,770	68,505	76,176	73,486	-2,690	-3.5	4,981	7.3
• Travel arrangement and transportation services	324,647	26,297	30,499	28,522	-1,977	-6.5	2,225	8.5
• Culture and leisure services	31,617	2,520	3,011	2,803	-209	-6.9	282	11.2
• E-coupon services	86,518	5,393	5,560	5,611	51	0.9	218	4.0
• Food services	369,891	30,751	35,654	34,950	-703	-2.0	4,199	13.7
• Miscellaneous services	29,096	3,544	1,452	1,600	147	10.1	-1,944	-54.9
– Others	28,889	2,573	2,385	2,693	308	12.9	120	4.7