



온라인쇼핑동향



보도자료

다시 대한민국!  
새로운 국민의 나라

보도시점 2025. 1. 3.(금) 12:00 배포 2025. 1. 3.(금) 08:30

# 2024년 11월 온라인쇼핑동향

|       |                      |     |     |                    |
|-------|----------------------|-----|-----|--------------------|
| 담당 부서 | 경제동향통계심의관<br>서비스업동향과 | 책임자 | 과 장 | 정은정 (042-481-2585) |
|       |                      | 담당자 | 주무관 | 문유미 (042-481-3662) |



더 아픈 환자에게 양보해 주셔서 감사합니다

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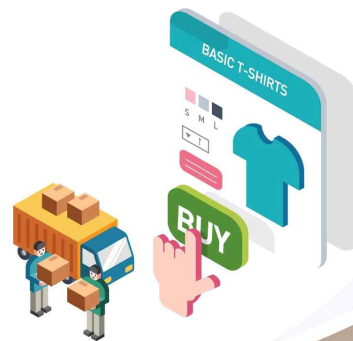
## 일 러 두 기

- 온라인쇼핑 거래액은 'PC기반 인터넷쇼핑 거래액'과 '모바일기반 인터넷쇼핑 거래액'을 포괄합니다.
  
- 이 통계는 온라인쇼핑 거래액을 경상금액으로 작성하였습니다.
  
- 통계표에 수록된 자료(합계, 구성비, 증감률 등)는 반올림되었으므로 통계표상의 숫자를 이용한 계산 결과와 일치하지 않을 수 있습니다.
  
- 본문에 수록된 자료는 통계청 홈페이지(<http://kostat.go.kr>) 및 국가통계포털(<http://kosis.kr>)을 통해 이용하실 수 있습니다.
  - 국가통계포털 「주제별통계」의 “도소매·서비스” 부문(온라인쇼핑동향)
  - 수록된 최근 2개월 자료는 잠정치(p)로 수정될 수 있습니다.

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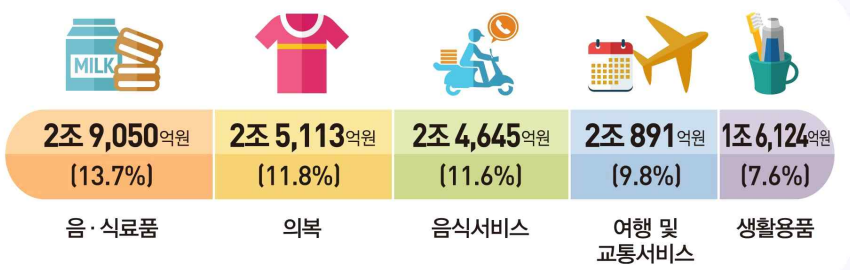
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# 2024년 11월 온라인쇼핑동향



## 온라인쇼핑

### 온라인쇼핑 거래액

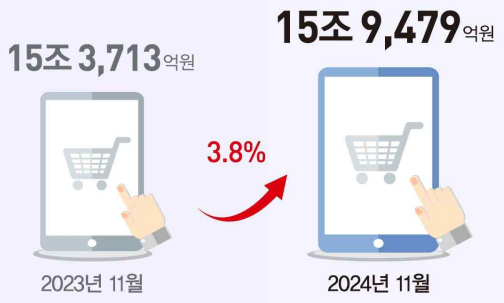


### 전년동월대비 증감

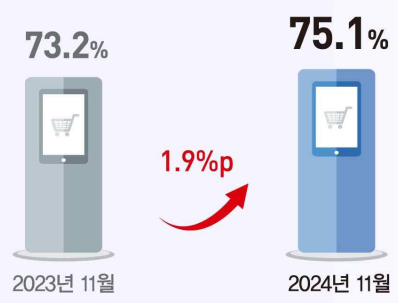


## 모바일쇼핑

### 모바일쇼핑 거래액



### 모바일 거래액 비중



## 2024년 11월 온라인쇼핑동향 [요약]

- (총 거래액) 21조 2,233억원으로 전년동월대비 1.0%(2,179억원) 증가
  - (상품군별) 음·식료품(12.5%), 음식서비스(14.0%), 의복(4.7%) 등의 영향으로 증가
    - 상품군별 거래액 구성비는 음·식료품(13.7%, 2조 9,050억원), 의복(11.8%, 2조 5,113억원), 음식서비스(11.6%, 2조 4,645억원) 순으로 높음
  - (취급상품범위별) 종합몰의 거래액은 12조 7,506억원으로 전년동월대비 2.3% 감소하고, 전문몰의 거래액은 8조 4,727억원으로 전년동월대비 6.5% 증가
  - (운영형태별) 온라인몰의 거래액은 16조 3,719억원으로 전년동월대비 2.0% 증가하고, 온·오프라인병행몰의 거래액은 4조 8,514억원으로 전년동월대비 2.2% 감소
- (모바일 거래액) 15조 9,479억원으로 전년동월대비 3.8%(5,766억원) 증가
  - 총 거래액 중 모바일 거래액 비중\*은 75.1%로 전년동월대비 1.9%p 증가
    - \* 음식서비스(98.6%), 이쿠폰서비스(88.0%), 애완용품(82.5%) 순

### 참고

### <소매판매액 중 온라인쇼핑 거래액 비중>

(경상금액, 억원, %)

|                                 | 2023년     |         | 2024년   |                  |                  |
|---------------------------------|-----------|---------|---------|------------------|------------------|
|                                 | 연간        | 11월     | 9월      | 10월 <sup>p</sup> | 11월 <sup>p</sup> |
| ○ 소매 판매액(A)                     | 6,397,192 | 554,239 | 542,037 | 537,107          | 548,521          |
| ○ 온라인쇼핑 거래액                     | 2,288,607 | 210,054 | 196,005 | 202,886          | 212,233          |
| - 온라인쇼핑 상품 거래액(B) <sup>1)</sup> | 1,627,028 | 153,796 | 138,810 | 145,047          | 155,183          |
| ○ 비 중(B/A)                      | 25.4      | 27.7    | 25.6    | 27.0             | 28.3             |

1) 「여행 및 교통서비스, 문화 및 레저서비스, 이쿠폰서비스, 음식서비스, 기타서비스 거래액」 제외

# 2024년 11월 온라인쇼핑동향

## 1. 개요

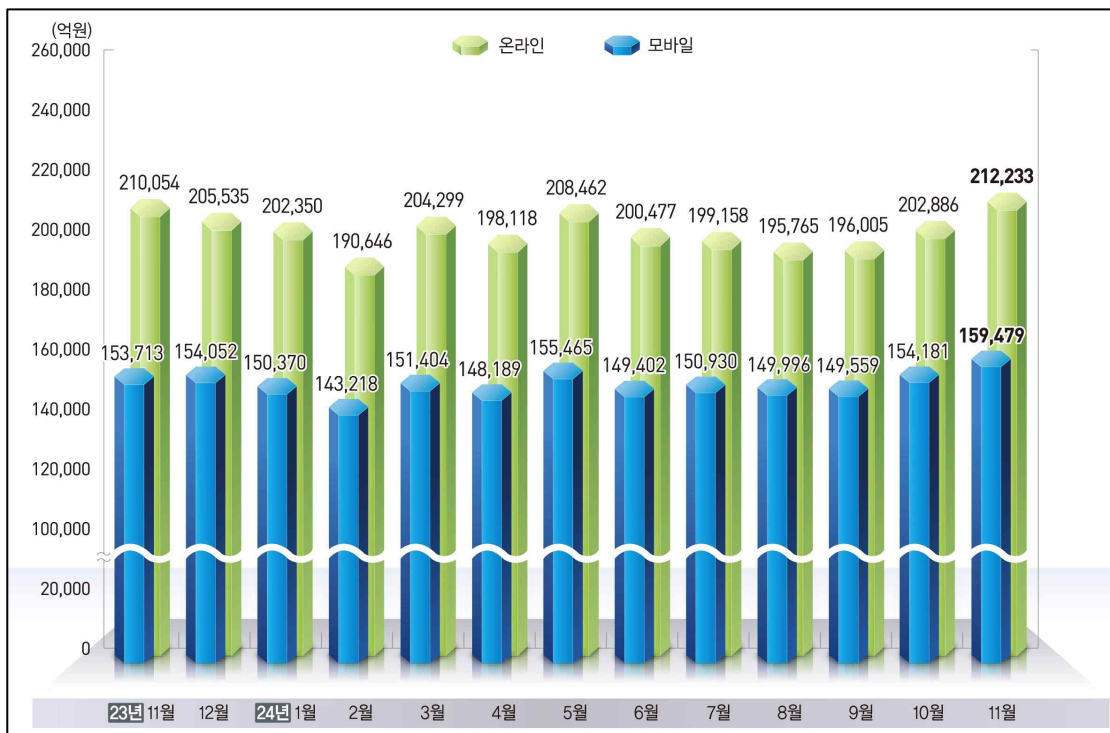
- 2024년 11월 온라인쇼핑 거래액은 21조 2,233억원으로 전년동월대비 1.0% 증가했으며, 온라인쇼핑 중 모바일쇼핑 거래액은 15조 9,479억원으로 3.8% 증가
- 전월대비 온라인쇼핑 거래액은 4.6%, 모바일쇼핑 거래액은 3.4% 각각 증가
- 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 75.1%로 전년동월(73.2%)에 비해 1.9%p 증가

### < 온라인쇼핑 거래액 동향 >

(억원, %, %p)

|            | 2023년     |         | 2024년            |                  | 전월대비  |        | 전년동월대비 |        |
|------------|-----------|---------|------------------|------------------|-------|--------|--------|--------|
|            | 연간        | 11월     | 10월 <sup>p</sup> | 11월 <sup>p</sup> | 증감액   | 증감률(차) | 증감액    | 증감률(차) |
| ○ 총 거래액(A) | 2,288,607 | 210,054 | 202,886          | 212,233          | 9,347 | 4.6    | 2,179  | 1.0    |
| 모바일 거래액(B) | 1,690,320 | 153,713 | 154,181          | 159,479          | 5,298 | 3.4    | 5,766  | 3.8    |
| 비 중(B/A)   | 73.9      | 73.2    | 76.0             | 75.1             | -     | -0.9   | -      | 1.9    |

### < 온라인쇼핑 거래액 동향 >



## 2. 상품군별 거래액

### □ 상품군별 온라인쇼핑 거래액

- 상품군별 온라인쇼핑 거래액은 전년동월대비 이쿠폰서비스(-43.6%) 등에서 감소했으나, 음·식료품(12.5%), 음식서비스(14.0%), 의복(4.7%) 등에서 증가
- 전월대비로는 여행 및 교통서비스(-7.7%) 등에서 감소했으나, 의복(15.4%), 가전·전자(17.5%) 등에서 증가
- 상품군별 거래액 구성비는 음·식료품(13.7%), 의복(11.8%), 음식서비스(11.6%) 순으로 높음

#### < 상품군별 온라인쇼핑 거래액(전년동월비) 증감 >



## < 상품군별 온라인쇼핑 거래액 >

(억원, %)

|                | 2023년            |                | 2024년            |                  | 전월대비         |             | 전년동월대비        |              | 구성비          |
|----------------|------------------|----------------|------------------|------------------|--------------|-------------|---------------|--------------|--------------|
|                | 연간               | 11월            | 10월 <sup>p</sup> | 11월 <sup>p</sup> | 증감액          | 증감률         | 증감액           | 증감률          |              |
| <b>○ 합 계</b>   | <b>2,288,607</b> | <b>210,054</b> | <b>202,886</b>   | <b>212,233</b>   | <b>9,347</b> | <b>4.6</b>  | <b>2,179</b>  | <b>1.0</b>   | <b>100.0</b> |
| <b>- 가 전</b>   | <b>299,879</b>   | <b>28,833</b>  | <b>23,552</b>    | <b>26,276</b>    | <b>2,724</b> | <b>11.6</b> | <b>-2,557</b> | <b>-8.9</b>  | <b>12.4</b>  |
| · 컴퓨터 및 주변기기   | 87,094           | 7,579          | 5,703            | 7,297            | 1,594        | 27.9        | -282          | -3.7         | 3.4          |
| · 가전·전자        | 151,848          | 15,428         | 12,003           | 14,100           | 2,097        | 17.5        | -1,329        | -8.6         | 6.6          |
| · 통신기기         | 60,937           | 5,825          | 5,847            | 4,879            | -967         | -16.5       | -946          | -16.2        | 2.3          |
| <b>- 도 서</b>   | <b>43,455</b>    | <b>3,857</b>   | <b>3,733</b>     | <b>3,866</b>     | <b>133</b>   | <b>3.6</b>  | <b>9</b>      | <b>0.2</b>   | <b>1.8</b>   |
| · 서적           | 24,284           | 1,945          | 2,061            | 1,987            | -74          | -3.6        | 42            | 2.1          | 0.9          |
| · 사무·문구        | 19,171           | 1,912          | 1,673            | 1,879            | 207          | 12.4        | -32           | -1.7         | 0.9          |
| <b>- 패 셴</b>   | <b>552,110</b>   | <b>55,038</b>  | <b>49,959</b>    | <b>55,145</b>    | <b>5,185</b> | <b>10.4</b> | <b>107</b>    | <b>0.2</b>   | <b>26.0</b>  |
| · 의복           | 214,781          | 23,996         | 21,769           | 25,113           | 3,344        | 15.4        | 1,117         | 4.7          | 11.8         |
| · 신발           | 39,567           | 3,820          | 3,078            | 3,916            | 838          | 27.2        | 96            | 2.5          | 1.8          |
| · 가방           | 28,389           | 2,177          | 1,941            | 1,931            | -11          | -0.6        | -247          | -11.3        | 0.9          |
| · 패션용품 및 액세서리  | 38,785           | 3,685          | 3,165            | 3,358            | 193          | 6.1         | -327          | -8.9         | 1.6          |
| · 스포츠·레저용품     | 59,435           | 5,771          | 5,333            | 5,223            | -110         | -2.1        | -548          | -9.5         | 2.5          |
| · 화장품          | 118,721          | 11,018         | 10,311           | 11,078           | 767          | 7.4         | 60            | 0.5          | 5.2          |
| · 아동·유아용품      | 52,432           | 4,570          | 4,362            | 4,526            | 163          | 3.7         | -44           | -1.0         | 2.1          |
| <b>- 식 품</b>   | <b>406,904</b>   | <b>35,165</b>  | <b>39,227</b>    | <b>39,423</b>    | <b>197</b>   | <b>0.5</b>  | <b>4,259</b>  | <b>12.1</b>  | <b>18.6</b>  |
| · 음·식료품        | 298,415          | 25,821         | 28,935           | 29,050           | 115          | 0.4         | 3,228         | 12.5         | 13.7         |
| · 농축수산물        | 108,489          | 9,343          | 10,292           | 10,374           | 82           | 0.8         | 1,030         | 11.0         | 4.9          |
| <b>- 생 활</b>   | <b>296,302</b>   | <b>28,319</b>  | <b>26,672</b>    | <b>28,356</b>    | <b>1,684</b> | <b>6.3</b>  | <b>37</b>     | <b>0.1</b>   | <b>13.4</b>  |
| · 생활용품         | 173,058          | 15,731         | 16,011           | 16,124           | 114          | 0.7         | 393           | 2.5          | 7.6          |
| · 자동차 및 자동차용품  | 44,746           | 5,539          | 3,509            | 4,967            | 1,458        | 41.5        | -572          | -10.3        | 2.3          |
| · 가구           | 53,363           | 4,861          | 4,811            | 4,945            | 134          | 2.8         | 84            | 1.7          | 2.3          |
| · 애완용품         | 25,134           | 2,188          | 2,341            | 2,320            | -22          | -0.9        | 131           | 6.0          | 1.1          |
| <b>- 서 비 스</b> | <b>661,579</b>   | <b>56,257</b>  | <b>57,839</b>    | <b>57,050</b>    | <b>-789</b>  | <b>-1.4</b> | <b>793</b>    | <b>1.4</b>   | <b>26.9</b>  |
| · 여행 및 교통서비스   | 241,373          | 20,341         | 22,625           | 20,891           | -1,733       | -7.7        | 550           | 2.7          | 9.8          |
| · 문화 및 레저서비스   | 29,791           | 2,576          | 2,697            | 2,505            | -192         | -7.1        | -71           | -2.8         | 1.2          |
| · 이쿠폰서비스       | 100,649          | 9,325          | 4,450            | 5,260            | 810          | 18.2        | -4,065        | -43.6        | 2.5          |
| · 음식서비스        | 264,012          | 21,612         | 25,311           | 24,645           | -667         | -2.6        | 3,033         | 14.0         | 11.6         |
| · 기타서비스        | 25,754           | 2,403          | 2,757            | 3,750            | 993          | 36.0        | 1,346         | 56.0         | 1.8          |
| <b>- 기 타</b>   | <b>28,378</b>    | <b>2,585</b>   | <b>1,903</b>     | <b>2,116</b>     | <b>213</b>   | <b>11.2</b> | <b>-469</b>   | <b>-18.1</b> | <b>1.0</b>   |



## □ 상품군별 모바일쇼핑 거래액

- 상품군별 모바일쇼핑 거래액은 전년동월대비 이쿠폰서비스(-33.9%) 등에서 감소했으나, 음식서비스(14.2%), 음·식료품(15.2%), 농축수산물(13.8%) 등에서 증가
- 전월대비로는 여행 및 교통서비스(-5.5%) 등에서 감소했으나, 의복(15.5%), 가전·전자(15.5%) 등에서 증가
- 상품군별 거래액 구성비는 음식서비스(15.2%), 음·식료품(14.1%), 의복(11.5%) 순으로 높음

### < 상품군별 모바일쇼핑 거래액(전년동월비) 증감 >



## < 상품군별 모바일쇼핑 거래액 >

(억원, %)

|                | 2023년            |                | 2024년            |                  | 전월대비         |             | 전년동월대비       |              | 구성비          |
|----------------|------------------|----------------|------------------|------------------|--------------|-------------|--------------|--------------|--------------|
|                | 연간               | 11월            | 10월 <sup>p</sup> | 11월 <sup>p</sup> | 증감액          | 증감률         | 증감액          | 증감률          |              |
| <b>○ 합 계</b>   | <b>1,690,320</b> | <b>153,713</b> | <b>154,181</b>   | <b>159,479</b>   | <b>5,298</b> | <b>3.4</b>  | <b>5,766</b> | <b>3.8</b>   | <b>100.0</b> |
| <b>- 가 전</b>   | <b>192,007</b>   | <b>18,918</b>  | <b>16,089</b>    | <b>18,057</b>    | <b>1,969</b> | <b>12.2</b> | <b>-860</b>  | <b>-4.5</b>  | <b>11.3</b>  |
| · 컴퓨터 및 주변기기   | 43,831           | 3,843          | 2,999            | 4,049            | 1,050        | 35.0        | 206          | 5.4          | 2.5          |
| · 가전·전자        | 103,191          | 10,763         | 9,033            | 10,437           | 1,404        | 15.5        | -326         | -3.0         | 6.5          |
| · 통신기기         | 44,986           | 4,312          | 4,057            | 3,572            | -485         | -12.0       | -740         | -17.2        | 2.2          |
| <b>- 도 서</b>   | <b>24,170</b>    | <b>2,122</b>   | <b>2,235</b>     | <b>2,223</b>     | <b>-12</b>   | <b>-0.5</b> | <b>101</b>   | <b>4.7</b>   | <b>1.4</b>   |
| · 서적           | 12,393           | 969            | 1,174            | 1,029            | -145         | -12.4       | 60           | 6.2          | 0.6          |
| · 사무·문구        | 11,777           | 1,154          | 1,061            | 1,194            | 134          | 12.6        | 41           | 3.5          | 0.7          |
| <b>- 패 션</b>   | <b>415,638</b>   | <b>41,077</b>  | <b>38,004</b>    | <b>41,358</b>    | <b>3,354</b> | <b>8.8</b>  | <b>281</b>   | <b>0.7</b>   | <b>25.9</b>  |
| · 의복           | 160,723          | 17,635         | 15,868           | 18,327           | 2,460        | 15.5        | 692          | 3.9          | 11.5         |
| · 신발           | 27,186           | 2,725          | 2,293            | 2,765            | 472          | 20.6        | 40           | 1.5          | 1.7          |
| · 가방           | 20,443           | 1,548          | 1,442            | 1,440            | -2           | -0.1        | -108         | -7.0         | 0.9          |
| · 패션용품 및 액세서리  | 30,024           | 2,943          | 2,481            | 2,638            | 157          | 6.3         | -305         | -10.4        | 1.7          |
| · 스포츠·레저용품     | 42,833           | 4,115          | 3,935            | 3,728            | -208         | -5.3        | -387         | -9.4         | 2.3          |
| · 화장품          | 91,592           | 8,391          | 8,441            | 8,782            | 341          | 4.0         | 391          | 4.7          | 5.5          |
| · 아동·유아용품      | 42,836           | 3,720          | 3,545            | 3,677            | 133          | 3.7         | -43          | -1.2         | 2.3          |
| <b>- 식 품</b>   | <b>303,319</b>   | <b>26,412</b>  | <b>30,289</b>    | <b>30,332</b>    | <b>44</b>    | <b>0.1</b>  | <b>3,921</b> | <b>14.8</b>  | <b>19.0</b>  |
| · 음·식료품        | 222,683          | 19,455         | 22,408           | 22,417           | 9            | 0.0         | 2,962        | 15.2         | 14.1         |
| · 농축수산물        | 80,636           | 6,957          | 7,881            | 7,916            | 35           | 0.4         | 959          | 13.8         | 5.0          |
| <b>- 생 활</b>   | <b>208,653</b>   | <b>18,929</b>  | <b>19,506</b>    | <b>19,572</b>    | <b>66</b>    | <b>0.3</b>  | <b>643</b>   | <b>3.4</b>   | <b>12.3</b>  |
| · 생활용품         | 131,561          | 11,822         | 12,369           | 12,319           | -50          | -0.4        | 497          | 4.2          | 7.7          |
| · 자동차 및 자동차용품  | 17,094           | 1,721          | 1,528            | 1,615            | 86           | 5.6         | -107         | -6.2         | 1.0          |
| · 가구           | 39,413           | 3,590          | 3,674            | 3,724            | 50           | 1.4         | 135          | 3.8          | 2.3          |
| · 애완용품         | 20,585           | 1,796          | 1,935            | 1,914            | -21          | -1.1        | 117          | 6.5          | 1.2          |
| <b>- 서 비 스</b> | <b>528,189</b>   | <b>44,556</b>  | <b>46,848</b>    | <b>46,571</b>    | <b>-277</b>  | <b>-0.6</b> | <b>2,015</b> | <b>4.5</b>   | <b>29.2</b>  |
| · 여행 및 교통서비스   | 161,305          | 13,700         | 14,929           | 14,111           | -818         | -5.5        | 411          | 3.0          | 8.8          |
| · 문화 및 레저서비스   | 17,315           | 1,425          | 1,572            | 1,506            | -66          | -4.2        | 81           | 5.7          | 0.9          |
| · 이쿠폰서비스       | 77,246           | 7,004          | 3,945            | 4,628            | 683          | 17.3        | -2,376       | -33.9        | 2.9          |
| · 음식서비스        | 259,610          | 21,266         | 24,958           | 24,290           | -668         | -2.7        | 3,023        | 14.2         | 15.2         |
| · 기타서비스        | 12,714           | 1,161          | 1,444            | 2,036            | 592          | 41.0        | 875          | 75.4         | 1.3          |
| <b>- 기 타</b>   | <b>18,344</b>    | <b>1,699</b>   | <b>1,211</b>     | <b>1,366</b>     | <b>155</b>   | <b>12.8</b> | <b>-333</b>  | <b>-19.6</b> | <b>0.9</b>   |

## □ 상품군별 모바일쇼핑 거래액 비중

- 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 음식서비스(98.6%), 이쿠폰서비스(88.0%), 애완용품(82.5%) 순으로 높음
- 전년동월대비 패션용품 및 액세서리(-1.3%p) 등에서 감소했으나, 이쿠폰서비스(12.9%p), 문화 및 레저서비스(4.8%p) 등에서 증가
- 전월대비로는 통신기기(3.8%p) 등에서 증가했으나, 자동차 및 자동차용품(-11.1%p), 서적(-5.2%p) 등에서 감소

