



Online Shopping



Ministry of Data
and Statistics

Press Release

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Online Shopping in December 2025

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Online Shopping in December 2025

1. Overview

- The online shopping transaction value marked 24.2904 trillion won in December 2025, rising 6.2% from December 2024. The mobile shopping transaction value marked 18.7991 trillion won in December 2025, rising 6.2% from December 2024.
- Compared to November 2025, the online and mobile shopping transaction value rose by 0.8% and 1.2%, respectively.
- The mobile shopping transaction value accounted for 77.4% of the total online shopping transaction value, unchanged from 77.4% in December 2024.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Dec.	Nov. ^p	Dec. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,594,319	228,697	241,055	242,904	1,850	0.8	14,208	6.2
Mobile shopping transaction value (B)	1,983,395	176,990	185,697	187,991	2,294	1.2	11,002	6.2
Share of mobile shopping transaction value (B/A)	76.5	77.4	77.0	77.4	-	0.4	-	0.0

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to December 2024, the online shopping transaction value of 'Clothing' declined by 5.0%. Whereas, the online shopping transaction value of 'Food Services', 'Food & beverages' and 'Motor vehicles, motor vehicle parts & accessories' grew by 9.1%, 10.2% and 66.4%, respectively.
 - Compared to November 2025, the online shopping transaction value of 'Clothing' fell by 14.6%. In the meantime, the online shopping transaction value of 'Food Services' and 'Travel arrangement and transportation services' rose by 8.9% and 5.5%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2024		2025		Month-on-month		Year-on-year	
	Annual	Dec.	Nov. ^P	Dec. ^P	Change	Percent change	Change	Percent change
○ Total	2,594,319	228,697	241,055	242,904	1,850	0.8	14,208	6.2
- Home electric appliances	308,537	24,621	28,860	26,776	-2,084	-7.2	2,156	8.8
• Computers and computer-related appliances	85,108	6,997	8,072	7,872	-200	-2.5	875	12.5
• Home electric appliances and electronic equipment	163,010	13,049	14,810	13,375	-1,435	-9.7	326	2.5
• Telecommunication equipment	60,418	4,574	5,978	5,529	-449	-7.5	955	20.9
- Books	46,267	4,614	4,018	4,847	829	20.6	233	5.0
• Books	25,940	2,401	1,981	2,447	466	23.5	46	1.9
• Office appliances and stationery	20,327	2,214	2,036	2,400	364	17.9	186	8.4
- Fashion	562,775	53,971	56,212	53,095	-3,117	-5.5	-876	-1.6
• Clothing	219,961	22,729	25,268	21,591	-3,677	-14.6	-1,138	-5.0
• Footwear	37,935	3,413	3,644	3,040	-604	-16.6	-374	-10.9
• Luggage	27,163	2,163	1,950	2,049	99	5.1	-115	-5.3
• Fashion and accessories	40,372	4,100	3,666	4,152	487	13.3	53	1.3
• Sports and leisure appliances	56,235	4,378	5,022	4,469	-552	-11.0	92	2.1
• Cosmetics	128,250	11,910	11,969	12,356	387	3.2	446	3.7
• Goods for infants and children	52,860	5,277	4,692	5,437	744	15.9	159	3.0
- Food products	473,563	40,587	43,861	44,954	1,093	2.5	4,367	10.8
• Food & beverages	345,269	29,385	32,053	32,391	338	1.1	3,006	10.2
• Agriculture, livestock and fishery products	128,294	11,202	11,808	12,563	755	6.4	1,362	12.2
- Household goods	332,519	27,514	31,720	31,190	-530	-1.7	3,676	13.4
• Household goods	189,996	16,219	17,031	16,964	-66	-0.4	745	4.6
• Motor vehicles, motor vehicle parts & accessories	58,046	4,185	7,380	6,965	-415	-5.6	2,780	66.4
• Furniture	56,670	4,645	4,791	4,659	-131	-2.7	14	0.3
• Pet products	27,807	2,464	2,519	2,602	82	3.3	138	5.6
- Services	841,770	74,838	73,737	79,423	5,686	7.7	4,586	6.1
• Travel arrangement and transportation services	324,647	27,970	28,560	30,132	1,571	5.5	2,162	7.7
• Culture and leisure services	31,617	2,012	2,797	2,925	128	4.6	913	45.4
• E-coupon services	86,518	5,874	5,621	6,465	844	15.0	592	10.1
• Food services	369,891	35,101	35,155	38,281	3,127	8.9	3,181	9.1
• Miscellaneous services	29,096	3,882	1,604	1,620	16	1.0	-2,262	-58.3
- Others	28,889	2,552	2,646	2,619	-28	-1.0	66	2.6