### < 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중 >

(%, %p)

|               | 2023년 |      | 2024년            |                  | 증 감   |       |
|---------------|-------|------|------------------|------------------|-------|-------|
|               | 연간    | 11월  | 10월 <sup>p</sup> | 11월 <sup>p</sup> | 전월차   | 전년동월차 |
| ○ 합 계         | 73.9  | 73.2 | 76.0             | 75.1             | -0.9  | 1.9   |
| - 가 전         | 64.0  | 65.6 | 68.3             | 68.7             | 0.4   | 3.1   |
| · 컴퓨터 및 주변기기  | 50.3  | 50.7 | 52.6             | 55.5             | 2.9   | 4.8   |
| · 가전·전자       | 68.0  | 69.8 | 75.3             | 74.0             | -1.3  | 4.2   |
| · 통신기기        | 73.8  | 74.0 | 69.4             | 73.2             | 3.8   | -0.8  |
| - 도 서         | 55.6  | 55.0 | 59.9             | 57.5             | -2.4  | 2.5   |
| · 서적          | 51.0  | 49.8 | 57.0             | 51.8             | -5.2  | 2.0   |
| · 사무·문구       | 61.4  | 60.4 | 63.4             | 63.6             | 0.2   | 3.2   |
| - 패 셴         | 75.3  | 74.6 | 76.1             | 75.0             | -1.1  | 0.4   |
| · 의복          | 74.8  | 73.5 | 72.9             | 73.0             | 0.1   | -0.5  |
| · 신발          | 68.7  | 71.3 | 74.5             | 70.6             | -3.9  | -0.7  |
| · 가방          | 72.0  | 71.1 | 74.3             | 74.6             | 0.3   | 3.5   |
| · 패션용품 및 액세서리 | 77.4  | 79.9 | 78.4             | 78.6             | 0.2   | -1.3  |
| · 스포츠·레저용품    | 72.1  | 71.3 | 73.8             | 71.4             | -2.4  | 0.1   |
| · 화장품         | 77.1  | 76.2 | 81.9             | 79.3             | -2.6  | 3.1   |
| · 아동·유아용품     | 81.7  | 81.4 | 81.3             | 81.3             | 0.0   | -0.1  |
| - 식 품         | 74.5  | 75.1 | 77.2             | 76.9             | -0.3  | 1.8   |
| · 음·식료품       | 74.6  | 75.3 | 77.4             | 77.2             | -0.2  | 1.9   |
| · 농축수산물       | 74.3  | 74.5 | 76.6             | 76.3             | -0.3  | 1.8   |
| - 생 활         | 70.4  | 66.8 | 73.1             | 69.0             | -4.1  | 2.2   |
| · 생활용품        | 76.0  | 75.2 | 77.3             | 76.4             | -0.9  | 1.2   |
| · 자동차 및 자동차용품 | 38.2  | 31.1 | 43.6             | 32.5             | -11.1 | 1.4   |
| · 가구          | 73.9  | 73.8 | 76.4             | 75.3             | -1.1  | 1.5   |
| · 애완용품        | 81.9  | 82.1 | 82.6             | 82.5             | -0.1  | 0.4   |
| - 서 비 스       | 79.8  | 79.2 | 81.0             | 81.6             | 0.6   | 2.4   |
| · 여행 및 교통서비스  | 66.8  | 67.3 | 66.0             | 67.5             | 1.5   | 0.2   |
| · 문화 및 레저서비스  | 58.1  | 55.3 | 58.3             | 60.1             | 1.8   | 4.8   |
| · 이쿠폰서비스      | 76.7  | 75.1 | 88.7             | 88.0             | -0.7  | 12.9  |
| · 음식서비스       | 98.3  | 98.4 | 98.6             | 98.6             | 0.0   | 0.2   |
| · 기타서비스       | 49.4  | 48.3 | 52.4             | 54.3             | 1.9   | 6.0   |
| - 기 타         | 64.6  | 65.7 | 63.6             | 64.5             | 0.9   | -1.2  |

### 3. 취급상품범위별 및 운영형태별 거래액

○ 온라인쇼핑 취급상품범위별 거래액은 전년동월대비 종합몰은 2.3% 감소한 12조 7,506억원을, 전문몰은 6.5% 증가한 8조 4,727억원을 기록

- 전월대비 종합몰은 6.6%, 전문몰은 1.7% 각각 증가

○ 온라인쇼핑 운영형태별 거래액은 전년동월대비 온라인몰은 2.0% 증가한 16조 3,719억원을, 온·오프라인병행몰은 2.2% 감소한 4조 8,514억원을 기록

- 전월대비 온라인몰은 6.3% 증가, 온·오프라인병행몰은 0.6% 감소

#### < 취급상품범위별 및 운영형태별 거래액 동향 >

(억원, %)

|             |                             | 2023년     |         | 2024년            |                  | 전월대비  |      | 전년동월대비 |      |
|-------------|-----------------------------|-----------|---------|------------------|------------------|-------|------|--------|------|
|             |                             | 연간        | 11월     | 10월 <sup>p</sup> | 11월 <sup>p</sup> | 증감액   | 증감률  | 증감액    | 증감률  |
| ○ 총 거래액     |                             | 2,288,607 | 210,054 | 202,886          | 212,233          | 9,347 | 4.6  | 2,179  | 1.0  |
| 취급상품<br>범위별 | 종합몰 <sup>1)</sup>           | 1,409,580 | 130,503 | 119,614          | 127,506          | 7,892 | 6.6  | -2,997 | -2.3 |
|             | 비 중                         | 61.6      | 62.1    | 59.0             | 60.1             | -     | -    | -      | -    |
|             | 전문몰 <sup>2)</sup>           | 879,027   | 79,551  | 83,273           | 84,727           | 1,454 | 1.7  | 5,176  | 6.5  |
|             | 비 중                         | 38.4      | 37.9    | 41.0             | 39.9             | -     | -    | -      | -    |
| 운 영<br>형태별  | 온라인몰 <sup>3)</sup>          | 1,747,319 | 160,465 | 154,076          | 163,719          | 9,642 | 6.3  | 3,254  | 2.0  |
|             | 비 중                         | 76.3      | 76.4    | 75.9             | 77.1             | -     | -    | -      | -    |
|             | 온·오프라인<br>병행몰 <sup>4)</sup> | 541,289   | 49,589  | 48,810           | 48,514           | -296  | -0.6 | -1,075 | -2.2 |
|             | 비 중                         | 23.7      | 23.6    | 24.1             | 22.9             | -     | -    | -      | -    |

1) 인터넷상에서 취급하는 상품군이 다양하게 구성되어 여러 종류의 상품을 일괄 구매할 수 있는 온라인쇼핑몰

2) 인터넷상에서 하나의 상품군 또는 주된 상품군만을 구성하여 판매하는 온라인쇼핑몰

3) 컴퓨터 및 네트워크 기반(온라인)을 통해서만 상품 및 서비스를 최종소비자에게 판매하는 온라인쇼핑몰

4) 온라인 뿐만 아니라 기존의 상거래방식(오프라인)을 병행하여 상품 및 서비스를 최종소비자에게 판매

**참고**

**<소매판매액 중 온라인쇼핑 거래액 비중>**

(경상금액, 억원, %)

|          | 소매 판매액(A) | 온라인쇼핑 거래액 | 온라인쇼핑 상품<br>거래액(B) <sup>1)</sup> | 비중(B/A) |
|----------|-----------|-----------|----------------------------------|---------|
| 2021     | 5,923,782 | 1,902,231 | 1,454,955                        | 24.6    |
| 2022     | 6,255,518 | 2,111,236 | 1,552,633                        | 24.8    |
| 2023     | 6,397,192 | 2,288,607 | 1,627,028                        | 25.4    |
| 2021.4/4 | 1,570,695 | 520,323   | 397,578                          | 25.3    |
| 2022.1/4 | 1,483,468 | 504,567   | 380,170                          | 25.6    |
| 2/4      | 1,573,292 | 519,010   | 381,851                          | 24.3    |
| 3/4      | 1,582,960 | 529,774   | 382,001                          | 24.1    |
| 4/4      | 1,615,798 | 557,886   | 408,610                          | 25.3    |
| 2023.1/4 | 1,553,057 | 539,233   | 388,618                          | 25.0    |
| 2/4      | 1,600,698 | 559,051   | 397,583                          | 24.8    |
| 3/4      | 1,588,107 | 573,187   | 398,519                          | 25.1    |
| 4/4      | 1,655,330 | 617,136   | 442,308                          | 26.7    |
| 2024.1/4 | 1,565,250 | 597,294   | 423,648                          | 27.1    |
| 2/4      | 1,599,959 | 607,057   | 428,830                          | 26.8    |
| 3/4      | 1,582,730 | 590,928   | 415,286                          | 26.2    |
| 2022.11  | 533,539   | 185,881   | 137,561                          | 25.8    |
| 12       | 542,374   | 191,081   | 138,330                          | 25.5    |
| 2023. 1  | 526,938   | 180,929   | 129,060                          | 24.5    |
| 2        | 482,736   | 170,910   | 122,163                          | 25.3    |
| 3        | 543,384   | 187,394   | 137,396                          | 25.3    |
| 4        | 522,198   | 179,138   | 127,952                          | 24.5    |
| 5        | 547,543   | 193,773   | 137,633                          | 25.1    |
| 6        | 530,957   | 186,140   | 131,998                          | 24.9    |
| 7        | 517,037   | 189,443   | 131,656                          | 25.5    |
| 8        | 519,804   | 191,922   | 132,192                          | 25.4    |
| 9        | 551,267   | 191,822   | 134,670                          | 24.4    |
| 10       | 542,265   | 201,547   | 144,378                          | 26.6    |
| 11       | 554,239   | 210,054   | 153,796                          | 27.7    |
| 12       | 558,826   | 205,535   | 144,134                          | 25.8    |
| 2024. 1  | 519,531   | 202,350   | 143,013                          | 27.5    |
| 2        | 502,702   | 190,646   | 133,293                          | 26.5    |
| 3        | 543,017   | 204,299   | 147,343                          | 27.1    |
| 4        | 527,688   | 198,118   | 141,488                          | 26.8    |
| 5        | 546,572   | 208,462   | 146,728                          | 26.8    |
| 6        | 525,699   | 200,477   | 140,614                          | 26.7    |
| 7        | 520,749   | 199,158   | 140,813                          | 27.0    |
| 8        | 519,944   | 195,765   | 135,663                          | 26.1    |
| 9        | 542,037   | 196,005   | 138,810                          | 25.6    |
| 10p      | 537,107   | 202,886   | 145,047                          | 27.0    |
| 11p      | 548,521   | 212,233   | 155,183                          | 28.3    |

1) 「여행 및 교통서비스, 문화 및 레저서비스, 이쿠폰서비스, 음식서비스, 기타서비스 거래액」 제외

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### 1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

|          | 합계        | 가 전              |        |         |        | 도 서    |        |        | 패 션     |         |
|----------|-----------|------------------|--------|---------|--------|--------|--------|--------|---------|---------|
|          |           | 컴퓨터<br>및<br>주변기기 | 가전·전자  | 통신기기    |        | 서적     | 사무·문구  |        | 의복      |         |
| 2021     | 1,902,231 | 302,111          | 95,171 | 155,070 | 51,871 | 41,817 | 26,075 | 15,742 | 500,548 | 173,739 |
| 2022     | 2,111,236 | 300,669          | 91,314 | 152,022 | 57,333 | 43,519 | 25,704 | 17,815 | 528,462 | 200,770 |
| 2023     | 2,288,607 | 299,879          | 87,094 | 151,848 | 60,937 | 43,455 | 24,284 | 19,171 | 552,110 | 214,781 |
| 2021.4/4 | 520,323   | 83,070           | 25,233 | 40,460  | 17,376 | 11,308 | 6,488  | 4,820  | 145,274 | 57,222  |
| 2022.1/4 | 504,567   | 78,074           | 26,964 | 37,710  | 13,400 | 11,892 | 7,593  | 4,299  | 120,705 | 43,148  |
| 2/4      | 519,010   | 70,443           | 20,895 | 38,766  | 10,781 | 9,933  | 5,879  | 4,054  | 136,417 | 51,565  |
| 3/4      | 529,774   | 72,952           | 21,099 | 37,193  | 14,660 | 10,396 | 6,332  | 4,064  | 123,631 | 44,517  |
| 4/4      | 557,886   | 79,200           | 22,355 | 38,353  | 18,492 | 11,298 | 5,900  | 5,399  | 147,709 | 61,539  |
| 2023.1/4 | 539,233   | 75,583           | 25,415 | 34,022  | 16,147 | 11,823 | 6,908  | 4,915  | 128,058 | 49,003  |
| 2/4      | 559,051   | 70,589           | 20,323 | 38,779  | 11,486 | 9,868  | 5,436  | 4,432  | 140,148 | 53,906  |
| 3/4      | 573,187   | 71,561           | 19,994 | 38,090  | 13,477 | 10,225 | 6,015  | 4,209  | 127,295 | 46,092  |
| 4/4      | 617,136   | 82,147           | 21,362 | 40,958  | 19,827 | 11,540 | 5,924  | 5,615  | 156,609 | 65,779  |
| 2024.1/4 | 597,294   | 78,443           | 25,641 | 36,664  | 16,139 | 12,319 | 7,111  | 5,208  | 131,761 | 49,471  |
| 2/4      | 607,057   | 73,347           | 20,581 | 41,022  | 11,744 | 10,223 | 5,619  | 4,604  | 142,675 | 55,200  |
| 3/4      | 590,928   | 72,746           | 17,917 | 37,667  | 17,163 | 10,859 | 6,412  | 4,447  | 124,950 | 45,328  |
| 2022.11  | 185,881   | 26,634           | 8,010  | 13,437  | 5,187  | 3,743  | 1,988  | 1,755  | 49,459  | 20,878  |
| 12       | 191,081   | 25,108           | 7,628  | 12,735  | 4,745  | 4,294  | 2,193  | 2,101  | 50,429  | 20,533  |
| 2023. 1  | 180,929   | 24,590           | 7,866  | 11,745  | 4,979  | 3,669  | 2,151  | 1,518  | 39,995  | 14,771  |
| 2        | 170,910   | 26,490           | 8,893  | 11,070  | 6,527  | 3,780  | 2,166  | 1,615  | 39,662  | 14,801  |
| 3        | 187,394   | 24,503           | 8,655  | 11,207  | 4,641  | 4,373  | 2,591  | 1,782  | 48,401  | 19,431  |
| 4        | 179,138   | 21,871           | 6,788  | 11,227  | 3,856  | 3,416  | 1,838  | 1,579  | 46,320  | 17,858  |
| 5        | 193,773   | 25,137           | 7,119  | 13,897  | 4,122  | 3,366  | 1,902  | 1,463  | 49,070  | 18,911  |
| 6        | 186,140   | 23,580           | 6,417  | 13,655  | 3,509  | 3,086  | 1,696  | 1,390  | 44,758  | 17,137  |
| 7        | 189,443   | 24,831           | 6,766  | 14,222  | 3,843  | 3,452  | 2,088  | 1,365  | 43,724  | 16,253  |
| 8        | 191,922   | 25,290           | 6,772  | 12,672  | 5,845  | 3,496  | 2,060  | 1,436  | 40,813  | 13,855  |
| 9        | 191,822   | 21,440           | 6,456  | 11,195  | 3,789  | 3,277  | 1,868  | 1,409  | 42,758  | 15,984  |
| 10       | 201,547   | 28,233           | 6,378  | 12,582  | 9,272  | 3,236  | 1,662  | 1,574  | 51,134  | 21,554  |
| 11       | 210,054   | 28,833           | 7,579  | 15,428  | 5,825  | 3,857  | 1,945  | 1,912  | 55,038  | 23,996  |
| 12       | 205,535   | 25,081           | 7,405  | 12,947  | 4,729  | 4,447  | 2,318  | 2,130  | 50,438  | 20,229  |
| 2024. 1  | 202,350   | 28,191           | 8,886  | 12,662  | 6,643  | 4,072  | 2,328  | 1,745  | 42,360  | 15,272  |
| 2        | 190,646   | 25,518           | 8,431  | 11,978  | 5,110  | 3,710  | 2,099  | 1,612  | 41,405  | 15,470  |
| 3        | 204,299   | 24,734           | 8,324  | 12,024  | 4,385  | 4,536  | 2,684  | 1,852  | 47,995  | 18,728  |
| 4        | 198,118   | 23,606           | 6,904  | 12,694  | 4,009  | 3,582  | 1,912  | 1,670  | 48,838  | 19,189  |
| 5        | 208,462   | 24,841           | 6,944  | 13,962  | 3,935  | 3,524  | 1,972  | 1,552  | 48,547  | 18,262  |
| 6        | 200,477   | 24,900           | 6,734  | 14,366  | 3,800  | 3,117  | 1,735  | 1,382  | 45,290  | 17,749  |
| 7        | 199,158   | 25,938           | 6,281  | 14,229  | 5,428  | 3,757  | 2,262  | 1,495  | 43,746  | 16,427  |
| 8        | 195,765   | 22,403           | 5,876  | 12,176  | 4,350  | 3,602  | 2,113  | 1,489  | 39,711  | 13,615  |
| 9        | 196,005   | 24,405           | 5,760  | 11,261  | 7,384  | 3,499  | 2,037  | 1,462  | 41,493  | 15,286  |
| 10p      | 202,886   | 23,552           | 5,703  | 12,003  | 5,847  | 3,733  | 2,061  | 1,673  | 49,959  | 21,769  |
| 11p      | 212,233   | 26,276           | 7,297  | 14,100  | 4,879  | 3,866  | 1,987  | 1,879  | 55,145  | 25,113  |

※ p는 잠정치임

### 1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

|          | 패션     |        |                   |                  |         |                 | 식품      | 생활      |         | 생활용품    |         |
|----------|--------|--------|-------------------|------------------|---------|-----------------|---------|---------|---------|---------|---------|
|          | 신발     | 가방     | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품     | 아동<br>·<br>유아용품 |         | 음·식료품   | 농축수산물   |         |         |
| 2021     | 34,165 | 23,748 | 33,198            | 57,515           | 128,772 | 49,410          | 312,476 | 229,142 | 83,334  | 262,668 | 153,903 |
| 2022     | 38,730 | 27,559 | 37,998            | 60,798           | 110,640 | 51,968          | 361,408 | 266,613 | 94,795  | 283,582 | 166,297 |
| 2023     | 39,567 | 28,389 | 38,785            | 59,435           | 118,721 | 52,432          | 406,904 | 298,415 | 108,489 | 296,302 | 173,058 |
| 2021.4/4 | 9,838  | 6,843  | 9,653             | 16,301           | 31,694  | 13,723          | 79,862  | 58,989  | 20,873  | 69,186  | 41,083  |
| 2022.1/4 | 8,450  | 6,995  | 9,120             | 12,371           | 28,380  | 12,241          | 90,847  | 65,663  | 25,185  | 69,916  | 41,445  |
| 2/4      | 10,478 | 6,882  | 9,363             | 16,479           | 28,368  | 13,283          | 86,077  | 64,237  | 21,840  | 70,405  | 40,875  |
| 3/4      | 8,999  | 6,898  | 9,195             | 15,435           | 26,349  | 12,239          | 93,604  | 69,175  | 24,429  | 72,659  | 41,668  |
| 4/4      | 10,804 | 6,785  | 10,320            | 16,513           | 27,543  | 14,204          | 90,880  | 67,539  | 23,341  | 70,602  | 42,308  |
| 2023.1/4 | 9,522  | 7,391  | 9,219             | 12,502           | 27,789  | 12,632          | 97,685  | 71,503  | 26,182  | 68,113  | 40,474  |
| 2/4      | 10,482 | 7,179  | 9,508             | 16,141           | 29,512  | 13,420          | 96,976  | 72,547  | 24,429  | 72,788  | 42,830  |
| 3/4      | 8,780  | 7,122  | 9,240             | 14,592           | 29,309  | 12,160          | 107,961 | 78,389  | 29,572  | 74,973  | 43,607  |
| 4/4      | 10,783 | 6,697  | 10,818            | 16,200           | 32,110  | 14,221          | 104,282 | 75,976  | 28,306  | 80,427  | 46,148  |
| 2024.1/4 | 8,791  | 6,984  | 10,131            | 12,268           | 31,310  | 12,807          | 116,061 | 82,840  | 33,221  | 78,890  | 45,094  |
| 2/4      | 10,078 | 6,344  | 10,264            | 15,675           | 31,574  | 13,539          | 113,683 | 83,556  | 30,127  | 82,981  | 46,994  |
| 3/4      | 8,603  | 6,065  | 9,503             | 13,303           | 30,179  | 11,970          | 121,536 | 88,951  | 32,586  | 79,610  | 47,544  |
| 2022.11  | 3,771  | 2,357  | 3,241             | 5,522            | 9,191   | 4,499           | 30,481  | 22,838  | 7,644   | 24,341  | 14,216  |
| 12       | 3,746  | 2,228  | 4,145             | 5,042            | 9,301   | 5,434           | 31,444  | 23,105  | 8,338   | 23,843  | 14,502  |
| 2023. 1  | 2,769  | 2,335  | 3,104             | 3,712            | 9,254   | 4,049           | 36,365  | 25,665  | 10,700  | 21,786  | 13,292  |
| 2        | 3,047  | 2,404  | 2,881             | 3,765            | 8,787   | 3,978           | 28,647  | 21,336  | 7,311   | 21,406  | 12,714  |
| 3        | 3,706  | 2,652  | 3,234             | 5,024            | 9,748   | 4,605           | 32,673  | 24,502  | 8,171   | 24,921  | 14,468  |
| 4        | 3,419  | 2,452  | 3,089             | 5,197            | 9,718   | 4,586           | 31,353  | 23,502  | 7,851   | 22,450  | 13,596  |
| 5        | 3,718  | 2,486  | 3,329             | 5,679            | 10,219  | 4,727           | 33,314  | 24,975  | 8,340   | 24,328  | 14,746  |
| 6        | 3,345  | 2,240  | 3,090             | 5,264            | 9,574   | 4,107           | 32,309  | 24,070  | 8,239   | 26,010  | 14,487  |
| 7        | 3,315  | 2,395  | 3,254             | 4,934            | 9,454   | 4,120           | 33,217  | 24,751  | 8,467   | 24,184  | 14,768  |
| 8        | 2,692  | 2,409  | 3,137             | 4,779            | 9,889   | 4,052           | 35,588  | 26,257  | 9,331   | 24,802  | 14,831  |
| 9        | 2,773  | 2,318  | 2,849             | 4,880            | 9,967   | 3,988           | 39,155  | 27,382  | 11,774  | 25,988  | 14,008  |
| 10       | 3,628  | 2,219  | 2,925             | 5,900            | 10,468  | 4,441           | 33,523  | 24,654  | 8,869   | 26,032  | 15,057  |
| 11       | 3,820  | 2,177  | 3,685             | 5,771            | 11,018  | 4,570           | 35,165  | 25,821  | 9,343   | 28,319  | 15,731  |
| 12       | 3,336  | 2,301  | 4,209             | 4,529            | 10,624  | 5,210           | 35,594  | 25,501  | 10,093  | 26,077  | 15,360  |
| 2024. 1  | 2,533  | 2,256  | 3,418             | 3,871            | 10,898  | 4,111           | 41,177  | 29,210  | 11,967  | 25,070  | 15,086  |
| 2        | 3,023  | 2,304  | 3,232             | 3,665            | 9,615   | 4,097           | 36,743  | 25,848  | 10,895  | 23,975  | 14,179  |
| 3        | 3,235  | 2,424  | 3,482             | 4,731            | 10,796  | 4,599           | 38,141  | 27,781  | 10,360  | 29,845  | 15,830  |
| 4        | 3,342  | 2,201  | 3,433             | 5,342            | 10,561  | 4,770           | 37,625  | 27,702  | 9,923   | 25,767  | 15,310  |
| 5        | 3,596  | 2,201  | 3,581             | 5,409            | 10,816  | 4,682           | 39,374  | 28,922  | 10,452  | 28,384  | 16,056  |
| 6        | 3,140  | 1,942  | 3,251             | 4,924            | 10,197  | 4,088           | 36,685  | 26,933  | 9,753   | 28,830  | 15,629  |
| 7        | 3,156  | 2,110  | 3,501             | 4,599            | 9,887   | 4,066           | 38,153  | 28,361  | 9,792   | 27,353  | 16,413  |
| 8        | 2,732  | 1,960  | 3,029             | 4,261            | 10,136  | 3,977           | 40,946  | 30,318  | 10,628  | 27,187  | 16,019  |
| 9        | 2,715  | 1,995  | 2,974             | 4,443            | 10,155  | 3,926           | 42,437  | 30,272  | 12,165  | 25,070  | 15,112  |
| 10p      | 3,078  | 1,941  | 3,165             | 5,333            | 10,311  | 4,362           | 39,227  | 28,935  | 10,292  | 26,672  | 16,011  |
| 11p      | 3,916  | 1,931  | 3,358             | 5,223            | 11,078  | 4,526           | 39,423  | 29,050  | 10,374  | 28,356  | 16,124  |

※ p는 잠정치임



### 1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

|          | 생활                |        |        | 서비스              |                  |            |         |         |        | 기타     |
|----------|-------------------|--------|--------|------------------|------------------|------------|---------|---------|--------|--------|
|          | 자동차<br>및<br>자동차용품 | 가구     | 애완용품   | 여행<br>및<br>교통서비스 | 문화<br>및<br>레저서비스 | 이쿠폰<br>서비스 | 음식서비스   | 기타서비스   |        |        |
| 2021     | 35,420            | 53,716 | 19,629 | 447,276          | 91,051           | 11,567     | 60,997  | 261,597 | 22,064 | 35,335 |
| 2022     | 42,601            | 51,950 | 22,733 | 558,603          | 168,165          | 24,501     | 75,354  | 265,854 | 24,729 | 34,994 |
| 2023     | 44,746            | 53,363 | 25,134 | 661,579          | 241,373          | 29,791     | 100,649 | 264,012 | 25,754 | 28,378 |
| 2021.4/4 | 8,917             | 13,849 | 5,336  | 122,745          | 28,381           | 4,403      | 16,359  | 69,301  | 4,302  | 8,879  |
| 2022.1/4 | 9,197             | 13,935 | 5,339  | 124,397          | 26,367           | 3,238      | 17,935  | 71,355  | 5,502  | 8,735  |
| 2/4      | 11,313            | 12,674 | 5,542  | 137,158          | 43,220           | 7,322      | 16,958  | 63,681  | 5,977  | 8,578  |
| 3/4      | 12,729            | 12,445 | 5,816  | 147,773          | 48,901           | 7,266      | 19,009  | 65,723  | 6,874  | 8,759  |
| 4/4      | 9,362             | 12,897 | 6,036  | 149,275          | 49,677           | 6,675      | 21,452  | 65,095  | 6,376  | 8,921  |
| 2023.1/4 | 8,317             | 13,389 | 5,933  | 150,615          | 53,113           | 5,959      | 22,376  | 63,623  | 5,545  | 7,357  |
| 2/4      | 10,917            | 12,870 | 6,171  | 161,468          | 59,525           | 8,160      | 23,628  | 64,135  | 6,019  | 7,214  |
| 3/4      | 12,021            | 12,972 | 6,373  | 174,669          | 65,398           | 7,882      | 25,607  | 68,550  | 7,232  | 6,504  |
| 4/4      | 13,491            | 14,132 | 6,657  | 174,828          | 63,338           | 7,791      | 29,037  | 67,703  | 6,959  | 7,303  |
| 2024.1/4 | 12,062            | 15,216 | 6,518  | 173,646          | 65,671           | 7,018      | 27,442  | 66,763  | 6,752  | 6,173  |
| 2/4      | 15,269            | 14,061 | 6,657  | 178,227          | 65,345           | 8,355      | 27,792  | 69,659  | 7,076  | 5,921  |
| 3/4      | 12,100            | 13,207 | 6,759  | 175,642          | 66,769           | 8,935      | 14,472  | 77,725  | 7,742  | 5,585  |
| 2022.11  | 3,770             | 4,348  | 2,007  | 48,320           | 15,756           | 2,028      | 7,432   | 20,734  | 2,369  | 2,903  |
| 12       | 3,036             | 4,240  | 2,066  | 52,752           | 17,588           | 2,351      | 7,848   | 22,987  | 1,978  | 3,213  |
| 2023. 1  | 2,342             | 4,153  | 1,999  | 51,870           | 18,140           | 1,991      | 7,583   | 22,289  | 1,867  | 2,655  |
| 2        | 2,365             | 4,475  | 1,852  | 48,748           | 17,568           | 1,918      | 7,184   | 20,258  | 1,819  | 2,177  |
| 3        | 3,610             | 4,761  | 2,082  | 49,997           | 17,405           | 2,049      | 7,609   | 21,077  | 1,858  | 2,526  |
| 4        | 2,672             | 4,204  | 1,979  | 51,187           | 18,224           | 2,196      | 7,649   | 21,019  | 2,098  | 2,542  |
| 5        | 3,076             | 4,401  | 2,105  | 56,139           | 21,239           | 2,624      | 8,499   | 21,813  | 1,966  | 2,417  |
| 6        | 5,170             | 4,266  | 2,087  | 54,142           | 20,062           | 3,340      | 7,481   | 21,303  | 1,955  | 2,254  |
| 7        | 2,910             | 4,377  | 2,129  | 57,787           | 22,011           | 2,736      | 7,499   | 23,438  | 2,103  | 2,247  |
| 8        | 3,313             | 4,465  | 2,192  | 59,730           | 22,393           | 2,918      | 8,290   | 23,692  | 2,437  | 2,204  |
| 9        | 5,798             | 4,130  | 2,052  | 57,152           | 20,994           | 2,228      | 9,818   | 21,421  | 2,692  | 2,053  |
| 10       | 4,114             | 4,635  | 2,226  | 57,169           | 21,289           | 2,727      | 9,095   | 21,896  | 2,161  | 2,221  |
| 11       | 5,539             | 4,861  | 2,188  | 56,257           | 20,341           | 2,576      | 9,325   | 21,612  | 2,403  | 2,585  |
| 12       | 3,838             | 4,636  | 2,243  | 61,401           | 21,707           | 2,487      | 10,617  | 24,195  | 2,394  | 2,497  |
| 2024. 1  | 2,771             | 4,975  | 2,237  | 59,337           | 23,219           | 2,070      | 9,039   | 22,461  | 2,549  | 2,142  |
| 2        | 2,820             | 4,925  | 2,052  | 57,353           | 21,490           | 2,378      | 9,725   | 21,519  | 2,242  | 1,940  |
| 3        | 6,471             | 5,316  | 2,229  | 56,956           | 20,963           | 2,570      | 8,678   | 22,784  | 1,962  | 2,091  |
| 4        | 3,425             | 4,844  | 2,188  | 56,630           | 20,889           | 2,614      | 8,674   | 22,087  | 2,365  | 2,071  |
| 5        | 5,386             | 4,685  | 2,257  | 61,734           | 23,689           | 2,437      | 9,620   | 23,611  | 2,377  | 2,058  |
| 6        | 6,458             | 4,532  | 2,212  | 59,863           | 20,767           | 3,304      | 9,498   | 23,961  | 2,334  | 1,791  |
| 7        | 4,145             | 4,507  | 2,289  | 58,345           | 22,720           | 2,731      | 5,177   | 25,385  | 2,333  | 1,865  |
| 8        | 4,417             | 4,453  | 2,298  | 60,102           | 23,319           | 2,910      | 4,268   | 27,213  | 2,392  | 1,815  |
| 9        | 3,539             | 4,247  | 2,173  | 57,195           | 20,730           | 3,294      | 5,027   | 25,127  | 3,017  | 1,904  |
| 10p      | 3,509             | 4,811  | 2,341  | 57,839           | 22,625           | 2,697      | 4,450   | 25,311  | 2,757  | 1,903  |
| 11p      | 4,967             | 4,945  | 2,320  | 57,050           | 20,891           | 2,505      | 5,260   | 24,645  | 3,750  | 2,116  |

※ p는 잠정치임

## 1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

|          | 합계   | 가 전        |       |       | 도 서   |       |       | 패 션  |      |      |
|----------|------|------------|-------|-------|-------|-------|-------|------|------|------|
|          |      | 컴퓨터 및 주변기기 | 가전·전자 | 통신기기  | 서적    | 사무·문구 | 의복    |      |      |      |
| 2022     | 11.0 | -0.5       | -4.1  | -2.0  | 10.5  | 4.1   | -1.4  | 13.2 | 5.6  | 15.6 |
| 2023     | 8.4  | -0.3       | -4.6  | -0.1  | 6.3   | -0.1  | -5.5  | 7.6  | 4.5  | 7.0  |
| 2022.4/4 | 7.2  | -4.7       | -11.4 | -5.2  | 6.4   | -0.1  | -9.1  | 12.0 | 1.7  | 7.5  |
| 2023.1/4 | 6.9  | -3.2       | -5.7  | -9.8  | 20.5  | -0.6  | -9.0  | 14.3 | 6.1  | 13.6 |
| 2/4      | 7.7  | 0.2        | -2.7  | 0.0   | 6.5   | -0.7  | -7.5  | 9.3  | 2.7  | 4.5  |
| 3/4      | 8.2  | -1.9       | -5.2  | 2.4   | -8.1  | -1.7  | -5.0  | 3.6  | 3.0  | 3.5  |
| 4/4      | 10.6 | 3.7        | -4.4  | 6.8   | 7.2   | 2.1   | 0.4   | 4.0  | 6.0  | 6.9  |
| 2024.1/4 | 10.8 | 3.8        | 0.9   | 7.8   | 0.0   | 4.2   | 2.9   | 6.0  | 2.9  | 1.0  |
| 2/4      | 8.6  | 3.9        | 1.3   | 5.8   | 2.2   | 3.6   | 3.4   | 3.9  | 1.8  | 2.4  |
| 3/4      | 3.1  | 1.7        | -10.4 | -1.1  | 27.3  | 6.2   | 6.6   | 5.6  | -1.8 | -1.7 |
| 2022.11  | 7.5  | -6.0       | -3.8  | -9.1  | -0.4  | 4.7   | -3.9  | 16.5 | -0.1 | 4.6  |
| 12       | 5.9  | -7.7       | -20.7 | -2.6  | 5.0   | -5.1  | -15.1 | 8.4  | 2.6  | 8.3  |
| 2023. 1  | 6.8  | -1.8       | -8.2  | -6.3  | 26.3  | -4.1  | -11.1 | 7.9  | 2.2  | 6.0  |
| 2        | 8.0  | -3.5       | -5.8  | -12.9 | 22.8  | 2.9   | -5.4  | 16.7 | 7.5  | 18.4 |
| 3        | 6.0  | -4.2       | -3.4  | -10.2 | 12.1  | -0.5  | -10.2 | 18.2 | 8.4  | 16.3 |
| 4        | 5.8  | -3.7       | -5.3  | -6.6  | 9.6   | -3.9  | -12.6 | 8.7  | 1.5  | 1.0  |
| 5        | 9.0  | 2.6        | -3.1  | 3.5   | 10.1  | 1.8   | -4.8  | 11.9 | 4.5  | 8.2  |
| 6        | 8.3  | 1.6        | 0.6   | 2.5   | -0.3  | 0.5   | -4.6  | 7.5  | 2.1  | 4.5  |
| 7        | 8.6  | 0.4        | -3.2  | 2.1   | 0.8   | 1.2   | -1.5  | 5.5  | 5.2  | 6.9  |
| 8        | 5.9  | 0.5        | -6.7  | 1.7   | 7.1   | -2.1  | -6.0  | 4.1  | 3.3  | 4.9  |
| 9        | 10.2 | -7.0       | -5.7  | 3.6   | -29.7 | -4.0  | -7.6  | 1.3  | 0.5  | -0.8 |
| 10       | 11.4 | 2.8        | -5.0  | 3.3   | 8.3   | -0.8  | -3.3  | 2.0  | 6.9  | 7.1  |
| 11       | 13.0 | 8.3        | -5.4  | 14.8  | 12.3  | 3.1   | -2.2  | 9.0  | 11.3 | 14.9 |
| 12       | 7.6  | -0.1       | -2.9  | 1.7   | -0.3  | 3.6   | 5.7   | 1.4  | 0.0  | -1.5 |
| 2024. 1  | 11.8 | 14.6       | 13.0  | 7.8   | 33.4  | 11.0  | 8.2   | 14.9 | 5.9  | 3.4  |
| 2        | 11.5 | -3.7       | -5.2  | 8.2   | -21.7 | -1.9  | -3.1  | -0.2 | 4.4  | 4.5  |
| 3        | 9.0  | 0.9        | -3.8  | 7.3   | -5.5  | 3.7   | 3.6   | 3.9  | -0.8 | -3.6 |
| 4        | 10.6 | 7.9        | 1.7   | 13.1  | 4.0   | 4.9   | 4.0   | 5.8  | 5.4  | 7.5  |
| 5        | 7.6  | -1.2       | -2.5  | 0.5   | -4.5  | 4.7   | 3.7   | 6.1  | -1.1 | -3.4 |
| 6        | 7.7  | 5.6        | 4.9   | 5.2   | 8.3   | 1.0   | 2.3   | -0.6 | 1.2  | 3.6  |
| 7        | 5.1  | 4.5        | -7.2  | 0.0   | 41.3  | 8.8   | 8.4   | 9.5  | 0.0  | 1.1  |
| 8        | 2.0  | -11.4      | -13.2 | -3.9  | -25.6 | 3.0   | 2.6   | 3.7  | -2.7 | -1.7 |
| 9        | 2.2  | 13.8       | -10.8 | 0.6   | 94.9  | 6.8   | 9.0   | 3.8  | -3.0 | -4.4 |
| 10p      | 0.7  | -16.6      | -10.6 | -4.6  | -36.9 | 15.4  | 24.0  | 6.2  | -2.3 | 1.0  |
| 11p      | 1.0  | -8.9       | -3.7  | -8.6  | -16.2 | 0.2   | 2.1   | -1.7 | 0.2  | 4.7  |

※ p는 잠정치임

## 1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

|          | 패션    |       |                   |                  |       |                 | 식품   | 생활    |       | 생활용품 |      |
|----------|-------|-------|-------------------|------------------|-------|-----------------|------|-------|-------|------|------|
|          | 신발    | 가방    | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품   | 아동<br>·<br>유아용품 |      | 음·식료품 | 농축수산물 |      |      |
| 2022     | 13.4  | 16.0  | 14.5              | 5.7              | -14.1 | 5.2             | 15.7 | 16.4  | 13.8  | 8.0  | 8.1  |
| 2023     | 2.2   | 3.0   | 2.1               | -2.2             | 7.3   | 0.9             | 12.6 | 11.9  | 14.4  | 4.5  | 4.1  |
| 2022.4/4 | 9.8   | -0.8  | 6.9               | 1.3              | -13.1 | 3.5             | 13.8 | 14.5  | 11.8  | 2.0  | 3.0  |
| 2023.1/4 | 12.7  | 5.7   | 1.1               | 1.1              | -2.1  | 3.2             | 7.5  | 8.9   | 4.0   | -2.6 | -2.3 |
| 2/4      | 0.0   | 4.3   | 1.5               | -2.0             | 4.0   | 1.0             | 12.7 | 12.9  | 11.9  | 3.4  | 4.8  |
| 3/4      | -2.4  | 3.3   | 0.5               | -5.5             | 11.2  | -0.6            | 15.3 | 13.3  | 21.1  | 3.2  | 4.7  |
| 4/4      | -0.2  | -1.3  | 4.8               | -1.9             | 16.6  | 0.1             | 14.7 | 12.5  | 21.3  | 13.9 | 9.1  |
| 2024.1/4 | -7.7  | -5.5  | 9.9               | -1.9             | 12.7  | 1.4             | 18.8 | 15.9  | 26.9  | 15.8 | 11.4 |
| 2/4      | -3.8  | -11.6 | 7.9               | -2.9             | 7.0   | 0.9             | 17.2 | 15.2  | 23.3  | 14.0 | 9.7  |
| 3/4      | -2.0  | -14.8 | 2.8               | -8.8             | 3.0   | -1.6            | 12.6 | 13.5  | 10.2  | 6.2  | 9.0  |
| 2022.11  | 10.8  | 4.2   | 6.3               | 2.0              | -17.9 | 7.1             | 17.5 | 18.0  | 16.1  | 3.8  | 6.4  |
| 12       | 9.6   | -3.9  | 10.9              | -0.1             | -8.8  | -0.3            | 10.7 | 12.1  | 7.2   | -0.4 | 0.4  |
| 2023. 1  | 5.1   | 2.2   | -2.3              | -5.3             | -0.1  | 3.1             | 8.3  | 10.5  | 3.6   | -2.0 | -1.7 |
| 2        | 19.8  | 5.5   | -1.7              | 2.5              | -3.3  | 2.2             | 8.9  | 8.6   | 9.8   | -3.3 | -4.6 |
| 3        | 13.3  | 9.1   | 7.4               | 5.2              | -2.8  | 4.2             | 5.4  | 7.5   | -0.3  | -2.5 | -0.9 |
| 4        | 0.5   | 7.9   | 3.9               | -5.2             | 6.3   | -2.2            | 9.1  | 10.2  | 5.9   | 1.1  | 1.6  |
| 5        | 0.7   | 6.8   | 3.0               | -2.8             | 4.1   | 4.0             | 13.8 | 13.9  | 13.3  | 2.1  | 6.8  |
| 6        | -1.2  | -1.8  | -2.1              | 2.1              | 1.7   | 1.5             | 15.2 | 14.7  | 16.5  | 6.8  | 5.8  |
| 7        | 8.2   | 8.5   | 2.0               | -6.0             | 10.5  | 0.9             | 15.8 | 15.0  | 18.3  | 6.8  | 6.8  |
| 8        | -9.0  | 1.6   | 2.0               | -3.7             | 12.1  | -2.0            | 4.5  | 4.5   | 4.5   | -2.4 | 1.8  |
| 9        | -6.8  | -0.1  | -2.8              | -6.7             | 11.1  | -0.8            | 26.9 | 21.6  | 41.2  | 5.6  | 5.5  |
| 10       | 10.4  | 0.8   | -0.3              | -0.8             | 15.6  | 4.0             | 15.8 | 14.2  | 20.5  | 16.1 | 10.8 |
| 11       | 1.3   | -7.6  | 13.7              | 4.5              | 19.9  | 1.6             | 15.4 | 13.1  | 22.2  | 16.3 | 10.7 |
| 12       | -10.9 | 3.3   | 1.5               | -10.2            | 14.2  | -4.1            | 13.2 | 10.4  | 21.0  | 9.4  | 5.9  |
| 2024. 1  | -8.5  | -3.4  | 10.1              | 4.3              | 17.8  | 1.5             | 13.2 | 13.8  | 11.8  | 15.1 | 13.5 |
| 2        | -0.8  | -4.2  | 12.2              | -2.7             | 9.4   | 3.0             | 28.3 | 21.1  | 49.0  | 12.0 | 11.5 |
| 3        | -12.7 | -8.6  | 7.6               | -5.8             | 10.8  | -0.1            | 16.7 | 13.4  | 26.8  | 19.8 | 9.4  |
| 4        | -2.2  | -10.3 | 11.1              | 2.8              | 8.7   | 4.0             | 20.0 | 17.9  | 26.4  | 14.8 | 12.6 |
| 5        | -3.3  | -11.5 | 7.5               | -4.8             | 5.8   | -1.0            | 18.2 | 15.8  | 25.3  | 16.7 | 8.9  |
| 6        | -6.1  | -13.3 | 5.2               | -6.5             | 6.5   | -0.5            | 13.5 | 11.9  | 18.4  | 10.8 | 7.9  |
| 7        | -4.8  | -11.9 | 7.6               | -6.8             | 4.6   | -1.3            | 14.9 | 14.6  | 15.6  | 13.1 | 11.1 |
| 8        | 1.5   | -18.6 | -3.5              | -10.8            | 2.5   | -1.8            | 15.1 | 15.5  | 13.9  | 9.6  | 8.0  |
| 9        | -2.1  | -13.9 | 4.4               | -9.0             | 1.9   | -1.5            | 8.4  | 10.6  | 3.3   | -3.5 | 7.9  |
| 10p      | -15.2 | -12.5 | 8.2               | -9.6             | -1.5  | -1.8            | 17.0 | 17.4  | 16.0  | 2.5  | 6.3  |
| 11p      | 2.5   | -11.3 | -8.9              | -9.5             | 0.5   | -1.0            | 12.1 | 12.5  | 11.0  | 0.1  | 2.5  |

※ p는 잠정치임

## 1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

|          | 생활                |       |      | 서비스  |                  |                  |            |       |       | 기 타   |
|----------|-------------------|-------|------|------|------------------|------------------|------------|-------|-------|-------|
|          | 자동차<br>및<br>자동차용품 | 가구    | 애완용품 |      | 여행<br>및<br>교통서비스 | 문화<br>및<br>레저서비스 | 이쿠폰<br>서비스 | 음식서비스 | 기타서비스 |       |
| 2022     | 20.3              | -3.3  | 15.8 | 24.9 | 84.7             | 111.8            | 23.5       | 1.6   | 12.1  | -1.0  |
| 2023     | 5.0               | 2.7   | 10.6 | 18.4 | 43.5             | 21.6             | 33.6       | -0.7  | 4.1   | -18.9 |
| 2022.4/4 | 5.0               | -6.9  | 13.1 | 21.6 | 75.0             | 51.6             | 31.1       | -6.1  | 48.2  | 0.5   |
| 2023.1/4 | -9.6              | -3.9  | 11.1 | 21.1 | 101.4            | 84.0             | 24.8       | -10.8 | 0.8   | -15.8 |
| 2/4      | -3.5              | 1.6   | 11.4 | 17.7 | 37.7             | 11.4             | 39.3       | 0.7   | 0.7   | -15.9 |
| 3/4      | -5.6              | 4.2   | 9.6  | 18.2 | 33.7             | 8.5              | 34.7       | 4.3   | 5.2   | -25.8 |
| 4/4      | 44.1              | 9.6   | 10.3 | 17.1 | 27.5             | 16.7             | 35.4       | 4.0   | 9.1   | -18.1 |
| 2024.1/4 | 45.0              | 13.6  | 9.9  | 15.3 | 23.6             | 17.8             | 22.6       | 4.9   | 21.8  | -16.1 |
| 2/4      | 39.9              | 9.3   | 7.9  | 10.4 | 9.8              | 2.4              | 17.6       | 8.6   | 17.6  | -17.9 |
| 3/4      | 0.7               | 1.8   | 6.1  | 0.6  | 2.1              | 13.4             | -43.5      | 13.4  | 7.1   | -14.1 |
| 2022.11  | -1.0              | -4.2  | 15.1 | 22.7 | 60.6             | 17.0             | 42.0       | -2.4  | 73.4  | 3.3   |
| 12       | 6.0               | -11.5 | 12.2 | 19.9 | 81.8             | 75.5             | 21.1       | -8.0  | 30.7  | -2.7  |
| 2023. 1  | -6.4              | -6.3  | 12.6 | 21.0 | 94.2             | 61.3             | 20.3       | -8.3  | 10.9  | -5.1  |
| 2        | -1.5              | -5.1  | 9.8  | 25.3 | 124.9            | 120.3            | 27.8       | -11.2 | 1.5   | -24.8 |
| 3        | -15.9             | -0.6  | 10.9 | 17.3 | 88.9             | 80.9             | 26.5       | -13.0 | -8.3  | -17.0 |
| 4        | -5.4              | -0.4  | 10.8 | 17.7 | 40.4             | 30.7             | 37.8       | -1.6  | 8.4   | -13.6 |
| 5        | -20.7             | 2.8   | 12.5 | 19.3 | 40.3             | 3.9              | 36.0       | 2.9   | 0.1   | -16.3 |
| 6        | 12.1              | 2.2   | 10.8 | 16.2 | 32.9             | 7.2              | 45.1       | 0.8   | -5.9  | -17.9 |
| 7        | 1.7               | 7.7   | 13.0 | 14.5 | 31.5             | 3.0              | 27.3       | 2.0   | -5.5  | -24.7 |
| 8        | -26.4             | 2.9   | 9.3  | 18.3 | 30.6             | 18.7             | 35.3       | 4.2   | 21.4  | -26.1 |
| 9        | 8.1               | 2.2   | 6.5  | 22.1 | 39.7             | 3.5              | 40.5       | 7.1   | 2.0   | -26.5 |
| 10       | 61.0              | 7.6   | 13.4 | 18.6 | 30.3             | 18.8             | 47.4       | 2.4   | 6.5   | -20.8 |
| 11       | 46.9              | 11.8  | 9.0  | 16.4 | 29.1             | 27.0             | 25.5       | 4.2   | 1.4   | -11.0 |
| 12       | 26.4              | 9.3   | 8.6  | 16.4 | 23.4             | 5.8              | 35.3       | 5.3   | 21.0  | -22.3 |
| 2024. 1  | 18.3              | 19.8  | 11.9 | 14.4 | 28.0             | 4.0              | 19.2       | 0.8   | 36.5  | -19.3 |
| 2        | 19.2              | 10.0  | 10.8 | 17.7 | 22.3             | 23.9             | 35.4       | 6.2   | 23.2  | -10.9 |
| 3        | 79.3              | 11.7  | 7.0  | 13.9 | 20.4             | 25.4             | 14.1       | 8.1   | 5.6   | -17.2 |
| 4        | 28.2              | 15.2  | 10.6 | 10.6 | 14.6             | 19.0             | 13.4       | 5.1   | 12.7  | -18.5 |
| 5        | 75.1              | 6.5   | 7.2  | 10.0 | 11.5             | -7.1             | 13.2       | 8.2   | 20.9  | -14.9 |
| 6        | 24.9              | 6.2   | 6.0  | 10.6 | 3.5              | -1.1             | 27.0       | 12.5  | 19.3  | -20.5 |
| 7        | 42.4              | 3.0   | 7.5  | 1.0  | 3.2              | -0.2             | -31.0      | 8.3   | 10.9  | -17.0 |
| 8        | 33.3              | -0.3  | 4.8  | 0.6  | 4.1              | -0.3             | -48.5      | 14.9  | -1.9  | -17.6 |
| 9        | -39.0             | 2.8   | 5.9  | 0.1  | -1.3             | 47.8             | -48.8      | 17.3  | 12.1  | -7.2  |
| 10p      | -14.7             | 3.8   | 5.2  | 1.2  | 6.3              | -1.1             | -51.1      | 15.6  | 27.5  | -14.3 |
| 11p      | -10.3             | 1.7   | 6.0  | 1.4  | 2.7              | -2.8             | -43.6      | 14.0  | 56.0  | -18.1 |

※ p는 잠정치임

## 2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

|          | 합계        | 가 전              |        |         |        | 도 서    |        |        | 패 셴     |         |
|----------|-----------|------------------|--------|---------|--------|--------|--------|--------|---------|---------|
|          |           | 컴퓨터<br>및<br>주변기기 | 가전·전자  | 통신기기    |        | 서적     | 사무·문구  |        | 의복      |         |
| 2021     | 1,387,082 | 181,905          | 46,111 | 99,929  | 35,866 | 21,569 | 12,397 | 9,172  | 345,550 | 129,675 |
| 2022     | 1,580,448 | 186,538          | 45,720 | 99,086  | 41,732 | 23,654 | 12,605 | 11,048 | 400,150 | 154,563 |
| 2023     | 1,690,320 | 192,007          | 43,831 | 103,191 | 44,986 | 24,170 | 12,393 | 11,777 | 415,638 | 160,723 |
| 2021.4/4 | 384,904   | 50,282           | 11,881 | 26,097  | 12,304 | 5,868  | 3,044  | 2,825  | 104,156 | 43,053  |
| 2022.1/4 | 381,769   | 47,592           | 13,907 | 24,029  | 9,657  | 6,578  | 3,861  | 2,718  | 91,325  | 33,601  |
| 2/4      | 387,117   | 43,089           | 10,385 | 24,798  | 7,905  | 5,333  | 2,807  | 2,526  | 102,876 | 39,703  |
| 3/4      | 397,930   | 46,329           | 10,612 | 24,778  | 10,939 | 5,629  | 3,092  | 2,537  | 94,916  | 34,742  |
| 4/4      | 413,632   | 49,528           | 10,816 | 25,481  | 13,232 | 6,114  | 2,846  | 3,268  | 111,034 | 46,516  |
| 2023.1/4 | 400,530   | 47,618           | 13,046 | 22,453  | 12,118 | 6,627  | 3,538  | 3,089  | 97,294  | 37,400  |
| 2/4      | 411,849   | 44,809           | 10,144 | 26,106  | 8,559  | 5,405  | 2,676  | 2,729  | 104,688 | 40,291  |
| 3/4      | 422,177   | 45,951           | 10,060 | 25,974  | 9,917  | 5,626  | 3,092  | 2,535  | 95,531  | 34,106  |
| 4/4      | 455,764   | 53,630           | 10,580 | 28,658  | 14,391 | 6,511  | 3,087  | 3,424  | 118,126 | 48,926  |
| 2024.1/4 | 444,992   | 51,194           | 13,222 | 25,836  | 12,136 | 7,207  | 3,888  | 3,319  | 101,025 | 37,143  |
| 2/4      | 453,056   | 47,585           | 10,224 | 28,729  | 8,633  | 5,858  | 2,923  | 2,934  | 109,792 | 41,930  |
| 3/4      | 450,486   | 50,146           | 9,492  | 27,952  | 12,701 | 6,261  | 3,436  | 2,825  | 96,045  | 33,566  |
| 2022.11  | 137,165   | 16,787           | 4,037  | 8,898   | 3,852  | 1,973  | 923    | 1,049  | 36,940  | 15,698  |
| 12       | 141,819   | 15,263           | 3,503  | 8,358   | 3,402  | 2,370  | 1,086  | 1,284  | 38,094  | 15,464  |
| 2023. 1  | 136,110   | 15,767           | 4,107  | 7,873   | 3,787  | 2,134  | 1,165  | 970    | 30,865  | 11,457  |
| 2        | 126,736   | 16,737           | 4,658  | 7,247   | 4,831  | 2,087  | 1,058  | 1,029  | 29,931  | 11,169  |
| 3        | 137,684   | 15,114           | 4,281  | 7,333   | 3,500  | 2,406  | 1,316  | 1,091  | 36,498  | 14,774  |
| 4        | 132,272   | 13,607           | 3,310  | 7,424   | 2,873  | 1,905  | 933    | 972    | 34,362  | 13,356  |
| 5        | 143,886   | 16,203           | 3,701  | 9,415   | 3,086  | 1,808  | 893    | 915    | 37,012  | 14,345  |
| 6        | 135,691   | 15,000           | 3,133  | 9,267   | 2,601  | 1,692  | 851    | 842    | 33,314  | 12,589  |
| 7        | 141,458   | 16,021           | 3,378  | 9,759   | 2,885  | 1,897  | 1,079  | 818    | 32,970  | 12,322  |
| 8        | 142,156   | 16,185           | 3,410  | 8,610   | 4,165  | 1,915  | 1,052  | 862    | 30,711  | 10,289  |
| 9        | 138,563   | 13,744           | 3,272  | 7,605   | 2,868  | 1,814  | 961    | 854    | 31,850  | 11,495  |
| 10       | 147,999   | 18,387           | 3,118  | 8,795   | 6,474  | 1,804  | 856    | 948    | 38,418  | 16,238  |
| 11       | 153,713   | 18,918           | 3,843  | 10,763  | 4,312  | 2,122  | 969    | 1,154  | 41,077  | 17,635  |
| 12       | 154,052   | 16,325           | 3,620  | 9,100   | 3,606  | 2,585  | 1,263  | 1,322  | 38,631  | 15,053  |
| 2024. 1  | 150,370   | 18,193           | 4,490  | 8,831   | 4,872  | 2,423  | 1,322  | 1,101  | 32,412  | 11,475  |
| 2        | 143,218   | 16,817           | 4,408  | 8,471   | 3,938  | 2,160  | 1,121  | 1,038  | 31,399  | 11,232  |
| 3        | 151,404   | 16,184           | 4,324  | 8,534   | 3,325  | 2,625  | 1,445  | 1,180  | 37,215  | 14,437  |
| 4        | 148,189   | 15,204           | 3,463  | 8,808   | 2,933  | 2,076  | 1,020  | 1,057  | 37,408  | 14,708  |
| 5        | 155,465   | 16,216           | 3,618  | 9,715   | 2,883  | 1,976  | 975    | 1,002  | 37,390  | 13,990  |
| 6        | 149,402   | 16,166           | 3,143  | 10,205  | 2,817  | 1,805  | 929    | 876    | 34,994  | 13,231  |
| 7        | 150,930   | 17,428           | 3,128  | 10,376  | 3,923  | 2,116  | 1,180  | 936    | 33,740  | 12,403  |
| 8        | 149,996   | 15,620           | 3,201  | 9,127   | 3,291  | 2,082  | 1,142  | 940    | 30,437  | 9,994   |
| 9        | 149,559   | 17,099           | 3,163  | 8,449   | 5,487  | 2,064  | 1,114  | 949    | 31,868  | 11,169  |
| 10p      | 154,181   | 16,089           | 2,999  | 9,033   | 4,057  | 2,235  | 1,174  | 1,061  | 38,004  | 15,868  |
| 11p      | 159,479   | 18,057           | 4,049  | 10,437  | 3,572  | 2,223  | 1,029  | 1,194  | 41,358  | 18,327  |

※ p는 잠정치임

## 2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

|          | 패션     |        |                   |                  |        |                 | 식품      |         |        | 생활      |         |
|----------|--------|--------|-------------------|------------------|--------|-----------------|---------|---------|--------|---------|---------|
|          | 신발     | 가방     | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품    | 아동<br>·<br>유아용품 |         | 음·식료품   | 농축수산물  |         | 생활용품    |
| 2021     | 23,241 | 17,557 | 25,337            | 40,652           | 69,127 | 39,961          | 235,553 | 171,701 | 63,853 | 180,910 | 114,450 |
| 2022     | 27,029 | 20,711 | 29,852            | 44,104           | 81,071 | 42,819          | 272,824 | 201,384 | 71,440 | 200,796 | 126,995 |
| 2023     | 27,186 | 20,443 | 30,024            | 42,833           | 91,592 | 42,836          | 303,319 | 222,683 | 80,636 | 208,653 | 131,561 |
| 2021.4/4 | 6,861  | 5,159  | 7,430             | 11,509           | 19,140 | 11,004          | 60,484  | 44,351  | 16,133 | 49,144  | 30,511  |
| 2022.1/4 | 5,869  | 5,353  | 7,243             | 8,915            | 20,150 | 10,194          | 69,464  | 50,108  | 19,356 | 50,351  | 31,835  |
| 2/4      | 7,268  | 5,131  | 7,421             | 12,057           | 20,286 | 11,011          | 65,272  | 48,837  | 16,435 | 49,674  | 31,329  |
| 3/4      | 6,251  | 5,253  | 7,287             | 11,423           | 19,727 | 10,232          | 71,258  | 52,768  | 18,490 | 50,686  | 32,528  |
| 4/4      | 7,641  | 4,975  | 7,901             | 11,709           | 20,909 | 11,382          | 66,830  | 49,671  | 17,159 | 50,085  | 31,302  |
| 2023.1/4 | 6,263  | 5,288  | 7,046             | 8,944            | 21,987 | 10,365          | 72,167  | 52,826  | 19,341 | 49,281  | 30,697  |
| 2/4      | 7,203  | 5,141  | 7,250             | 11,682           | 22,179 | 10,943          | 72,051  | 53,876  | 18,174 | 51,154  | 32,388  |
| 3/4      | 6,061  | 5,191  | 7,083             | 10,611           | 22,495 | 9,984           | 80,553  | 58,629  | 21,924 | 52,476  | 33,372  |
| 4/4      | 7,660  | 4,823  | 8,645             | 11,597           | 24,931 | 11,545          | 78,548  | 57,352  | 21,196 | 55,742  | 35,104  |
| 2024.1/4 | 6,032  | 5,044  | 7,807             | 9,028            | 25,299 | 10,672          | 88,256  | 63,111  | 25,145 | 55,782  | 34,952  |
| 2/4      | 7,170  | 4,643  | 7,821             | 11,655           | 25,443 | 11,130          | 87,309  | 64,492  | 22,817 | 57,167  | 36,555  |
| 3/4      | 6,067  | 4,465  | 7,496             | 9,898            | 24,690 | 9,863           | 93,358  | 68,552  | 24,806 | 57,083  | 37,196  |
| 2022.11  | 2,545  | 1,707  | 2,472             | 3,874            | 7,054  | 3,589           | 22,420  | 16,826  | 5,594  | 16,870  | 10,456  |
| 12       | 2,679  | 1,617  | 3,233             | 3,561            | 7,192  | 4,348           | 22,941  | 16,856  | 6,085  | 16,920  | 10,726  |
| 2023. 1  | 1,806  | 1,702  | 2,389             | 2,668            | 7,485  | 3,357           | 26,584  | 18,741  | 7,843  | 16,194  | 10,172  |
| 2        | 1,931  | 1,711  | 2,214             | 2,686            | 6,938  | 3,282           | 21,454  | 15,970  | 5,484  | 15,752  | 9,694   |
| 3        | 2,525  | 1,875  | 2,442             | 3,591            | 7,565  | 3,726           | 24,129  | 18,115  | 6,015  | 17,335  | 10,831  |
| 4        | 2,271  | 1,756  | 2,338             | 3,739            | 7,222  | 3,679           | 23,169  | 17,359  | 5,810  | 16,221  | 10,183  |
| 5        | 2,560  | 1,798  | 2,562             | 4,153            | 7,680  | 3,915           | 24,813  | 18,578  | 6,235  | 17,673  | 11,225  |
| 6        | 2,371  | 1,587  | 2,350             | 3,791            | 7,277  | 3,349           | 24,069  | 17,939  | 6,130  | 17,260  | 10,980  |
| 7        | 2,252  | 1,747  | 2,506             | 3,590            | 7,156  | 3,396           | 24,901  | 18,591  | 6,310  | 17,750  | 11,320  |
| 8        | 1,840  | 1,765  | 2,423             | 3,483            | 7,586  | 3,325           | 26,718  | 19,744  | 6,974  | 17,845  | 11,324  |
| 9        | 1,969  | 1,679  | 2,154             | 3,538            | 7,753  | 3,263           | 28,935  | 20,294  | 8,641  | 16,881  | 10,728  |
| 10       | 2,417  | 1,622  | 2,283             | 4,258            | 7,965  | 3,635           | 25,135  | 18,557  | 6,577  | 18,201  | 11,485  |
| 11       | 2,725  | 1,548  | 2,943             | 4,115            | 8,391  | 3,720           | 26,412  | 19,455  | 6,957  | 18,929  | 11,822  |
| 12       | 2,518  | 1,652  | 3,419             | 3,224            | 8,575  | 4,190           | 27,002  | 19,340  | 7,662  | 18,613  | 11,797  |
| 2024. 1  | 1,814  | 1,614  | 2,740             | 2,794            | 8,556  | 3,420           | 30,775  | 21,864  | 8,911  | 18,449  | 11,566  |
| 2        | 1,916  | 1,665  | 2,486             | 2,697            | 7,958  | 3,445           | 28,275  | 19,906  | 8,369  | 17,834  | 11,120  |
| 3        | 2,302  | 1,765  | 2,582             | 3,538            | 8,784  | 3,807           | 29,206  | 21,341  | 7,865  | 19,500  | 12,267  |
| 4        | 2,352  | 1,597  | 2,561             | 3,971            | 8,350  | 3,869           | 28,884  | 21,353  | 7,531  | 18,632  | 11,822  |
| 5        | 2,470  | 1,613  | 2,692             | 4,025            | 8,730  | 3,871           | 30,213  | 22,296  | 7,917  | 19,512  | 12,499  |
| 6        | 2,347  | 1,433  | 2,568             | 3,660            | 8,363  | 3,391           | 28,212  | 20,842  | 7,370  | 19,024  | 12,233  |
| 7        | 2,327  | 1,528  | 2,765             | 3,367            | 8,014  | 3,335           | 29,413  | 21,900  | 7,513  | 19,491  | 12,771  |
| 8        | 1,791  | 1,457  | 2,381             | 3,193            | 8,350  | 3,272           | 31,424  | 23,347  | 8,077  | 19,163  | 12,510  |
| 9        | 1,949  | 1,480  | 2,350             | 3,337            | 8,327  | 3,256           | 32,520  | 23,305  | 9,215  | 18,429  | 11,915  |
| 10p      | 2,293  | 1,442  | 2,481             | 3,935            | 8,441  | 3,545           | 30,289  | 22,408  | 7,881  | 19,506  | 12,369  |
| 11p      | 2,765  | 1,440  | 2,638             | 3,728            | 8,782  | 3,677           | 30,332  | 22,417  | 7,916  | 19,572  | 12,319  |

※ p는 잠정치임

## 2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

|          | 생활                |        |        | 서비스              |                  |            |        |         |        | 기타     |
|----------|-------------------|--------|--------|------------------|------------------|------------|--------|---------|--------|--------|
|          | 자동차<br>및<br>자동차용품 | 가구     | 애완용품   | 여행<br>및<br>교통서비스 | 문화<br>및<br>레저서비스 | 이쿠폰<br>서비스 | 음식서비스  | 기타서비스   |        |        |
| 2021     | 11,545            | 39,203 | 15,711 | 399,422          | 70,184           | 7,243      | 54,452 | 254,772 | 12,771 | 22,173 |
| 2022     | 16,476            | 38,522 | 18,803 | 471,827          | 119,374          | 14,606     | 63,848 | 260,693 | 13,306 | 24,659 |
| 2023     | 17,094            | 39,413 | 20,585 | 528,189          | 161,305          | 17,315     | 77,246 | 259,610 | 12,714 | 18,344 |
| 2021.4/4 | 4,215             | 10,133 | 4,285  | 109,278          | 21,581           | 2,685      | 14,777 | 67,749  | 2,486  | 5,692  |
| 2022.1/4 | 3,701             | 10,396 | 4,419  | 110,229          | 19,860           | 1,880      | 15,582 | 69,852  | 3,054  | 6,229  |
| 2/4      | 4,322             | 9,382  | 4,641  | 114,774          | 29,901           | 4,337      | 14,638 | 62,399  | 3,499  | 6,100  |
| 3/4      | 3,952             | 9,311  | 4,895  | 122,837          | 34,383           | 4,459      | 15,991 | 64,499  | 3,505  | 6,276  |
| 4/4      | 4,501             | 9,434  | 4,848  | 123,987          | 35,230           | 3,930      | 17,637 | 63,944  | 3,247  | 6,054  |
| 2023.1/4 | 3,857             | 9,898  | 4,829  | 122,575          | 35,720           | 3,696      | 17,773 | 62,514  | 2,872  | 4,968  |
| 2/4      | 4,297             | 9,430  | 5,038  | 129,013          | 39,830           | 4,541      | 18,325 | 63,035  | 3,282  | 4,730  |
| 3/4      | 4,266             | 9,594  | 5,245  | 138,081          | 43,500           | 4,567      | 19,313 | 67,446  | 3,255  | 3,960  |
| 4/4      | 4,674             | 10,491 | 5,473  | 138,521          | 42,255           | 4,511      | 21,835 | 66,615  | 3,306  | 4,686  |
| 2024.1/4 | 4,006             | 11,425 | 5,399  | 137,626          | 44,259           | 4,059      | 20,018 | 65,739  | 3,550  | 3,901  |
| 2/4      | 4,463             | 10,607 | 5,542  | 141,555          | 44,282           | 4,575      | 20,134 | 68,720  | 3,845  | 3,789  |
| 3/4      | 4,185             | 10,073 | 5,629  | 143,971          | 45,619           | 4,952      | 12,939 | 76,712  | 3,748  | 3,621  |
| 2022.11  | 1,615             | 3,183  | 1,616  | 40,208           | 11,244           | 1,166      | 6,169  | 20,368  | 1,261  | 1,969  |
| 12       | 1,470             | 3,066  | 1,658  | 44,043           | 12,592           | 1,497      | 6,419  | 22,581  | 953    | 2,189  |
| 2023. 1  | 1,290             | 3,096  | 1,635  | 42,684           | 12,300           | 1,311      | 6,243  | 21,898  | 933    | 1,881  |
| 2        | 1,230             | 3,326  | 1,503  | 39,347           | 11,676           | 1,195      | 5,617  | 19,910  | 950    | 1,428  |
| 3        | 1,337             | 3,476  | 1,691  | 40,544           | 11,745           | 1,190      | 5,914  | 20,706  | 989    | 1,658  |
| 4        | 1,357             | 3,061  | 1,619  | 41,326           | 12,420           | 1,252      | 5,852  | 20,645  | 1,157  | 1,683  |
| 5        | 1,472             | 3,254  | 1,722  | 44,761           | 14,045           | 1,497      | 6,678  | 21,439  | 1,101  | 1,617  |
| 6        | 1,468             | 3,115  | 1,697  | 42,926           | 13,365           | 1,792      | 5,795  | 20,951  | 1,023  | 1,430  |
| 7        | 1,435             | 3,239  | 1,756  | 46,574           | 14,812           | 1,682      | 5,922  | 23,053  | 1,105  | 1,345  |
| 8        | 1,435             | 3,294  | 1,793  | 47,429           | 14,958           | 1,667      | 6,264  | 23,314  | 1,227  | 1,354  |
| 9        | 1,396             | 3,061  | 1,696  | 44,078           | 13,730           | 1,219      | 7,127  | 21,079  | 923    | 1,261  |
| 10       | 1,429             | 3,465  | 1,821  | 44,651           | 13,889           | 1,522      | 6,658  | 21,536  | 1,046  | 1,405  |
| 11       | 1,721             | 3,590  | 1,796  | 44,556           | 13,700           | 1,425      | 7,004  | 21,266  | 1,161  | 1,699  |
| 12       | 1,524             | 3,436  | 1,856  | 49,314           | 14,667           | 1,564      | 8,173  | 23,812  | 1,099  | 1,582  |
| 2024. 1  | 1,324             | 3,714  | 1,845  | 46,771           | 15,524           | 1,240      | 6,609  | 22,109  | 1,290  | 1,348  |
| 2        | 1,263             | 3,750  | 1,701  | 45,508           | 14,526           | 1,440      | 7,147  | 21,186  | 1,209  | 1,226  |
| 3        | 1,418             | 3,961  | 1,854  | 45,347           | 14,210           | 1,378      | 6,263  | 22,445  | 1,052  | 1,328  |
| 4        | 1,421             | 3,569  | 1,819  | 44,695           | 14,180           | 1,432      | 6,070  | 21,780  | 1,233  | 1,290  |
| 5        | 1,554             | 3,577  | 1,882  | 48,814           | 15,759           | 1,402      | 7,005  | 23,298  | 1,350  | 1,344  |
| 6        | 1,489             | 3,461  | 1,841  | 48,046           | 14,342           | 1,741      | 7,059  | 23,642  | 1,261  | 1,156  |
| 7        | 1,419             | 3,395  | 1,906  | 47,589           | 15,463           | 1,601      | 4,380  | 25,046  | 1,098  | 1,153  |
| 8        | 1,352             | 3,400  | 1,901  | 50,068           | 16,263           | 1,676      | 3,943  | 26,859  | 1,326  | 1,202  |
| 9        | 1,414             | 3,278  | 1,822  | 46,314           | 13,893           | 1,674      | 4,615  | 24,807  | 1,324  | 1,266  |
| 10p      | 1,528             | 3,674  | 1,935  | 46,848           | 14,929           | 1,572      | 3,945  | 24,958  | 1,444  | 1,211  |
| 11p      | 1,615             | 3,724  | 1,914  | 46,571           | 14,111           | 1,506      | 4,628  | 24,290  | 2,036  | 1,366  |

※ p는 잠정치임

## 2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

|          | 합계   | 가 전        |       |       | 도 서   |       |       | 패 션  |      |      |
|----------|------|------------|-------|-------|-------|-------|-------|------|------|------|
|          |      | 컴퓨터 및 주변기기 | 가전·전자 | 통신기기  | 서적    | 사무·문구 | 의복    |      |      |      |
| 2022     | 13.9 | 2.5        | -0.8  | -0.8  | 16.4  | 9.7   | 1.7   | 20.5 | 15.8 | 19.2 |
| 2023     | 7.0  | 2.9        | -4.1  | 4.1   | 7.8   | 2.2   | -1.7  | 6.6  | 3.9  | 4.0  |
| 2022.4/4 | 7.5  | -1.5       | -9.0  | -2.4  | 7.5   | 4.2   | -6.5  | 15.7 | 6.6  | 8.0  |
| 2023.1/4 | 4.9  | 0.1        | -6.2  | -6.6  | 25.5  | 0.7   | -8.4  | 13.7 | 6.5  | 11.3 |
| 2/4      | 6.4  | 4.0        | -2.3  | 5.3   | 8.3   | 1.4   | -4.7  | 8.0  | 1.8  | 1.5  |
| 3/4      | 6.1  | -0.8       | -5.2  | 4.8   | -9.3  | 0.0   | 0.0   | -0.1 | 0.6  | -1.8 |
| 4/4      | 10.2 | 8.3        | -2.2  | 12.5  | 8.8   | 6.5   | 8.5   | 4.8  | 6.4  | 5.2  |
| 2024.1/4 | 11.1 | 7.5        | 1.3   | 15.1  | 0.1   | 8.7   | 9.9   | 7.4  | 3.8  | -0.7 |
| 2/4      | 10.0 | 6.2        | 0.8   | 10.0  | 0.9   | 8.4   | 9.2   | 7.5  | 4.9  | 4.1  |
| 3/4      | 6.7  | 9.1        | -5.6  | 7.6   | 28.1  | 11.3  | 11.1  | 11.5 | 0.5  | -1.6 |
| 2022.11  | 8.7  | -3.9       | 2.9   | -9.7  | 4.3   | 11.4  | 1.3   | 22.2 | 6.0  | 4.9  |
| 12       | 5.0  | -3.3       | -23.2 | 5.5   | 3.1   | -1.6  | -13.1 | 10.8 | 5.0  | 8.3  |
| 2023. 1  | 5.9  | 2.5        | -4.7  | -3.3  | 29.0  | -1.0  | -8.9  | 10.5 | 4.1  | 5.4  |
| 2        | 4.6  | -1.8       | -7.0  | -12.5 | 29.0  | 2.4   | -7.8  | 15.4 | 6.6  | 14.6 |
| 3        | 4.2  | -0.4       | -6.7  | -3.6  | 17.5  | 0.9   | -8.3  | 14.9 | 8.6  | 13.8 |
| 4        | 4.4  | 0.5        | -6.9  | -0.6  | 14.4  | -0.6  | -9.0  | 9.1  | 0.1  | -2.0 |
| 5        | 8.5  | 7.2        | -1.0  | 9.2   | 12.2  | 3.1   | -2.7  | 9.5  | 4.5  | 6.5  |
| 6        | 6.1  | 3.9        | 1.4   | 6.5   | -1.7  | 1.7   | -1.6  | 5.3  | 0.6  | -0.2 |
| 7        | 6.6  | 3.2        | -2.2  | 6.1   | 0.4   | 3.6   | 5.1   | 1.6  | 2.6  | 3.3  |
| 8        | 5.0  | 3.0        | -7.4  | 5.1   | 8.2   | -0.4  | -0.5  | -0.2 | 1.8  | 0.5  |
| 9        | 6.8  | -8.9       | -5.9  | 2.9   | -32.0 | -3.2  | -4.7  | -1.5 | -2.4 | -8.6 |
| 10       | 9.9  | 5.2        | -4.8  | 6.9   | 8.3   | 1.8   | 2.3   | 1.4  | 6.7  | 5.8  |
| 11       | 12.1 | 12.7       | -4.8  | 21.0  | 11.9  | 7.6   | 4.9   | 9.9  | 11.2 | 12.3 |
| 12       | 8.6  | 7.0        | 3.3   | 8.9   | 6.0   | 9.1   | 16.3  | 3.0  | 1.4  | -2.7 |
| 2024. 1  | 10.5 | 15.4       | 9.3   | 12.2  | 28.7  | 13.5  | 13.5  | 13.5 | 5.0  | 0.2  |
| 2        | 13.0 | 0.5        | -5.4  | 16.9  | -18.5 | 3.5   | 6.0   | 0.9  | 4.9  | 0.6  |
| 3        | 10.0 | 7.1        | 1.0   | 16.4  | -5.0  | 9.1   | 9.8   | 8.2  | 2.0  | -2.3 |
| 4        | 12.0 | 11.7       | 4.6   | 18.7  | 2.1   | 9.0   | 9.3   | 8.7  | 8.9  | 10.1 |
| 5        | 8.0  | 0.1        | -2.2  | 3.2   | -6.6  | 9.3   | 9.2   | 9.5  | 1.0  | -2.5 |
| 6        | 10.1 | 7.8        | 0.3   | 10.1  | 8.3   | 6.6   | 9.1   | 4.1  | 5.0  | 5.1  |
| 7        | 6.7  | 8.8        | -7.4  | 6.3   | 36.0  | 11.5  | 9.3   | 14.3 | 2.3  | 0.7  |
| 8        | 5.5  | -3.5       | -6.1  | 6.0   | -21.0 | 8.7   | 8.5   | 9.1  | -0.9 | -2.9 |
| 9        | 7.9  | 24.4       | -3.3  | 11.1  | 91.4  | 13.7  | 16.0  | 11.2 | 0.1  | -2.8 |
| 10p      | 4.2  | -12.5      | -3.8  | 2.7   | -37.3 | 23.9  | 37.2  | 11.9 | -1.1 | -2.3 |
| 11p      | 3.8  | -4.5       | 5.4   | -3.0  | -17.2 | 4.7   | 6.2   | 3.5  | 0.7  | 3.9  |

※ p는 잠정치임



## 2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

|          | 패션   |       |                   |                  |      |                 | 식품   | 생활    |       | 생활용품 |      |
|----------|------|-------|-------------------|------------------|------|-----------------|------|-------|-------|------|------|
|          | 신발   | 가방    | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품  | 아동<br>·<br>유아용품 |      | 음·식료품 | 농축수산물 |      |      |
| 2022     | 16.3 | 18.0  | 17.8              | 8.5              | 17.3 | 7.2             | 15.8 | 17.3  | 11.9  | 11.0 | 11.0 |
| 2023     | 0.6  | -1.3  | 0.6               | -2.9             | 13.0 | 0.0             | 11.2 | 10.6  | 12.9  | 3.9  | 3.6  |
| 2022.4/4 | 11.4 | -3.6  | 6.3               | 1.7              | 9.2  | 3.4             | 10.5 | 12.0  | 6.4   | 1.9  | 2.6  |
| 2023.1/4 | 6.7  | -1.2  | -2.7              | 0.3              | 9.1  | 1.7             | 3.9  | 5.4   | -0.1  | -2.1 | -3.6 |
| 2/4      | -0.9 | 0.2   | -2.3              | -3.1             | 9.3  | -0.6            | 10.4 | 10.3  | 10.6  | 3.0  | 3.4  |
| 3/4      | -3.0 | -1.2  | -2.8              | -7.1             | 14.0 | -2.4            | 13.0 | 11.1  | 18.6  | 3.5  | 2.6  |
| 4/4      | 0.2  | -3.0  | 9.4               | -1.0             | 19.2 | 1.4             | 17.5 | 15.5  | 23.5  | 11.3 | 12.1 |
| 2024.1/4 | -3.7 | -4.6  | 10.8              | 0.9              | 15.1 | 3.0             | 22.3 | 19.5  | 30.0  | 13.2 | 13.9 |
| 2/4      | -0.4 | -9.7  | 7.9               | -0.2             | 14.7 | 1.7             | 21.2 | 19.7  | 25.5  | 11.8 | 12.9 |
| 3/4      | 0.1  | -14.0 | 5.8               | -6.7             | 9.8  | -1.2            | 15.9 | 16.9  | 13.1  | 8.8  | 11.5 |
| 2022.11  | 10.1 | -0.8  | 5.2               | 1.8              | 11.4 | 6.6             | 14.1 | 15.6  | 9.7   | 5.3  | 6.4  |
| 12       | 12.5 | -7.3  | 11.5              | 1.3              | 0.8  | 0.0             | 6.0  | 8.1   | 0.7   | -2.6 | -0.9 |
| 2023. 1  | 1.3  | -2.8  | -4.6              | -4.3             | 11.6 | 3.9             | 6.3  | 8.4   | 1.6   | 0.2  | -0.2 |
| 2        | 7.3  | -2.2  | -5.2              | 1.4              | 6.3  | 0.0             | 3.6  | 4.3   | 1.7   | -4.3 | -6.6 |
| 3        | 10.4 | 1.3   | 1.7               | 3.2              | 9.3  | 1.2             | 1.6  | 3.4   | -3.7  | -2.2 | -3.8 |
| 4        | -5.3 | 2.8   | -0.6              | -6.9             | 12.6 | -4.0            | 6.3  | 7.2   | 3.8   | 0.3  | -0.4 |
| 5        | 4.5  | 3.5   | 0.2               | -2.4             | 7.2  | 3.1             | 11.9 | 11.4  | 13.3  | 5.7  | 6.9  |
| 6        | -2.0 | -5.8  | -6.5              | 0.2              | 8.5  | -1.0            | 13.0 | 12.3  | 14.9  | 2.9  | 3.6  |
| 7        | 1.2  | 3.8   | -2.0              | -7.8             | 12.1 | -1.6            | 13.6 | 12.7  | 16.1  | 5.0  | 4.8  |
| 8        | -3.4 | -2.2  | 0.3               | -4.9             | 13.3 | -3.5            | 4.2  | 3.9   | 4.9   | 2.6  | -0.2 |
| 9        | -7.2 | -4.8  | -6.9              | -8.5             | 16.6 | -2.1            | 22.2 | 17.5  | 34.8  | 2.9  | 3.4  |
| 10       | 0.0  | -1.7  | 4.0               | -0.4             | 19.5 | 5.5             | 17.1 | 16.1  | 20.0  | 11.7 | 13.5 |
| 11       | 7.0  | -9.3  | 19.0              | 6.2              | 19.0 | 3.7             | 17.8 | 15.6  | 24.4  | 12.2 | 13.1 |
| 12       | -6.0 | 2.2   | 5.7               | -9.5             | 19.2 | -3.6            | 17.7 | 14.7  | 25.9  | 10.0 | 10.0 |
| 2024. 1  | 0.4  | -5.2  | 14.7              | 4.7              | 14.3 | 1.9             | 15.8 | 16.7  | 13.6  | 13.9 | 13.7 |
| 2        | -0.8 | -2.7  | 12.2              | 0.4              | 14.7 | 5.0             | 31.8 | 24.6  | 52.6  | 13.2 | 14.7 |
| 3        | -8.8 | -5.9  | 5.7               | -1.5             | 16.1 | 2.2             | 21.0 | 17.8  | 30.8  | 12.5 | 13.3 |
| 4        | 3.6  | -9.1  | 9.5               | 6.2              | 15.6 | 5.2             | 24.7 | 23.0  | 29.6  | 14.9 | 16.1 |
| 5        | -3.5 | -10.3 | 5.1               | -3.1             | 13.7 | -1.1            | 21.8 | 20.0  | 27.0  | 10.4 | 11.4 |
| 6        | -1.0 | -9.7  | 9.3               | -3.4             | 14.9 | 1.3             | 17.2 | 16.2  | 20.2  | 10.2 | 11.4 |
| 7        | 3.3  | -12.5 | 10.3              | -6.2             | 12.0 | -1.8            | 18.1 | 17.8  | 19.1  | 9.8  | 12.8 |
| 8        | -2.6 | -17.5 | -1.8              | -8.3             | 10.1 | -1.6            | 17.6 | 18.2  | 15.8  | 7.4  | 10.5 |
| 9        | -1.0 | -11.8 | 9.1               | -5.7             | 7.4  | -0.2            | 12.4 | 14.8  | 6.6   | 9.2  | 11.1 |
| 10p      | -5.1 | -11.1 | 8.6               | -7.6             | 6.0  | -2.5            | 20.5 | 20.7  | 19.8  | 7.2  | 7.7  |
| 11p      | 1.5  | -7.0  | -10.4             | -9.4             | 4.7  | -1.2            | 14.8 | 15.2  | 13.8  | 3.4  | 4.2  |

※ p는 잠정치임

## 2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

|          | 생활                |       |      | 서비스  |                  |                  |            |       |       | 기타    |
|----------|-------------------|-------|------|------|------------------|------------------|------------|-------|-------|-------|
|          | 자동차<br>및<br>자동차용품 | 가구    | 애완용품 |      | 여행<br>및<br>교통서비스 | 문화<br>및<br>레저서비스 | 이쿠폰<br>서비스 | 음식서비스 | 기타서비스 |       |
| 2022     | 42.7              | -1.7  | 19.7 | 18.1 | 70.1             | 101.6            | 17.3       | 2.3   | 4.2   | 11.2  |
| 2023     | 3.8               | 2.3   | 9.5  | 11.9 | 35.1             | 18.5             | 21.0       | -0.4  | -4.4  | -25.6 |
| 2022.4/4 | 6.8               | -6.9  | 13.1 | 13.5 | 63.2             | 46.4             | 19.3       | -5.6  | 30.6  | 6.4   |
| 2023.1/4 | 4.2               | -4.8  | 9.3  | 11.2 | 79.9             | 96.5             | 14.1       | -10.5 | -6.0  | -20.3 |
| 2/4      | -0.6              | 0.5   | 8.6  | 12.4 | 33.2             | 4.7              | 25.2       | 1.0   | -6.2  | -22.4 |
| 3/4      | 7.9               | 3.0   | 7.1  | 12.4 | 26.5             | 2.4              | 20.8       | 4.6   | -7.1  | -36.9 |
| 4/4      | 3.9               | 11.2  | 12.9 | 11.7 | 19.9             | 14.8             | 23.8       | 4.2   | 1.8   | -22.6 |
| 2024.1/4 | 3.9               | 15.4  | 11.8 | 12.3 | 23.9             | 9.8              | 12.6       | 5.2   | 23.6  | -21.5 |
| 2/4      | 3.9               | 12.5  | 10.0 | 9.7  | 11.2             | 0.7              | 9.9        | 9.0   | 17.2  | -19.9 |
| 3/4      | -1.9              | 5.0   | 7.3  | 4.3  | 4.9              | 8.4              | -33.0      | 13.7  | 15.2  | -8.5  |
| 2022.11  | 7.1               | -3.5  | 16.2 | 16.0 | 54.2             | 14.0             | 29.6       | -2.0  | 59.2  | 9.1   |
| 12       | -4.8              | -12.7 | 10.6 | 11.8 | 69.4             | 74.9             | 10.3       | -7.6  | 11.4  | 3.6   |
| 2023. 1  | 1.4               | -5.2  | 13.9 | 11.7 | 69.5             | 72.3             | 13.1       | -8.0  | 7.0   | -4.7  |
| 2        | 8.4               | -6.0  | 6.6  | 13.4 | 96.4             | 133.5            | 15.0       | -10.8 | -7.3  | -31.9 |
| 3        | 3.3               | -3.2  | 7.4  | 8.6  | 76.4             | 95.8             | 14.2       | -12.7 | -14.6 | -23.2 |
| 4        | 0.3               | -1.3  | 8.0  | 12.2 | 37.6             | 26.2             | 22.7       | -1.3  | 2.2   | -18.8 |
| 5        | -2.1              | 3.2   | 10.3 | 13.8 | 34.0             | -1.4             | 23.6       | 3.4   | -7.4  | -21.5 |
| 6        | 0.2               | -0.4  | 7.3  | 11.2 | 28.6             | -1.8             | 29.7       | 1.0   | -13.1 | -27.4 |
| 7        | -3.0              | 7.0   | 10.0 | 10.0 | 26.1             | -2.5             | 17.0       | 2.3   | -12.1 | -36.5 |
| 8        | 28.1              | 1.6   | 7.0  | 11.9 | 22.7             | 5.7              | 22.3       | 4.4   | 4.2   | -36.7 |
| 9        | 3.2               | 0.6   | 4.5  | 15.6 | 31.4             | 5.3              | 22.7       | 7.3   | -13.7 | -37.5 |
| 10       | 0.9               | 8.8   | 15.7 | 12.4 | 21.9             | 20.2             | 31.9       | 2.6   | 1.2   | -25.9 |
| 11       | 6.6               | 12.8  | 11.2 | 10.8 | 21.8             | 22.2             | 13.6       | 4.4   | -7.9  | -13.7 |
| 12       | 3.7               | 12.0  | 11.9 | 12.0 | 16.5             | 4.4              | 27.3       | 5.5   | 15.3  | -27.7 |
| 2024. 1  | 2.7               | 19.9  | 12.8 | 9.6  | 26.2             | -5.4             | 5.9        | 1.0   | 38.3  | -28.4 |
| 2        | 2.7               | 12.8  | 13.2 | 15.7 | 24.4             | 20.6             | 27.2       | 6.4   | 27.2  | -14.2 |
| 3        | 6.1               | 14.0  | 9.6  | 11.8 | 21.0             | 15.8             | 5.9        | 8.4   | 6.3   | -19.9 |
| 4        | 4.7               | 16.6  | 12.4 | 8.2  | 14.2             | 14.3             | 3.7        | 5.5   | 6.6   | -23.4 |
| 5        | 5.5               | 9.9   | 9.3  | 9.1  | 12.2             | -6.3             | 4.9        | 8.7   | 22.6  | -16.9 |
| 6        | 1.4               | 11.1  | 8.5  | 11.9 | 7.3              | -2.8             | 21.8       | 12.8  | 23.3  | -19.2 |
| 7        | -1.1              | 4.8   | 8.6  | 2.2  | 4.4              | -4.8             | -26.0      | 8.6   | -0.6  | -14.3 |
| 8        | -5.8              | 3.2   | 6.0  | 5.6  | 8.7              | 0.6              | -37.0      | 15.2  | 8.1   | -11.2 |
| 9        | 1.3               | 7.1   | 7.4  | 5.1  | 1.2              | 37.4             | -35.2      | 17.7  | 43.4  | 0.4   |
| 10p      | 6.9               | 6.0   | 6.3  | 4.9  | 7.5              | 3.3              | -40.7      | 15.9  | 38.0  | -13.8 |
| 11p      | -6.2              | 3.8   | 6.5  | 4.5  | 3.0              | 5.7              | -33.9      | 14.2  | 75.4  | -19.6 |

※ p는 잠정치임

### 3-1. 취급상품범위별 및 운영형태별 온라인쇼핑 거래액

(단위: 억원)

|          | 거래액       | 취급상품범위별   |         | 운영형태별     |           |
|----------|-----------|-----------|---------|-----------|-----------|
|          |           | 종합물       | 전문물     | 온라인물      | 온·오프라인병행물 |
| 2021     | 1,902,231 | 1,238,518 | 663,714 | 1,465,296 | 436,935   |
| 2022     | 2,111,236 | 1,327,723 | 783,513 | 1,625,677 | 485,559   |
| 2023     | 2,288,607 | 1,409,580 | 879,027 | 1,747,319 | 541,289   |
| 2021.4/4 | 520,323   | 332,405   | 187,919 | 402,732   | 117,591   |
| 2022.1/4 | 504,567   | 321,616   | 182,950 | 393,264   | 111,303   |
| 2/4      | 519,010   | 325,621   | 193,389 | 397,674   | 121,336   |
| 3/4      | 529,774   | 328,079   | 201,694 | 407,954   | 121,820   |
| 4/4      | 557,886   | 352,406   | 205,479 | 426,785   | 131,101   |
| 2023.1/4 | 539,233   | 338,225   | 201,009 | 408,498   | 130,735   |
| 2/4      | 559,051   | 343,671   | 215,379 | 425,653   | 133,398   |
| 3/4      | 573,187   | 348,311   | 224,876 | 442,694   | 130,493   |
| 4/4      | 617,136   | 379,372   | 237,764 | 470,473   | 146,663   |
| 2024.1/4 | 597,294   | 371,802   | 225,492 | 458,577   | 138,717   |
| 2/4      | 607,057   | 375,631   | 231,426 | 465,732   | 141,325   |
| 3/4      | 590,928   | 348,426   | 242,502 | 453,156   | 137,772   |
| 2022.11  | 185,881   | 119,027   | 66,854  | 142,933   | 42,948    |
| 12       | 191,081   | 120,114   | 70,967  | 145,774   | 45,308    |
| 2023. 1  | 180,929   | 115,018   | 65,911  | 137,717   | 43,212    |
| 2        | 170,910   | 107,150   | 63,760  | 130,072   | 40,838    |
| 3        | 187,394   | 116,056   | 71,338  | 140,709   | 46,685    |
| 4        | 179,138   | 110,884   | 68,255  | 136,122   | 43,016    |
| 5        | 193,773   | 119,923   | 73,850  | 146,945   | 46,828    |
| 6        | 186,140   | 112,865   | 73,275  | 142,586   | 43,554    |
| 7        | 189,443   | 114,873   | 74,570  | 146,896   | 42,547    |
| 8        | 191,922   | 116,352   | 75,570  | 149,442   | 42,479    |
| 9        | 191,822   | 117,086   | 74,736  | 146,355   | 45,467    |
| 10       | 201,547   | 123,091   | 78,456  | 152,660   | 48,887    |
| 11       | 210,054   | 130,503   | 79,551  | 160,465   | 49,589    |
| 12       | 205,535   | 125,778   | 79,757  | 157,348   | 48,187    |
| 2024. 1  | 202,350   | 127,466   | 74,884  | 156,058   | 46,291    |
| 2        | 190,646   | 118,725   | 71,920  | 147,543   | 43,102    |
| 3        | 204,299   | 125,611   | 78,688  | 154,976   | 49,323    |
| 4        | 198,118   | 124,354   | 73,764  | 152,341   | 45,777    |
| 5        | 208,462   | 128,814   | 79,648  | 158,843   | 49,619    |
| 6        | 200,477   | 122,463   | 78,014  | 154,548   | 45,929    |
| 7        | 199,158   | 118,255   | 80,903  | 153,173   | 45,984    |
| 8        | 195,765   | 114,151   | 81,614  | 150,065   | 45,700    |
| 9        | 196,005   | 116,020   | 79,985  | 149,918   | 46,087    |
| 10p      | 202,886   | 119,614   | 83,273  | 154,076   | 48,810    |
| 11p      | 212,233   | 127,506   | 84,727  | 163,719   | 48,514    |

\* p는 잠정치임

### 3-2. 취급상품범위별 및 운영형태별 온라인쇼핑 거래액(전년동기비)

(단위: %)

|          | 거래액  | 취급상품범위별 |      | 운영형태별 |           |
|----------|------|---------|------|-------|-----------|
|          |      | 종합몰     | 전문몰  | 온라인몰  | 온·오프라인병행몰 |
| 2022     | 11.0 | 7.2     | 18.0 | 10.9  | 11.1      |
| 2023     | 8.4  | 6.2     | 12.2 | 7.5   | 11.5      |
| 2022.4/4 | 7.2  | 6.0     | 9.3  | 6.0   | 11.5      |
| 2023.1/4 | 6.9  | 5.2     | 9.9  | 3.9   | 17.5      |
| 2/4      | 7.7  | 5.5     | 11.4 | 7.0   | 9.9       |
| 3/4      | 8.2  | 6.2     | 11.5 | 8.5   | 7.1       |
| 4/4      | 10.6 | 7.7     | 15.7 | 10.2  | 11.9      |
| 2024.1/4 | 10.8 | 9.9     | 12.2 | 12.3  | 6.1       |
| 2/4      | 8.6  | 9.3     | 7.5  | 9.4   | 5.9       |
| 3/4      | 3.1  | 0.0     | 7.8  | 2.4   | 5.6       |
| 2022.11  | 7.5  | 7.2     | 7.9  | 8.2   | 5.0       |
| 12       | 5.9  | 4.8     | 7.8  | 2.9   | 16.9      |
| 2023. 1  | 6.8  | 5.9     | 8.3  | 4.0   | 16.8      |
| 2        | 8.0  | 5.7     | 12.0 | 4.0   | 23.0      |
| 3        | 6.0  | 4.0     | 9.4  | 3.7   | 13.5      |
| 4        | 5.8  | 3.3     | 10.2 | 4.1   | 11.6      |
| 5        | 9.0  | 6.8     | 12.6 | 7.8   | 12.7      |
| 6        | 8.3  | 6.4     | 11.3 | 9.2   | 5.6       |
| 7        | 8.6  | 6.4     | 12.1 | 8.2   | 10.1      |
| 8        | 5.9  | 4.1     | 8.9  | 6.9   | 2.7       |
| 9        | 10.2 | 8.1     | 13.6 | 10.6  | 8.8       |
| 10       | 11.4 | 8.7     | 16.0 | 10.6  | 14.1      |
| 11       | 13.0 | 9.6     | 19.0 | 12.3  | 15.5      |
| 12       | 7.6  | 4.7     | 12.4 | 7.9   | 6.4       |
| 2024. 1  | 11.8 | 10.8    | 13.6 | 13.3  | 7.1       |
| 2        | 11.5 | 10.8    | 12.8 | 13.4  | 5.5       |
| 3        | 9.0  | 8.2     | 10.3 | 10.1  | 5.7       |
| 4        | 10.6 | 12.1    | 8.1  | 11.9  | 6.4       |
| 5        | 7.6  | 7.4     | 7.9  | 8.1   | 6.0       |
| 6        | 7.7  | 8.5     | 6.5  | 8.4   | 5.5       |
| 7        | 5.1  | 2.9     | 8.5  | 4.3   | 8.1       |
| 8        | 2.0  | -1.9    | 8.0  | 0.4   | 7.6       |
| 9        | 2.2  | -0.9    | 7.0  | 2.4   | 1.4       |
| 10p      | 0.7  | -2.8    | 6.1  | 0.9   | -0.2      |
| 11p      | 1.0  | -2.3    | 6.5  | 2.0   | -2.2      |

\* p는 잠정치임

#### 4. 취급상품범위별/상품군별 온라인쇼핑 거래액

##### 1) 종합몰 거래액

(단위: 억원)

|          | 합계        | 가 전              |        |         | 도 서    |        |       | 패 션    |         |        |
|----------|-----------|------------------|--------|---------|--------|--------|-------|--------|---------|--------|
|          |           | 컴퓨터<br>및<br>주변기기 | 가전·전자  | 통신기기    |        | 서적     | 사무·문구 | 의복     |         |        |
| 2021     | 1,238,518 | 247,621          | 69,500 | 136,926 | 41,194 | 22,279 | 9,238 | 13,041 | 355,739 | 83,997 |
| 2022     | 1,327,723 | 249,931          | 67,742 | 134,947 | 47,242 | 24,149 | 8,850 | 15,300 | 355,011 | 90,052 |
| 2023     | 1,409,580 | 255,741          | 65,437 | 140,959 | 49,345 | 25,717 | 8,902 | 16,815 | 365,243 | 89,193 |
| 2021.4/4 | 332,405   | 68,274           | 18,177 | 36,007  | 14,090 | 6,324  | 2,238 | 4,086  | 98,658  | 26,925 |
| 2022.1/4 | 321,616   | 63,496           | 19,790 | 32,782  | 10,924 | 6,441  | 2,753 | 3,688  | 81,448  | 19,416 |
| 2/4      | 325,621   | 59,747           | 15,688 | 34,660  | 9,398  | 5,478  | 2,003 | 3,475  | 92,108  | 23,537 |
| 3/4      | 328,079   | 61,121           | 15,627 | 33,267  | 12,228 | 5,453  | 2,030 | 3,423  | 83,198  | 19,426 |
| 4/4      | 352,406   | 65,568           | 16,638 | 34,237  | 14,692 | 6,777  | 2,064 | 4,713  | 98,256  | 27,672 |
| 2023.1/4 | 338,225   | 62,809           | 18,845 | 30,907  | 13,057 | 6,812  | 2,511 | 4,301  | 85,062  | 21,149 |
| 2/4      | 343,671   | 61,375           | 15,315 | 36,130  | 9,930  | 5,826  | 1,936 | 3,890  | 94,104  | 23,095 |
| 3/4      | 348,311   | 61,458           | 15,141 | 35,648  | 10,669 | 5,843  | 2,213 | 3,631  | 84,918  | 18,508 |
| 4/4      | 379,372   | 70,099           | 16,135 | 38,275  | 15,689 | 7,236  | 2,242 | 4,994  | 101,158 | 26,440 |
| 2024.1/4 | 371,802   | 66,398           | 18,940 | 34,465  | 12,992 | 7,478  | 2,866 | 4,613  | 86,734  | 19,261 |
| 2/4      | 375,631   | 64,903           | 16,115 | 38,632  | 10,156 | 6,243  | 2,112 | 4,130  | 93,841  | 21,824 |
| 3/4      | 348,426   | 60,606           | 13,057 | 35,160  | 12,389 | 6,377  | 2,462 | 3,915  | 80,575  | 15,913 |
| 2022.11  | 119,027   | 22,788           | 6,118  | 12,153  | 4,516  | 2,186  | 664   | 1,523  | 32,294  | 9,201  |
| 12       | 120,114   | 20,868           | 5,472  | 11,388  | 4,008  | 2,674  | 814   | 1,860  | 34,013  | 9,433  |
| 2023. 1  | 115,018   | 20,819           | 5,945  | 10,506  | 4,369  | 2,147  | 826   | 1,321  | 26,894  | 6,324  |
| 2        | 107,150   | 21,567           | 6,695  | 10,079  | 4,793  | 2,153  | 738   | 1,415  | 26,259  | 6,259  |
| 3        | 116,056   | 20,423           | 6,205  | 10,322  | 3,896  | 2,512  | 946   | 1,566  | 31,910  | 8,566  |
| 4        | 110,884   | 18,692           | 5,009  | 10,373  | 3,310  | 2,086  | 691   | 1,395  | 31,238  | 7,737  |
| 5        | 119,923   | 22,089           | 5,522  | 12,980  | 3,587  | 1,913  | 631   | 1,282  | 33,081  | 8,181  |
| 6        | 112,865   | 20,593           | 4,784  | 12,777  | 3,033  | 1,827  | 614   | 1,213  | 29,785  | 7,177  |
| 7        | 114,873   | 21,736           | 5,024  | 13,353  | 3,360  | 1,950  | 782   | 1,168  | 28,886  | 6,541  |
| 8        | 116,352   | 21,040           | 5,099  | 11,830  | 4,111  | 1,985  | 753   | 1,232  | 27,857  | 5,710  |
| 9        | 117,086   | 18,681           | 5,018  | 10,465  | 3,198  | 1,908  | 678   | 1,230  | 28,175  | 6,257  |
| 10       | 123,091   | 23,107           | 4,769  | 11,695  | 6,644  | 1,991  | 607   | 1,383  | 33,504  | 9,032  |
| 11       | 130,503   | 25,276           | 5,894  | 14,474  | 4,907  | 2,423  | 724   | 1,699  | 35,173  | 9,587  |
| 12       | 125,778   | 21,716           | 5,472  | 12,106  | 4,138  | 2,822  | 911   | 1,911  | 32,481  | 7,822  |
| 2024. 1  | 127,466   | 23,426           | 6,489  | 11,883  | 5,055  | 2,527  | 984   | 1,542  | 28,610  | 5,952  |
| 2        | 118,725   | 21,655           | 6,275  | 11,274  | 4,107  | 2,242  | 819   | 1,423  | 26,715  | 5,670  |
| 3        | 125,611   | 21,317           | 6,177  | 11,309  | 3,831  | 2,710  | 1,062 | 1,648  | 31,409  | 7,639  |
| 4        | 124,354   | 20,675           | 5,315  | 11,914  | 3,446  | 2,263  | 755   | 1,508  | 32,342  | 7,804  |
| 5        | 128,814   | 22,140           | 5,593  | 13,175  | 3,372  | 2,082  | 692   | 1,390  | 32,175  | 7,339  |
| 6        | 122,463   | 22,088           | 5,206  | 13,543  | 3,339  | 1,897  | 664   | 1,232  | 29,324  | 6,682  |
| 7        | 118,255   | 21,758           | 4,512  | 13,370  | 3,876  | 2,203  | 884   | 1,319  | 28,118  | 5,867  |
| 8        | 114,151   | 19,120           | 4,309  | 11,378  | 3,432  | 2,115  | 816   | 1,299  | 25,974  | 4,813  |
| 9        | 116,020   | 19,728           | 4,236  | 10,412  | 5,080  | 2,059  | 763   | 1,297  | 26,482  | 5,233  |
| 10p      | 119,614   | 19,617           | 4,137  | 11,100  | 4,380  | 2,291  | 783   | 1,508  | 31,121  | 7,826  |
| 11p      | 127,506   | 22,903           | 5,665  | 13,195  | 4,044  | 2,499  | 777   | 1,722  | 32,947  | 8,759  |

※ p는 잠정치임

#### 4. 취급상품범위별/상품군별 온라인쇼핑 거래액

##### 1) 종합몰 거래액

(단위: 억원)

|          | 패션     |        |                   |                  |         |                 | 식품      |         |        | 생활      |         |
|----------|--------|--------|-------------------|------------------|---------|-----------------|---------|---------|--------|---------|---------|
|          | 신발     | 가방     | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품     | 아동<br>·<br>유아용품 | 음·식료품   | 농축수산물   | 생활용품   |         |         |
| 2021     | 20,759 | 15,622 | 25,561            | 53,774           | 110,172 | 45,855          | 271,338 | 197,099 | 74,239 | 221,668 | 141,392 |
| 2022     | 22,257 | 16,195 | 27,553            | 57,088           | 93,413  | 48,452          | 312,881 | 229,308 | 83,573 | 235,335 | 153,123 |
| 2023     | 23,155 | 17,530 | 28,630            | 55,574           | 102,009 | 49,153          | 354,809 | 258,309 | 96,500 | 248,834 | 161,816 |
| 2021.4/4 | 5,926  | 4,067  | 7,145             | 15,293           | 26,635  | 12,667          | 69,046  | 50,685  | 18,360 | 59,230  | 37,725  |
| 2022.1/4 | 4,708  | 3,938  | 6,589             | 11,586           | 23,783  | 11,427          | 78,745  | 56,521  | 22,225 | 58,697  | 37,988  |
| 2/4      | 6,083  | 3,983  | 6,868             | 15,408           | 23,869  | 12,360          | 74,182  | 55,110  | 19,072 | 57,741  | 37,567  |
| 3/4      | 5,014  | 4,091  | 6,588             | 14,506           | 22,171  | 11,403          | 81,150  | 59,463  | 21,688 | 58,602  | 38,474  |
| 4/4      | 6,453  | 4,184  | 7,508             | 15,587           | 23,589  | 13,263          | 78,803  | 58,214  | 20,589 | 60,295  | 39,093  |
| 2023.1/4 | 5,276  | 4,527  | 6,771             | 11,689           | 23,800  | 11,851          | 84,839  | 61,540  | 23,299 | 58,856  | 37,757  |
| 2/4      | 6,248  | 4,440  | 7,119             | 15,032           | 25,592  | 12,579          | 84,216  | 62,591  | 21,626 | 61,141  | 39,960  |
| 3/4      | 5,097  | 4,389  | 6,721             | 13,599           | 25,180  | 11,423          | 94,681  | 68,252  | 26,429 | 62,386  | 40,908  |
| 4/4      | 6,534  | 4,174  | 8,018             | 15,254           | 27,437  | 13,300          | 91,072  | 65,926  | 25,146 | 66,451  | 43,191  |
| 2024.1/4 | 5,024  | 4,353  | 7,367             | 11,425           | 27,274  | 12,030          | 102,528 | 72,596  | 29,933 | 66,031  | 42,235  |
| 2/4      | 6,017  | 4,022  | 7,404             | 14,633           | 27,376  | 12,566          | 100,434 | 73,449  | 26,985 | 67,391  | 44,248  |
| 3/4      | 4,867  | 3,764  | 6,720             | 12,337           | 25,923  | 11,051          | 106,566 | 77,256  | 29,311 | 67,164  | 44,936  |
| 2022.11  | 2,148  | 1,384  | 2,292             | 5,214            | 7,865   | 4,190           | 26,493  | 19,745  | 6,748  | 20,378  | 13,129  |
| 12       | 2,333  | 1,410  | 3,052             | 4,803            | 7,880   | 5,102           | 27,154  | 19,784  | 7,370  | 20,455  | 13,405  |
| 2023. 1  | 1,524  | 1,496  | 2,257             | 3,499            | 7,974   | 3,819           | 31,732  | 22,084  | 9,648  | 19,139  | 12,389  |
| 2        | 1,600  | 1,461  | 2,107             | 3,505            | 7,594   | 3,733           | 24,883  | 18,461  | 6,421  | 18,720  | 11,878  |
| 3        | 2,152  | 1,570  | 2,407             | 4,685            | 8,232   | 4,299           | 28,224  | 20,995  | 7,229  | 20,998  | 13,490  |
| 4        | 2,005  | 1,538  | 2,324             | 4,852            | 8,497   | 4,284           | 27,160  | 20,230  | 6,930  | 19,528  | 12,660  |
| 5        | 2,184  | 1,523  | 2,487             | 5,292            | 8,961   | 4,453           | 28,820  | 21,445  | 7,376  | 20,998  | 13,746  |
| 6        | 2,058  | 1,379  | 2,308             | 4,888            | 8,134   | 3,842           | 28,236  | 20,916  | 7,319  | 20,615  | 13,555  |
| 7        | 1,833  | 1,479  | 2,380             | 4,577            | 8,203   | 3,872           | 29,060  | 21,547  | 7,514  | 21,097  | 13,858  |
| 8        | 1,585  | 1,479  | 2,273             | 4,462            | 8,531   | 3,816           | 31,197  | 22,919  | 8,279  | 21,248  | 13,915  |
| 9        | 1,679  | 1,431  | 2,068             | 4,560            | 8,446   | 3,735           | 34,423  | 23,786  | 10,637 | 20,041  | 13,135  |
| 10       | 2,090  | 1,402  | 2,158             | 5,478            | 9,200   | 4,142           | 29,309  | 21,472  | 7,837  | 21,726  | 14,099  |
| 11       | 2,358  | 1,363  | 2,777             | 5,482            | 9,343   | 4,263           | 30,669  | 22,377  | 8,292  | 22,599  | 14,706  |
| 12       | 2,086  | 1,409  | 3,083             | 4,293            | 8,894   | 4,894           | 31,095  | 22,077  | 9,017  | 22,126  | 14,387  |
| 2024. 1  | 1,537  | 1,433  | 2,569             | 3,609            | 9,633   | 3,876           | 36,245  | 25,443  | 10,802 | 22,067  | 14,100  |
| 2        | 1,542  | 1,418  | 2,353             | 3,402            | 8,475   | 3,856           | 32,516  | 22,679  | 9,837  | 20,894  | 13,285  |
| 3        | 1,946  | 1,502  | 2,446             | 4,414            | 9,165   | 4,297           | 33,767  | 24,473  | 9,294  | 23,069  | 14,849  |
| 4        | 2,005  | 1,386  | 2,443             | 4,989            | 9,327   | 4,389           | 33,209  | 24,342  | 8,867  | 22,193  | 14,437  |
| 5        | 2,069  | 1,389  | 2,499             | 5,056            | 9,461   | 4,363           | 34,764  | 25,396  | 9,368  | 22,920  | 15,109  |
| 6        | 1,943  | 1,247  | 2,462             | 4,588            | 8,588   | 3,814           | 32,461  | 23,710  | 8,751  | 22,279  | 14,702  |
| 7        | 1,848  | 1,280  | 2,501             | 4,276            | 8,600   | 3,746           | 33,612  | 24,853  | 8,759  | 23,116  | 15,503  |
| 8        | 1,460  | 1,237  | 2,162             | 3,951            | 8,688   | 3,664           | 35,695  | 26,177  | 9,518  | 22,623  | 15,163  |
| 9        | 1,559  | 1,247  | 2,056             | 4,110            | 8,635   | 3,641           | 37,259  | 26,226  | 11,033 | 21,425  | 14,270  |
| 10p      | 1,864  | 1,242  | 2,236             | 4,947            | 9,019   | 3,988           | 34,595  | 25,424  | 9,171  | 23,045  | 15,070  |
| 11p      | 2,241  | 1,236  | 2,370             | 4,915            | 9,278   | 4,148           | 34,854  | 25,600  | 9,254  | 23,313  | 15,176  |

\* p는 잠정치임

#### 4. 취급상품범위별/상품군별 온라인쇼핑 거래액

##### 1) 종합몰 거래액

(단위: 억원)

|          | 생활                |        |        | 서비스              |                  |            |        |       |        | 기타     |
|----------|-------------------|--------|--------|------------------|------------------|------------|--------|-------|--------|--------|
|          | 자동차<br>및<br>자동차용품 | 가구     | 애완용품   | 여행<br>및<br>교통서비스 | 문화<br>및<br>레저서비스 | 이쿠폰<br>서비스 | 음식서비스  | 기타서비스 |        |        |
| 2021     | 13,835            | 48,774 | 17,668 | 94,038           | 12,119           | 5,650      | 58,975 | 2,159 | 15,136 | 25,834 |
| 2022     | 14,165            | 47,518 | 20,530 | 123,560          | 25,654           | 11,448     | 71,227 | 1,170 | 14,062 | 26,855 |
| 2023     | 14,922            | 49,013 | 23,082 | 139,713          | 25,166           | 3,466      | 96,790 | 835   | 13,456 | 19,524 |
| 2021.4/4 | 4,011             | 12,697 | 4,797  | 24,431           | 3,803            | 2,099      | 15,822 | 388   | 2,319  | 6,442  |
| 2022.1/4 | 3,208             | 12,683 | 4,818  | 25,770           | 3,679            | 1,762      | 16,833 | 330   | 3,166  | 7,019  |
| 2/4      | 3,581             | 11,597 | 4,997  | 29,901           | 6,536            | 3,350      | 16,012 | 286   | 3,717  | 6,463  |
| 3/4      | 3,542             | 11,353 | 5,233  | 32,025           | 7,025            | 3,068      | 17,880 | 288   | 3,763  | 6,529  |
| 4/4      | 3,834             | 11,885 | 5,482  | 35,864           | 8,413            | 3,268      | 20,501 | 266   | 3,416  | 6,843  |
| 2023.1/4 | 3,381             | 12,314 | 5,405  | 34,369           | 8,165            | 1,786      | 21,510 | 257   | 2,651  | 5,477  |
| 2/4      | 3,754             | 11,802 | 5,625  | 32,169           | 5,388            | 571        | 22,688 | 224   | 3,299  | 4,840  |
| 3/4      | 3,759             | 11,846 | 5,873  | 34,864           | 5,774            | 532        | 24,593 | 196   | 3,769  | 4,161  |
| 4/4      | 4,028             | 13,051 | 6,181  | 38,311           | 5,838            | 578        | 28,000 | 157   | 3,737  | 5,046  |
| 2024.1/4 | 3,767             | 13,965 | 6,065  | 38,088           | 7,173            | 498        | 26,433 | 135   | 3,849  | 4,544  |
| 2/4      | 4,028             | 12,916 | 6,199  | 38,550           | 6,695            | 481        | 26,921 | 96    | 4,357  | 4,268  |
| 3/4      | 3,700             | 12,242 | 6,286  | 22,996           | 4,577            | 371        | 13,563 | 97    | 4,387  | 4,141  |
| 2022.11  | 1,395             | 4,026  | 1,828  | 12,630           | 2,855            | 1,159      | 7,137  | 87    | 1,393  | 2,257  |
| 12       | 1,273             | 3,905  | 1,871  | 12,436           | 2,917            | 941        | 7,509  | 94    | 975    | 2,515  |
| 2023. 1  | 1,089             | 3,828  | 1,833  | 12,330           | 3,337            | 757        | 7,258  | 93    | 885    | 1,958  |
| 2        | 1,048             | 4,121  | 1,673  | 11,933           | 3,236            | 826        | 6,911  | 82    | 877    | 1,636  |
| 3        | 1,243             | 4,365  | 1,899  | 10,107           | 1,593            | 202        | 7,340  | 83    | 889    | 1,883  |
| 4        | 1,211             | 3,857  | 1,800  | 10,476           | 1,643            | 181        | 7,363  | 81    | 1,208  | 1,702  |
| 5        | 1,288             | 4,044  | 1,920  | 11,334           | 1,857            | 192        | 8,165  | 78    | 1,042  | 1,687  |
| 6        | 1,255             | 3,901  | 1,904  | 10,359           | 1,889            | 197        | 7,160  | 65    | 1,048  | 1,450  |
| 7        | 1,268             | 4,008  | 1,964  | 10,773           | 2,154            | 209        | 7,151  | 71    | 1,188  | 1,370  |
| 8        | 1,258             | 4,053  | 2,021  | 11,597           | 1,889            | 183        | 7,973  | 67    | 1,484  | 1,427  |
| 9        | 1,234             | 3,785  | 1,887  | 12,493           | 1,731            | 140        | 9,469  | 57    | 1,096  | 1,365  |
| 10       | 1,269             | 4,299  | 2,059  | 11,944           | 1,786            | 178        | 8,758  | 55    | 1,168  | 1,511  |
| 11       | 1,366             | 4,484  | 2,044  | 12,575           | 2,012            | 191        | 8,990  | 49    | 1,332  | 1,788  |
| 12       | 1,393             | 4,268  | 2,078  | 13,792           | 2,040            | 208        | 10,252 | 54    | 1,237  | 1,747  |
| 2024. 1  | 1,280             | 4,596  | 2,092  | 12,976           | 2,583            | 189        | 8,697  | 50    | 1,457  | 1,614  |
| 2        | 1,151             | 4,559  | 1,899  | 13,304           | 2,387            | 155        | 9,371  | 44    | 1,347  | 1,399  |
| 3        | 1,335             | 4,811  | 2,074  | 11,808           | 2,203            | 153        | 8,365  | 42    | 1,045  | 1,531  |
| 4        | 1,342             | 4,375  | 2,039  | 12,236           | 2,240            | 157        | 8,383  | 33    | 1,423  | 1,435  |
| 5        | 1,369             | 4,339  | 2,103  | 13,239           | 2,247            | 150        | 9,340  | 32    | 1,470  | 1,495  |
| 6        | 1,317             | 4,202  | 2,058  | 13,076           | 2,208            | 175        | 9,198  | 31    | 1,464  | 1,338  |
| 7        | 1,307             | 4,173  | 2,133  | 8,107            | 1,601            | 156        | 4,872  | 32    | 1,446  | 1,340  |
| 8        | 1,202             | 4,123  | 2,135  | 7,243            | 1,622            | 116        | 3,998  | 35    | 1,472  | 1,380  |
| 9        | 1,190             | 3,946  | 2,018  | 7,645            | 1,354            | 99         | 4,693  | 30    | 1,469  | 1,421  |
| 10p      | 1,323             | 4,470  | 2,183  | 7,591            | 1,576            | 98         | 4,113  | 27    | 1,778  | 1,353  |
| 11p      | 1,403             | 4,562  | 2,171  | 9,514            | 1,650            | 106        | 4,969  | 24    | 2,765  | 1,476  |

※ p는 잠정치임

#### 4. 취급상품범위별/상품군별 온라인쇼핑 거래액

##### 2) 전문몰 거래액

(단위: 억원)

|          | 합계      | 가 전              |        |        | 도 서    |        |        | 패 셴   |         |         |
|----------|---------|------------------|--------|--------|--------|--------|--------|-------|---------|---------|
|          |         | 컴퓨터<br>및<br>주변기기 | 가전·전자  | 통신기기   |        | 서적     | 사무·문구  | 의복    |         |         |
| 2021     | 663,714 | 54,490           | 25,670 | 18,143 | 10,676 | 19,538 | 16,836 | 2,701 | 144,809 | 89,743  |
| 2022     | 783,513 | 50,738           | 23,571 | 17,075 | 10,092 | 19,370 | 16,854 | 2,516 | 173,451 | 110,718 |
| 2023     | 879,027 | 44,138           | 21,657 | 10,889 | 11,592 | 17,738 | 15,382 | 2,356 | 186,868 | 125,588 |
| 2021.4/4 | 187,919 | 14,795           | 7,056  | 4,453  | 3,286  | 4,985  | 4,250  | 735   | 46,616  | 30,297  |
| 2022.1/4 | 182,950 | 14,578           | 7,175  | 4,928  | 2,476  | 5,451  | 4,840  | 611   | 39,257  | 23,732  |
| 2/4      | 193,389 | 10,696           | 5,207  | 4,106  | 1,383  | 4,454  | 3,876  | 579   | 44,309  | 28,028  |
| 3/4      | 201,694 | 11,831           | 5,472  | 3,926  | 2,432  | 4,943  | 4,302  | 641   | 40,432  | 25,091  |
| 4/4      | 205,479 | 13,633           | 5,717  | 4,115  | 3,800  | 4,521  | 3,836  | 686   | 49,452  | 33,866  |
| 2023.1/4 | 201,009 | 12,774           | 6,570  | 3,115  | 3,089  | 5,011  | 4,397  | 614   | 42,995  | 27,853  |
| 2/4      | 215,379 | 9,214            | 5,008  | 2,649  | 1,557  | 4,042  | 3,500  | 542   | 46,044  | 30,811  |
| 3/4      | 224,876 | 10,103           | 4,852  | 2,442  | 2,808  | 4,381  | 3,803  | 579   | 42,377  | 27,584  |
| 4/4      | 237,764 | 12,047           | 5,227  | 2,683  | 4,137  | 4,304  | 3,682  | 622   | 55,452  | 39,339  |
| 2024.1/4 | 225,492 | 12,046           | 6,700  | 2,199  | 3,146  | 4,841  | 4,245  | 595   | 45,027  | 30,210  |
| 2/4      | 231,426 | 8,444            | 4,467  | 2,390  | 1,587  | 3,980  | 3,507  | 474   | 48,833  | 33,376  |
| 3/4      | 242,502 | 12,140           | 4,860  | 2,506  | 4,774  | 4,481  | 3,950  | 532   | 44,375  | 29,415  |
| 2022.11  | 66,854  | 3,846            | 1,892  | 1,284  | 670    | 1,556  | 1,324  | 232   | 17,165  | 11,677  |
| 12       | 70,967  | 4,240            | 2,155  | 1,348  | 737    | 1,620  | 1,379  | 241   | 16,415  | 11,100  |
| 2023. 1  | 65,911  | 3,770            | 1,922  | 1,238  | 610    | 1,522  | 1,325  | 197   | 13,101  | 8,447   |
| 2        | 63,760  | 4,923            | 2,198  | 991    | 1,734  | 1,628  | 1,427  | 200   | 13,403  | 8,542   |
| 3        | 71,338  | 4,080            | 2,450  | 885    | 745    | 1,861  | 1,645  | 216   | 16,491  | 10,865  |
| 4        | 68,255  | 3,179            | 1,778  | 855    | 546    | 1,330  | 1,146  | 184   | 15,082  | 10,121  |
| 5        | 73,850  | 3,048            | 1,597  | 917    | 535    | 1,453  | 1,272  | 181   | 15,989  | 10,730  |
| 6        | 73,275  | 2,987            | 1,633  | 878    | 476    | 1,259  | 1,082  | 177   | 14,973  | 9,960   |
| 7        | 74,570  | 3,095            | 1,742  | 869    | 483    | 1,502  | 1,305  | 196   | 14,838  | 9,712   |
| 8        | 75,570  | 4,250            | 1,673  | 843    | 1,734  | 1,511  | 1,307  | 204   | 12,956  | 8,145   |
| 9        | 74,736  | 2,759            | 1,437  | 730    | 591    | 1,369  | 1,190  | 179   | 14,583  | 9,727   |
| 10       | 78,456  | 5,125            | 1,610  | 888    | 2,628  | 1,245  | 1,054  | 191   | 17,630  | 12,522  |
| 11       | 79,551  | 3,557            | 1,685  | 954    | 918    | 1,434  | 1,222  | 212   | 19,865  | 14,410  |
| 12       | 79,757  | 3,365            | 1,933  | 841    | 592    | 1,625  | 1,406  | 218   | 17,957  | 12,407  |
| 2024. 1  | 74,884  | 4,765            | 2,397  | 780    | 1,589  | 1,546  | 1,344  | 202   | 13,750  | 9,320   |
| 2        | 71,920  | 3,863            | 2,156  | 704    | 1,003  | 1,468  | 1,279  | 189   | 14,690  | 9,801   |
| 3        | 78,688  | 3,417            | 2,147  | 715    | 555    | 1,826  | 1,622  | 204   | 16,586  | 11,089  |
| 4        | 73,764  | 2,931            | 1,589  | 780    | 563    | 1,319  | 1,156  | 163   | 16,495  | 11,385  |
| 5        | 79,648  | 2,701            | 1,351  | 788    | 563    | 1,442  | 1,280  | 162   | 16,372  | 10,924  |
| 6        | 78,014  | 2,812            | 1,527  | 823    | 462    | 1,220  | 1,070  | 149   | 15,966  | 11,067  |
| 7        | 80,903  | 4,180            | 1,768  | 859    | 1,552  | 1,554  | 1,378  | 176   | 15,628  | 10,560  |
| 8        | 81,614  | 3,283            | 1,568  | 798    | 918    | 1,487  | 1,297  | 190   | 13,736  | 8,803   |
| 9        | 79,985  | 4,678            | 1,524  | 849    | 2,304  | 1,440  | 1,274  | 166   | 15,011  | 10,053  |
| 10p      | 83,273  | 3,936            | 1,566  | 903    | 1,467  | 1,442  | 1,278  | 164   | 18,838  | 13,943  |
| 11p      | 84,727  | 3,373            | 1,632  | 905    | 836    | 1,367  | 1,210  | 158   | 22,198  | 16,355  |

※ p는 잠정치임



#### 4. 취급상품범위별/상품군별 온라인쇼핑 거래액

##### 2) 전문몰 거래액

(단위: 억원)

|          | 패션     |        |                   |                  |        |                 | 식품     |        |        | 생활     |        |
|----------|--------|--------|-------------------|------------------|--------|-----------------|--------|--------|--------|--------|--------|
|          | 신발     | 가방     | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품    | 아동<br>·<br>유아용품 | 음·식료품  | 농축수산물  |        | 생활용품   |        |
| 2021     | 13,406 | 8,127  | 7,637             | 3,741            | 18,600 | 3,556           | 41,138 | 32,043 | 9,095  | 41,000 | 12,512 |
| 2022     | 16,473 | 11,364 | 10,445            | 3,710            | 17,227 | 3,515           | 48,526 | 37,305 | 11,222 | 48,246 | 13,174 |
| 2023     | 16,412 | 10,859 | 10,156            | 3,861            | 16,712 | 3,279           | 52,095 | 40,106 | 11,989 | 47,468 | 11,242 |
| 2021.4/4 | 3,912  | 2,777  | 2,508             | 1,007            | 5,059  | 1,056           | 10,816 | 8,303  | 2,513  | 9,956  | 3,358  |
| 2022.1/4 | 3,742  | 3,057  | 2,531             | 786              | 4,596  | 814             | 12,102 | 9,142  | 2,960  | 11,219 | 3,457  |
| 2/4      | 4,395  | 2,898  | 2,495             | 1,070            | 4,499  | 924             | 11,895 | 9,127  | 2,768  | 12,664 | 3,309  |
| 3/4      | 3,985  | 2,807  | 2,607             | 928              | 4,178  | 836             | 12,454 | 9,712  | 2,742  | 14,056 | 3,194  |
| 4/4      | 4,351  | 2,601  | 2,812             | 926              | 3,954  | 942             | 12,076 | 9,324  | 2,752  | 10,307 | 3,214  |
| 2023.1/4 | 4,246  | 2,865  | 2,448             | 813              | 3,989  | 781             | 12,846 | 9,963  | 2,883  | 9,257  | 2,717  |
| 2/4      | 4,234  | 2,739  | 2,389             | 1,109            | 3,920  | 841             | 12,760 | 9,957  | 2,804  | 11,647 | 2,869  |
| 3/4      | 3,683  | 2,733  | 2,518             | 993              | 4,130  | 736             | 13,280 | 10,137 | 3,143  | 12,587 | 2,699  |
| 4/4      | 4,249  | 2,523  | 2,800             | 946              | 4,673  | 921             | 13,209 | 10,050 | 3,160  | 13,977 | 2,957  |
| 2024.1/4 | 3,766  | 2,631  | 2,764             | 842              | 4,036  | 777             | 13,533 | 10,244 | 3,289  | 12,859 | 2,860  |
| 2/4      | 4,061  | 2,323  | 2,860             | 1,042            | 4,198  | 973             | 13,249 | 10,108 | 3,142  | 15,590 | 2,746  |
| 3/4      | 3,736  | 2,300  | 2,783             | 966              | 4,256  | 919             | 14,970 | 11,695 | 3,275  | 12,446 | 2,608  |
| 2022.11  | 1,623  | 974    | 949               | 309              | 1,325  | 310             | 3,988  | 3,093  | 895    | 3,963  | 1,087  |
| 12       | 1,412  | 818    | 1,093             | 239              | 1,421  | 332             | 4,290  | 3,321  | 968    | 3,389  | 1,096  |
| 2023. 1  | 1,244  | 839    | 848               | 213              | 1,280  | 230             | 4,633  | 3,581  | 1,052  | 2,648  | 902    |
| 2        | 1,447  | 943    | 773               | 260              | 1,193  | 245             | 3,764  | 2,875  | 889    | 2,686  | 836    |
| 3        | 1,555  | 1,083  | 827               | 339              | 1,516  | 306             | 4,449  | 3,507  | 942    | 3,923  | 979    |
| 4        | 1,413  | 914    | 765               | 346              | 1,221  | 302             | 4,193  | 3,272  | 921    | 2,922  | 936    |
| 5        | 1,533  | 963    | 842               | 387              | 1,259  | 274             | 4,494  | 3,530  | 964    | 3,330  | 1,001  |
| 6        | 1,287  | 861    | 782               | 376              | 1,440  | 265             | 4,073  | 3,154  | 919    | 5,395  | 933    |
| 7        | 1,483  | 916    | 873               | 356              | 1,250  | 248             | 4,157  | 3,204  | 953    | 3,087  | 911    |
| 8        | 1,107  | 930    | 864               | 316              | 1,358  | 236             | 4,391  | 3,338  | 1,052  | 3,554  | 915    |
| 9        | 1,094  | 887    | 781               | 320              | 1,521  | 253             | 4,732  | 3,595  | 1,137  | 5,947  | 873    |
| 10       | 1,537  | 816    | 767               | 421              | 1,267  | 299             | 4,214  | 3,182  | 1,032  | 4,306  | 958    |
| 11       | 1,462  | 814    | 908               | 289              | 1,676  | 307             | 4,496  | 3,445  | 1,051  | 5,720  | 1,025  |
| 12       | 1,250  | 892    | 1,125             | 236              | 1,730  | 315             | 4,500  | 3,423  | 1,076  | 3,951  | 973    |
| 2024. 1  | 996    | 823    | 849               | 262              | 1,265  | 235             | 4,932  | 3,767  | 1,165  | 3,002  | 986    |
| 2        | 1,481  | 886    | 879               | 263              | 1,140  | 240             | 4,227  | 3,169  | 1,058  | 3,081  | 893    |
| 3        | 1,289  | 922    | 1,036             | 317              | 1,631  | 302             | 4,374  | 3,308  | 1,066  | 6,776  | 980    |
| 4        | 1,337  | 815    | 990               | 354              | 1,233  | 381             | 4,415  | 3,359  | 1,056  | 3,574  | 873    |
| 5        | 1,528  | 812    | 1,082             | 353              | 1,355  | 319             | 4,610  | 3,526  | 1,084  | 5,465  | 948    |
| 6        | 1,197  | 695    | 789               | 335              | 1,609  | 273             | 4,224  | 3,222  | 1,002  | 6,552  | 926    |
| 7        | 1,308  | 830    | 999               | 323              | 1,287  | 320             | 4,541  | 3,508  | 1,033  | 4,237  | 910    |
| 8        | 1,272  | 723    | 866               | 310              | 1,448  | 314             | 5,251  | 4,141  | 1,110  | 4,564  | 856    |
| 9        | 1,156  | 747    | 918               | 333              | 1,520  | 285             | 5,178  | 4,046  | 1,132  | 3,645  | 842    |
| 10p      | 1,214  | 699    | 929               | 386              | 1,292  | 375             | 4,632  | 3,511  | 1,121  | 3,627  | 941    |
| 11p      | 1,675  | 694    | 988               | 308              | 1,800  | 378             | 4,570  | 3,450  | 1,120  | 5,043  | 948    |

\* p는 잠정치임

#### 4. 취급상품범위별/상품군별 온라인쇼핑 거래액

##### 2) 전문몰 거래액

(단위: 억원)

|          | 생활                |       |       | 서비스              |                  |            |       |         |        | 기타    |
|----------|-------------------|-------|-------|------------------|------------------|------------|-------|---------|--------|-------|
|          | 자동차<br>및<br>자동차용품 | 가구    | 애완용품  | 여행<br>및<br>교통서비스 | 문화<br>및<br>레저서비스 | 이쿠폰<br>서비스 | 음식서비스 | 기타서비스   |        |       |
| 2021     | 21,585            | 4,942 | 1,961 | 353,238          | 78,933           | 5,917      | 2,022 | 259,438 | 6,928  | 9,501 |
| 2022     | 28,436            | 4,432 | 2,203 | 435,043          | 142,511          | 13,053     | 4,128 | 264,684 | 10,667 | 8,139 |
| 2023     | 29,824            | 4,350 | 2,052 | 521,866          | 216,207          | 26,325     | 3,859 | 263,177 | 12,299 | 8,854 |
| 2021.4/4 | 4,907             | 1,153 | 539   | 98,314           | 24,578           | 2,304      | 537   | 68,913  | 1,982  | 2,437 |
| 2022.1/4 | 5,989             | 1,252 | 521   | 98,627           | 22,688           | 1,476      | 1,102 | 71,024  | 2,336  | 1,716 |
| 2/4      | 7,733             | 1,077 | 545   | 107,257          | 36,684           | 3,972      | 945   | 63,395  | 2,260  | 2,115 |
| 3/4      | 9,187             | 1,092 | 584   | 115,748          | 41,875           | 4,198      | 1,128 | 65,435  | 3,111  | 2,230 |
| 4/4      | 5,528             | 1,012 | 554   | 113,411          | 41,264           | 3,407      | 951   | 64,829  | 2,960  | 2,078 |
| 2023.1/4 | 4,937             | 1,075 | 529   | 116,246          | 44,947           | 4,173      | 866   | 63,365  | 2,894  | 1,880 |
| 2/4      | 7,163             | 1,068 | 546   | 129,299          | 54,137           | 7,589      | 941   | 63,911  | 2,721  | 2,374 |
| 3/4      | 8,262             | 1,125 | 501   | 139,805          | 59,624           | 7,350      | 1,015 | 68,354  | 3,462  | 2,342 |
| 4/4      | 9,463             | 1,081 | 476   | 136,517          | 57,500           | 7,213      | 1,037 | 67,546  | 3,222  | 2,258 |
| 2024.1/4 | 8,296             | 1,251 | 453   | 135,558          | 58,498           | 6,520      | 1,009 | 66,628  | 2,903  | 1,630 |
| 2/4      | 11,240            | 1,145 | 458   | 139,676          | 58,649           | 7,873      | 871   | 69,563  | 2,719  | 1,652 |
| 3/4      | 8,400             | 965   | 473   | 152,646          | 62,192           | 8,563      | 909   | 77,628  | 3,355  | 1,443 |
| 2022.11  | 2,375             | 322   | 179   | 35,690           | 12,901           | 869        | 296   | 20,647  | 977    | 646   |
| 12       | 1,763             | 335   | 194   | 40,315           | 14,671           | 1,410      | 338   | 22,893  | 1,003  | 698   |
| 2023. 1  | 1,254             | 325   | 167   | 39,540           | 14,803           | 1,234      | 325   | 22,196  | 982    | 697   |
| 2        | 1,316             | 354   | 179   | 36,815           | 14,332           | 1,092      | 273   | 20,176  | 942    | 540   |
| 3        | 2,366             | 395   | 183   | 39,891           | 15,812           | 1,847      | 268   | 20,994  | 969    | 643   |
| 4        | 1,461             | 347   | 179   | 40,710           | 16,581           | 2,015      | 286   | 20,938  | 890    | 840   |
| 5        | 1,788             | 356   | 185   | 44,805           | 19,382           | 2,431      | 334   | 21,734  | 923    | 730   |
| 6        | 3,914             | 365   | 183   | 43,783           | 18,174           | 3,143      | 321   | 21,238  | 907    | 804   |
| 7        | 1,642             | 369   | 165   | 47,014           | 19,857           | 2,527      | 349   | 23,367  | 915    | 878   |
| 8        | 2,056             | 412   | 171   | 48,132           | 20,504           | 2,735      | 317   | 23,624  | 953    | 777   |
| 9        | 4,564             | 344   | 165   | 44,659           | 19,263           | 2,088      | 349   | 21,364  | 1,595  | 688   |
| 10       | 2,844             | 336   | 167   | 45,225           | 19,503           | 2,549      | 337   | 21,841  | 994    | 710   |
| 11       | 4,173             | 378   | 144   | 43,682           | 18,329           | 2,385      | 335   | 21,563  | 1,071  | 797   |
| 12       | 2,446             | 368   | 165   | 47,610           | 19,667           | 2,279      | 365   | 24,142  | 1,157  | 750   |
| 2024. 1  | 1,491             | 380   | 145   | 46,361           | 20,636           | 1,881      | 342   | 22,411  | 1,092  | 528   |
| 2        | 1,669             | 366   | 153   | 44,049           | 19,102           | 2,222      | 354   | 21,475  | 895    | 541   |
| 3        | 5,136             | 505   | 155   | 45,148           | 18,760           | 2,417      | 313   | 22,742  | 917    | 560   |
| 4        | 2,083             | 468   | 150   | 44,394           | 18,649           | 2,457      | 291   | 22,055  | 942    | 636   |
| 5        | 4,016             | 346   | 154   | 48,495           | 21,441           | 2,287      | 280   | 23,579  | 908    | 563   |
| 6        | 5,141             | 330   | 154   | 46,787           | 18,559           | 3,129      | 300   | 23,929  | 869    | 453   |
| 7        | 2,837             | 334   | 156   | 50,238           | 21,119           | 2,574      | 305   | 25,353  | 886    | 525   |
| 8        | 3,215             | 330   | 163   | 52,858           | 21,696           | 2,794      | 270   | 27,178  | 920    | 435   |
| 9        | 2,348             | 301   | 154   | 49,550           | 19,377           | 3,194      | 333   | 25,097  | 1,549  | 484   |
| 10p      | 2,186             | 341   | 159   | 50,248           | 21,049           | 2,599      | 336   | 25,284  | 979    | 550   |
| 11p      | 3,563             | 383   | 149   | 47,536           | 19,241           | 2,399      | 291   | 24,621  | 985    | 640   |

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## 5. 운영형태별/상품군별 온라인쇼핑 거래액

### 1) 온라인몰 거래액

(단위: 억원)

|          | 합계        | 가 전              |        |         | 도 서    |        |        | 패 셴    |         |         |
|----------|-----------|------------------|--------|---------|--------|--------|--------|--------|---------|---------|
|          |           | 컴퓨터<br>및<br>주변기기 | 가전·전자  | 통신기기    | 서적     | 사무·문구  | 의복     |        |         |         |
| 2021     | 1,465,296 | 239,974          | 73,986 | 120,458 | 45,530 | 24,451 | 11,043 | 13,408 | 326,557 | 113,448 |
| 2022     | 1,625,677 | 243,210          | 70,217 | 122,003 | 50,990 | 25,906 | 10,591 | 15,315 | 358,147 | 125,176 |
| 2023     | 1,747,319 | 254,695          | 68,797 | 130,507 | 55,391 | 26,799 | 9,831  | 16,967 | 368,523 | 130,780 |
| 2021.4/4 | 402,732   | 66,884           | 19,449 | 32,310  | 15,125 | 6,855  | 2,752  | 4,103  | 96,721  | 36,454  |
| 2022.1/4 | 393,264   | 61,424           | 20,458 | 28,915  | 12,051 | 6,962  | 3,274  | 3,687  | 80,963  | 27,350  |
| 2/4      | 397,674   | 57,132           | 16,247 | 31,276  | 9,609  | 6,034  | 2,523  | 3,511  | 93,290  | 32,807  |
| 3/4      | 407,954   | 59,930           | 16,217 | 30,257  | 13,456 | 5,956  | 2,503  | 3,454  | 85,554  | 28,374  |
| 4/4      | 426,785   | 64,725           | 17,295 | 31,554  | 15,875 | 6,954  | 2,290  | 4,663  | 98,340  | 36,644  |
| 2023.1/4 | 408,498   | 62,977           | 19,669 | 28,317  | 14,990 | 7,008  | 2,752  | 4,256  | 86,066  | 30,021  |
| 2/4      | 425,653   | 60,131           | 16,151 | 33,293  | 10,688 | 6,065  | 2,144  | 3,921  | 94,818  | 33,497  |
| 3/4      | 442,694   | 61,631           | 15,957 | 33,212  | 12,463 | 6,179  | 2,441  | 3,738  | 85,768  | 28,747  |
| 4/4      | 470,473   | 69,956           | 17,020 | 35,685  | 17,251 | 7,546  | 2,494  | 5,052  | 101,872 | 38,516  |
| 2024.1/4 | 458,577   | 67,054           | 20,044 | 31,920  | 15,091 | 7,770  | 3,094  | 4,676  | 86,871  | 29,794  |
| 2/4      | 465,732   | 64,080           | 16,819 | 36,235  | 11,026 | 6,537  | 2,313  | 4,224  | 94,086  | 32,208  |
| 3/4      | 453,156   | 61,479           | 13,847 | 32,755  | 14,878 | 6,706  | 2,671  | 4,035  | 81,768  | 26,165  |
| 2022.11  | 142,933   | 22,432           | 6,360  | 11,367  | 4,705  | 2,311  | 809    | 1,501  | 32,816  | 12,322  |
| 12       | 145,774   | 20,426           | 5,679  | 10,539  | 4,208  | 2,684  | 860    | 1,824  | 33,834  | 12,241  |
| 2023. 1  | 137,717   | 20,398           | 6,180  | 9,648   | 4,570  | 2,169  | 865    | 1,305  | 27,173  | 9,072   |
| 2        | 130,072   | 22,308           | 6,967  | 9,256   | 6,085  | 2,281  | 895    | 1,386  | 26,501  | 8,980   |
| 3        | 140,709   | 20,270           | 6,522  | 9,413   | 4,335  | 2,558  | 992    | 1,566  | 32,393  | 11,969  |
| 4        | 136,122   | 18,388           | 5,302  | 9,498   | 3,588  | 2,119  | 718    | 1,400  | 31,095  | 11,003  |
| 5        | 146,945   | 21,740           | 5,805  | 12,079  | 3,856  | 2,072  | 771    | 1,301  | 33,368  | 11,849  |
| 6        | 142,586   | 20,003           | 5,043  | 11,716  | 3,244  | 1,874  | 655    | 1,219  | 30,354  | 10,645  |
| 7        | 146,896   | 21,302           | 5,327  | 12,397  | 3,578  | 2,028  | 824    | 1,205  | 29,489  | 10,193  |
| 8        | 149,442   | 21,781           | 5,397  | 11,053  | 5,331  | 2,160  | 897    | 1,264  | 27,635  | 8,599   |
| 9        | 146,355   | 18,548           | 5,233  | 9,762   | 3,553  | 1,990  | 721    | 1,270  | 28,644  | 9,955   |
| 10       | 152,660   | 23,303           | 5,005  | 10,782  | 7,516  | 2,057  | 639    | 1,418  | 33,250  | 12,723  |
| 11       | 160,465   | 25,199           | 6,218  | 13,668  | 5,313  | 2,577  | 860    | 1,718  | 36,121  | 14,327  |
| 12       | 157,348   | 21,454           | 5,797  | 11,236  | 4,421  | 2,912  | 996    | 1,916  | 32,501  | 11,467  |
| 2024. 1  | 156,058   | 24,085           | 6,942  | 10,999  | 6,143  | 2,576  | 1,024  | 1,552  | 28,063  | 9,348   |
| 2        | 147,543   | 21,813           | 6,598  | 10,401  | 4,815  | 2,396  | 959    | 1,438  | 27,268  | 9,396   |
| 3        | 154,976   | 21,156           | 6,503  | 10,519  | 4,133  | 2,797  | 1,111  | 1,687  | 31,541  | 11,050  |
| 4        | 152,341   | 20,443           | 5,555  | 11,137  | 3,750  | 2,323  | 791    | 1,531  | 31,983  | 11,187  |
| 5        | 158,843   | 21,905           | 5,820  | 12,388  | 3,696  | 2,244  | 822    | 1,421  | 32,184  | 10,708  |
| 6        | 154,548   | 21,732           | 5,443  | 12,709  | 3,580  | 1,971  | 699    | 1,272  | 29,919  | 10,312  |
| 7        | 153,173   | 22,309           | 4,792  | 12,516  | 5,000  | 2,274  | 910    | 1,364  | 28,587  | 9,408   |
| 8        | 150,065   | 19,315           | 4,569  | 10,649  | 4,097  | 2,295  | 957    | 1,338  | 26,166  | 7,961   |
| 9        | 149,918   | 19,855           | 4,485  | 9,589   | 5,781  | 2,137  | 804    | 1,333  | 27,015  | 8,796   |
| 10p      | 154,076   | 19,753           | 4,392  | 10,219  | 5,142  | 2,351  | 810    | 1,541  | 32,578  | 12,514  |
| 11p      | 163,719   | 22,899           | 5,989  | 12,364  | 4,545  | 2,582  | 839    | 1,744  | 36,612  | 15,022  |

※ p는 잠정치임

## 5. 운영형태별/상품군별 온라인쇼핑 거래액

### 1) 온라인몰 거래액

(단위: 억원)

|          | 패션     |        |                   |                  |        |                 | 식품      |         |        | 생활      |         |
|----------|--------|--------|-------------------|------------------|--------|-----------------|---------|---------|--------|---------|---------|
|          | 신발     | 가방     | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품    | 아동<br>·<br>유아용품 | 음·식료품   | 농축수산물   | 생활용품   |         |         |
| 2021     | 19,711 | 15,857 | 23,564            | 48,278           | 60,293 | 45,405          | 250,293 | 180,547 | 69,746 | 212,514 | 134,485 |
| 2022     | 20,887 | 16,589 | 25,433            | 51,002           | 70,994 | 48,066          | 297,988 | 218,574 | 79,415 | 230,436 | 148,298 |
| 2023     | 20,579 | 15,523 | 23,911            | 49,985           | 78,670 | 49,075          | 338,851 | 246,709 | 92,142 | 243,186 | 155,933 |
| 2021.4/4 | 5,720  | 4,759  | 7,014             | 13,315           | 16,792 | 12,667          | 65,284  | 47,337  | 17,948 | 57,140  | 36,136  |
| 2022.1/4 | 4,483  | 4,290  | 6,122             | 10,243           | 17,229 | 11,246          | 74,313  | 53,382  | 20,931 | 56,987  | 36,560  |
| 2/4      | 5,725  | 4,153  | 6,385             | 13,954           | 17,969 | 12,298          | 70,873  | 52,552  | 18,320 | 56,654  | 36,522  |
| 3/4      | 4,779  | 4,176  | 6,049             | 13,441           | 17,322 | 11,413          | 76,963  | 56,624  | 20,339 | 57,745  | 37,295  |
| 4/4      | 5,901  | 3,970  | 6,878             | 13,364           | 18,473 | 13,109          | 75,839  | 56,015  | 19,824 | 59,050  | 37,920  |
| 2023.1/4 | 4,755  | 4,013  | 5,923             | 10,477           | 19,203 | 11,674          | 77,073  | 56,269  | 20,804 | 57,275  | 36,279  |
| 2/4      | 5,671  | 3,935  | 6,166             | 13,672           | 19,349 | 12,528          | 79,388  | 59,128  | 20,260 | 59,994  | 38,705  |
| 3/4      | 4,599  | 3,875  | 5,659             | 12,534           | 18,886 | 11,469          | 92,331  | 66,404  | 25,927 | 61,004  | 39,312  |
| 4/4      | 5,553  | 3,700  | 6,164             | 13,302           | 21,233 | 13,404          | 90,059  | 64,908  | 25,151 | 64,914  | 41,637  |
| 2024.1/4 | 4,350  | 3,847  | 5,707             | 10,123           | 21,001 | 12,049          | 99,911  | 70,676  | 29,235 | 64,818  | 41,045  |
| 2/4      | 5,202  | 3,452  | 6,046             | 13,413           | 21,047 | 12,718          | 98,488  | 71,793  | 26,696 | 65,929  | 42,997  |
| 3/4      | 4,146  | 3,277  | 5,037             | 11,654           | 20,208 | 11,282          | 104,274 | 75,702  | 28,572 | 65,428  | 43,377  |
| 2022.11  | 1,955  | 1,423  | 2,141             | 4,536            | 6,311  | 4,128           | 25,602  | 19,084  | 6,519  | 20,044  | 12,809  |
| 12       | 2,089  | 1,243  | 2,794             | 4,070            | 6,367  | 5,030           | 26,181  | 19,098  | 7,083  | 20,009  | 12,977  |
| 2023. 1  | 1,378  | 1,294  | 1,982             | 3,123            | 6,579  | 3,743           | 28,544  | 20,101  | 8,443  | 18,549  | 11,867  |
| 2        | 1,448  | 1,292  | 1,826             | 3,178            | 6,085  | 3,692           | 22,777  | 16,904  | 5,872  | 18,274  | 11,409  |
| 3        | 1,930  | 1,426  | 2,115             | 4,176            | 6,538  | 4,239           | 25,752  | 19,264  | 6,488  | 20,452  | 13,003  |
| 4        | 1,828  | 1,333  | 2,020             | 4,306            | 6,344  | 4,261           | 25,033  | 18,727  | 6,306  | 19,145  | 12,279  |
| 5        | 1,983  | 1,380  | 2,168             | 4,848            | 6,716  | 4,424           | 26,665  | 19,951  | 6,714  | 20,598  | 13,324  |
| 6        | 1,860  | 1,223  | 1,978             | 4,518            | 6,288  | 3,842           | 27,690  | 20,450  | 7,240  | 20,252  | 13,102  |
| 7        | 1,696  | 1,307  | 2,026             | 4,242            | 6,156  | 3,869           | 28,453  | 20,966  | 7,487  | 20,587  | 13,317  |
| 8        | 1,429  | 1,320  | 1,897             | 4,154            | 6,411  | 3,826           | 30,530  | 22,307  | 8,223  | 20,790  | 13,382  |
| 9        | 1,474  | 1,249  | 1,736             | 4,138            | 6,318  | 3,773           | 33,348  | 23,131  | 10,217 | 19,626  | 12,613  |
| 10       | 1,785  | 1,225  | 1,805             | 4,745            | 6,777  | 4,191           | 28,844  | 20,966  | 7,878  | 21,155  | 13,521  |
| 11       | 2,016  | 1,248  | 2,092             | 4,819            | 7,321  | 4,299           | 30,486  | 22,175  | 8,311  | 22,135  | 14,230  |
| 12       | 1,752  | 1,227  | 2,266             | 3,738            | 7,136  | 4,915           | 30,729  | 21,767  | 8,963  | 21,624  | 13,885  |
| 2024. 1  | 1,360  | 1,254  | 1,801             | 3,227            | 7,208  | 3,866           | 35,114  | 24,694  | 10,420 | 21,550  | 13,674  |
| 2        | 1,319  | 1,253  | 1,763             | 3,002            | 6,673  | 3,862           | 31,801  | 22,121  | 9,680  | 20,472  | 12,901  |
| 3        | 1,671  | 1,340  | 2,144             | 3,894            | 7,121  | 4,322           | 32,996  | 23,861  | 9,135  | 22,796  | 14,470  |
| 4        | 1,730  | 1,199  | 2,073             | 4,418            | 6,941  | 4,434           | 32,556  | 23,729  | 8,827  | 21,699  | 14,041  |
| 5        | 1,757  | 1,188  | 2,077             | 4,698            | 7,335  | 4,421           | 34,019  | 24,793  | 9,226  | 22,464  | 14,707  |
| 6        | 1,715  | 1,065  | 1,896             | 4,297            | 6,771  | 3,863           | 31,913  | 23,271  | 8,642  | 21,766  | 14,249  |
| 7        | 1,617  | 1,102  | 1,911             | 4,008            | 6,717  | 3,823           | 32,957  | 24,340  | 8,617  | 22,542  | 14,974  |
| 8        | 1,238  | 1,065  | 1,596             | 3,770            | 6,788  | 3,749           | 34,919  | 25,624  | 9,295  | 22,012  | 14,609  |
| 9        | 1,290  | 1,110  | 1,530             | 3,877            | 6,702  | 3,709           | 36,398  | 25,738  | 10,661 | 20,873  | 13,794  |
| 10p      | 1,552  | 1,087  | 1,753             | 4,499            | 7,052  | 4,121           | 34,112  | 24,944  | 9,168  | 22,438  | 14,593  |
| 11p      | 1,918  | 1,148  | 1,990             | 4,487            | 7,747  | 4,300           | 34,530  | 25,254  | 9,276  | 22,868  | 14,767  |

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## 5. 운영형태별/상품군별 온라인쇼핑 거래액

### 1) 온라인몰 거래액

(단위: 억원)

|          | 생활                |        |        | 서비스              |                  |            |         |         |        | 기타     |
|----------|-------------------|--------|--------|------------------|------------------|------------|---------|---------|--------|--------|
|          | 자동차<br>및<br>자동차용품 | 가구     | 애완용품   | 여행<br>및<br>교통서비스 | 문화<br>및<br>레저서비스 | 이쿠폰<br>서비스 | 음식서비스   | 기타서비스   |        |        |
| 2021     | 14,103            | 45,403 | 18,523 | 379,949          | 41,438           | 7,055      | 60,771  | 254,452 | 16,233 | 31,559 |
| 2022     | 15,436            | 45,102 | 21,600 | 438,454          | 76,786           | 14,242     | 75,141  | 252,044 | 20,240 | 31,535 |
| 2023     | 15,907            | 47,210 | 24,137 | 489,773          | 99,919           | 19,115     | 100,329 | 248,367 | 22,044 | 25,491 |
| 2021.4/4 | 4,092             | 11,867 | 5,044  | 102,013          | 12,996           | 2,624      | 16,320  | 67,474  | 2,598  | 7,835  |
| 2022.1/4 | 3,397             | 11,974 | 5,055  | 104,768          | 12,466           | 2,138      | 17,875  | 67,954  | 4,335  | 7,847  |
| 2/4      | 3,937             | 10,959 | 5,235  | 105,941          | 19,766           | 4,313      | 16,911  | 60,181  | 4,770  | 7,750  |
| 3/4      | 4,118             | 10,811 | 5,521  | 113,957          | 23,177           | 3,818      | 18,948  | 62,307  | 5,706  | 7,848  |
| 4/4      | 3,985             | 11,358 | 5,788  | 113,788          | 21,377           | 3,973      | 21,408  | 61,601  | 5,429  | 8,089  |
| 2023.1/4 | 3,490             | 11,845 | 5,661  | 111,441          | 20,961           | 3,704      | 22,313  | 59,809  | 4,654  | 6,659  |
| 2/4      | 3,963             | 11,407 | 5,920  | 118,740          | 24,403           | 5,368      | 23,558  | 60,439  | 4,972  | 6,516  |
| 3/4      | 4,103             | 11,450 | 6,139  | 129,955          | 28,558           | 4,944      | 25,507  | 64,665  | 6,280  | 5,826  |
| 4/4      | 4,351             | 12,509 | 6,417  | 129,636          | 25,997           | 5,099      | 28,950  | 63,453  | 6,137  | 6,490  |
| 2024.1/4 | 3,946             | 13,533 | 6,294  | 126,760          | 25,951           | 4,599      | 27,352  | 62,709  | 6,150  | 5,392  |
| 2/4      | 4,150             | 12,377 | 6,405  | 131,564          | 26,231           | 5,911      | 27,695  | 65,278  | 6,449  | 5,048  |
| 3/4      | 3,791             | 11,737 | 6,522  | 128,650          | 27,908           | 6,078      | 14,373  | 73,189  | 7,102  | 4,851  |
| 2022.11  | 1,440             | 3,868  | 1,927  | 37,085           | 6,638            | 1,363      | 7,419   | 19,617  | 2,048  | 2,644  |
| 12       | 1,305             | 3,746  | 1,980  | 39,715           | 7,300            | 1,159      | 7,831   | 21,725  | 1,700  | 2,924  |
| 2023. 1  | 1,102             | 3,672  | 1,907  | 38,459           | 7,248            | 1,139      | 7,554   | 20,959  | 1,560  | 2,424  |
| 2        | 1,095             | 3,999  | 1,772  | 35,970           | 6,988            | 1,263      | 7,167   | 19,018  | 1,535  | 1,962  |
| 3        | 1,293             | 4,174  | 1,982  | 37,012           | 6,725            | 1,302      | 7,593   | 19,832  | 1,560  | 2,273  |
| 4        | 1,249             | 3,727  | 1,890  | 38,066           | 7,363            | 1,511      | 7,633   | 19,830  | 1,730  | 2,276  |
| 5        | 1,339             | 3,920  | 2,015  | 40,321           | 8,079            | 1,590      | 8,470   | 20,582  | 1,599  | 2,179  |
| 6        | 1,376             | 3,759  | 2,015  | 40,353           | 8,961            | 2,267      | 7,456   | 20,027  | 1,643  | 2,060  |
| 7        | 1,344             | 3,875  | 2,051  | 43,008           | 10,047           | 1,644      | 7,465   | 22,137  | 1,714  | 2,029  |
| 8        | 1,365             | 3,931  | 2,112  | 44,589           | 10,045           | 1,773      | 8,254   | 22,378  | 2,139  | 1,956  |
| 9        | 1,394             | 3,644  | 1,976  | 42,358           | 8,465            | 1,527      | 9,788   | 20,150  | 2,427  | 1,841  |
| 10       | 1,416             | 4,074  | 2,144  | 42,097           | 8,672            | 1,881      | 9,070   | 20,592  | 1,881  | 1,955  |
| 11       | 1,481             | 4,316  | 2,108  | 41,656           | 8,222            | 1,812      | 9,297   | 20,188  | 2,137  | 2,291  |
| 12       | 1,454             | 4,119  | 2,166  | 45,884           | 9,102            | 1,405      | 10,584  | 22,673  | 2,119  | 2,244  |
| 2024. 1  | 1,309             | 4,411  | 2,156  | 42,768           | 8,944            | 1,381      | 9,012   | 21,114  | 2,317  | 1,901  |
| 2        | 1,177             | 4,407  | 1,986  | 42,118           | 8,643            | 1,538      | 9,693   | 20,195  | 2,049  | 1,675  |
| 3        | 1,460             | 4,714  | 2,152  | 41,874           | 8,363            | 1,680      | 8,646   | 21,401  | 1,784  | 1,816  |
| 4        | 1,385             | 4,174  | 2,099  | 41,586           | 8,213            | 1,831      | 8,644   | 20,739  | 2,160  | 1,752  |
| 5        | 1,410             | 4,174  | 2,174  | 44,255           | 8,856            | 1,603      | 9,586   | 22,065  | 2,146  | 1,772  |
| 6        | 1,355             | 4,030  | 2,133  | 45,722           | 9,162            | 2,478      | 9,465   | 22,475  | 2,142  | 1,525  |
| 7        | 1,337             | 4,021  | 2,210  | 42,887           | 9,833            | 1,811      | 5,138   | 23,968  | 2,136  | 1,618  |
| 8        | 1,232             | 3,955  | 2,216  | 43,775           | 9,856            | 1,849      | 4,240   | 25,662  | 2,168  | 1,582  |
| 9        | 1,222             | 3,761  | 2,096  | 41,988           | 8,219            | 2,417      | 4,995   | 23,558  | 2,798  | 1,652  |
| 10p      | 1,356             | 4,228  | 2,261  | 41,263           | 8,568            | 1,874      | 4,421   | 23,860  | 2,541  | 1,581  |
| 11p      | 1,489             | 4,370  | 2,242  | 42,415           | 8,465            | 1,825      | 5,226   | 23,331  | 3,567  | 1,813  |

\* p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

|          | 합계      | 가 전              |        |        | 도 서   |        |        | 패 셴   |         |        |
|----------|---------|------------------|--------|--------|-------|--------|--------|-------|---------|--------|
|          |         | 컴퓨터<br>및<br>주변기기 | 가전·전자  | 통신기기   |       | 서적     | 사무·문구  | 의복    |         |        |
| 2021     | 436,935 | 62,137           | 21,184 | 34,612 | 6,341 | 17,367 | 15,032 | 2,335 | 173,991 | 60,292 |
| 2022     | 485,559 | 57,459           | 21,097 | 30,019 | 6,343 | 17,613 | 15,113 | 2,500 | 170,315 | 75,594 |
| 2023     | 541,289 | 45,184           | 18,296 | 21,341 | 5,546 | 16,656 | 14,453 | 2,204 | 183,587 | 84,000 |
| 2021.4/4 | 117,591 | 16,185           | 5,784  | 8,150  | 2,251 | 4,454  | 3,736  | 718   | 48,553  | 20,768 |
| 2022.1/4 | 111,303 | 16,650           | 6,506  | 8,795  | 1,349 | 4,930  | 4,319  | 611   | 39,742  | 15,798 |
| 2/4      | 121,336 | 13,311           | 4,648  | 7,490  | 1,173 | 3,898  | 3,356  | 543   | 43,127  | 18,758 |
| 3/4      | 121,820 | 13,022           | 4,882  | 6,935  | 1,204 | 4,440  | 3,829  | 611   | 38,077  | 16,144 |
| 4/4      | 131,101 | 14,476           | 5,060  | 6,798  | 2,617 | 4,344  | 3,609  | 735   | 49,369  | 24,894 |
| 2023.1/4 | 130,735 | 12,606           | 5,745  | 5,704  | 1,157 | 4,814  | 4,156  | 658   | 41,992  | 18,982 |
| 2/4      | 133,398 | 10,457           | 4,172  | 5,486  | 799   | 3,803  | 3,292  | 511   | 45,331  | 20,410 |
| 3/4      | 130,493 | 9,930            | 4,037  | 4,879  | 1,015 | 4,046  | 3,574  | 471   | 41,527  | 17,346 |
| 4/4      | 146,663 | 12,190           | 4,342  | 5,272  | 2,576 | 3,994  | 3,430  | 564   | 54,737  | 27,263 |
| 2024.1/4 | 138,717 | 11,389           | 5,597  | 4,744  | 1,047 | 4,549  | 4,017  | 532   | 44,889  | 19,677 |
| 2/4      | 141,325 | 9,267            | 3,762  | 4,788  | 718   | 3,686  | 3,306  | 380   | 48,589  | 22,992 |
| 3/4      | 137,772 | 11,267           | 4,070  | 4,912  | 2,285 | 4,153  | 3,741  | 411   | 43,182  | 19,163 |
| 2022.11  | 42,948  | 4,202            | 1,649  | 2,071  | 482   | 1,432  | 1,179  | 253   | 16,644  | 8,556  |
| 12       | 45,308  | 4,682            | 1,949  | 2,196  | 537   | 1,609  | 1,332  | 277   | 16,595  | 8,292  |
| 2023. 1  | 43,212  | 4,191            | 1,686  | 2,096  | 409   | 1,499  | 1,286  | 213   | 12,822  | 5,699  |
| 2        | 40,838  | 4,182            | 1,926  | 1,814  | 442   | 1,499  | 1,270  | 229   | 13,162  | 5,821  |
| 3        | 46,685  | 4,233            | 2,133  | 1,794  | 306   | 1,816  | 1,599  | 216   | 16,008  | 7,462  |
| 4        | 43,016  | 3,483            | 1,485  | 1,730  | 268   | 1,297  | 1,119  | 178   | 15,225  | 6,855  |
| 5        | 46,828  | 3,397            | 1,314  | 1,818  | 266   | 1,293  | 1,132  | 162   | 15,702  | 7,062  |
| 6        | 43,554  | 3,577            | 1,374  | 1,939  | 265   | 1,212  | 1,041  | 170   | 14,404  | 6,492  |
| 7        | 42,547  | 3,529            | 1,440  | 1,825  | 265   | 1,424  | 1,264  | 160   | 14,235  | 6,060  |
| 8        | 42,479  | 3,508            | 1,374  | 1,620  | 514   | 1,336  | 1,163  | 172   | 13,178  | 5,257  |
| 9        | 45,467  | 2,892            | 1,223  | 1,434  | 236   | 1,286  | 1,147  | 139   | 14,114  | 6,029  |
| 10       | 48,887  | 4,930            | 1,374  | 1,800  | 1,756 | 1,179  | 1,023  | 156   | 17,884  | 8,832  |
| 11       | 49,589  | 3,634            | 1,361  | 1,761  | 512   | 1,279  | 1,085  | 194   | 18,917  | 9,670  |
| 12       | 48,187  | 3,627            | 1,608  | 1,711  | 308   | 1,535  | 1,322  | 214   | 17,937  | 8,761  |
| 2024. 1  | 46,291  | 4,106            | 1,944  | 1,663  | 500   | 1,496  | 1,303  | 193   | 14,297  | 5,924  |
| 2        | 43,102  | 3,705            | 1,833  | 1,577  | 295   | 1,314  | 1,140  | 174   | 14,138  | 6,075  |
| 3        | 49,323  | 3,578            | 1,821  | 1,505  | 252   | 1,739  | 1,574  | 165   | 16,455  | 7,678  |
| 4        | 45,777  | 3,163            | 1,348  | 1,556  | 258   | 1,259  | 1,120  | 139   | 16,854  | 8,002  |
| 5        | 49,619  | 2,937            | 1,124  | 1,574  | 238   | 1,281  | 1,150  | 130   | 16,363  | 7,554  |
| 6        | 45,929  | 3,168            | 1,290  | 1,657  | 221   | 1,146  | 1,036  | 110   | 15,372  | 7,437  |
| 7        | 45,984  | 3,629            | 1,488  | 1,713  | 428   | 1,483  | 1,353  | 130   | 15,159  | 7,019  |
| 8        | 45,700  | 3,088            | 1,307  | 1,527  | 253   | 1,308  | 1,156  | 152   | 13,544  | 5,654  |
| 9        | 46,087  | 4,550            | 1,275  | 1,672  | 1,604 | 1,362  | 1,233  | 130   | 14,479  | 6,490  |
| 10p      | 48,810  | 3,799            | 1,311  | 1,784  | 704   | 1,382  | 1,251  | 131   | 17,381  | 9,255  |
| 11p      | 48,514  | 3,377            | 1,307  | 1,736  | 334   | 1,284  | 1,148  | 135   | 18,533  | 10,092 |

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

|          | 패션     |        |                   |                  |        |                 | 식품     |        |        | 생활     |        |
|----------|--------|--------|-------------------|------------------|--------|-----------------|--------|--------|--------|--------|--------|
|          | 신발     | 가방     | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품    | 아동<br>·<br>유아용품 | 음·식료품  | 농축수산물  |        | 생활용품   |        |
| 2021     | 14,454 | 7,891  | 9,634             | 9,237            | 68,478 | 4,005           | 62,183 | 48,595 | 13,588 | 50,154 | 19,418 |
| 2022     | 17,842 | 10,970 | 12,565            | 9,796            | 39,646 | 3,901           | 63,419 | 48,040 | 15,380 | 53,145 | 17,999 |
| 2023     | 18,989 | 12,866 | 14,874            | 9,450            | 40,051 | 3,357           | 68,053 | 51,706 | 16,347 | 53,115 | 17,126 |
| 2021.4/4 | 4,118  | 2,085  | 2,639             | 2,985            | 14,902 | 1,056           | 14,577 | 11,652 | 2,925  | 12,046 | 4,947  |
| 2022.1/4 | 3,967  | 2,705  | 2,999             | 2,128            | 11,151 | 995             | 16,534 | 12,280 | 4,254  | 12,929 | 4,885  |
| 2/4      | 4,753  | 2,729  | 2,978             | 2,525            | 10,398 | 985             | 15,204 | 11,684 | 3,519  | 13,751 | 4,353  |
| 3/4      | 4,220  | 2,721  | 3,146             | 1,994            | 9,027  | 825             | 16,641 | 12,551 | 4,090  | 14,913 | 4,373  |
| 4/4      | 4,903  | 2,815  | 3,442             | 3,149            | 9,071  | 1,096           | 15,041 | 11,524 | 3,517  | 11,552 | 4,388  |
| 2023.1/4 | 4,767  | 3,379  | 3,296             | 2,024            | 8,586  | 958             | 20,613 | 15,234 | 5,378  | 10,838 | 4,195  |
| 2/4      | 4,811  | 3,244  | 3,343             | 2,469            | 10,163 | 892             | 17,589 | 13,419 | 4,169  | 12,794 | 4,124  |
| 3/4      | 4,181  | 3,246  | 3,581             | 2,058            | 10,424 | 691             | 15,629 | 11,985 | 3,644  | 13,970 | 4,295  |
| 4/4      | 5,230  | 2,997  | 4,655             | 2,898            | 10,877 | 816             | 14,222 | 11,068 | 3,155  | 15,514 | 4,511  |
| 2024.1/4 | 4,441  | 3,137  | 4,424             | 2,144            | 10,308 | 758             | 16,150 | 12,163 | 3,986  | 14,072 | 4,049  |
| 2/4      | 4,876  | 2,892  | 4,218             | 2,261            | 10,527 | 822             | 15,195 | 11,764 | 3,432  | 17,052 | 3,997  |
| 3/4      | 4,457  | 2,788  | 4,466             | 1,648            | 9,971  | 688             | 17,262 | 13,249 | 4,013  | 14,183 | 4,167  |
| 2022.11  | 1,816  | 934    | 1,100             | 986              | 2,880  | 371             | 4,879  | 3,754  | 1,125  | 4,297  | 1,407  |
| 12       | 1,657  | 984    | 1,350             | 973              | 2,934  | 404             | 5,263  | 4,007  | 1,255  | 3,835  | 1,524  |
| 2023. 1  | 1,390  | 1,041  | 1,122             | 589              | 2,674  | 306             | 7,821  | 5,564  | 2,257  | 3,237  | 1,425  |
| 2        | 1,599  | 1,112  | 1,055             | 587              | 2,702  | 286             | 5,870  | 4,432  | 1,438  | 3,132  | 1,305  |
| 3        | 1,777  | 1,226  | 1,119             | 848              | 3,210  | 366             | 6,921  | 5,238  | 1,683  | 4,469  | 1,465  |
| 4        | 1,590  | 1,120  | 1,069             | 891              | 3,374  | 325             | 6,320  | 4,775  | 1,545  | 3,305  | 1,317  |
| 5        | 1,735  | 1,107  | 1,162             | 831              | 3,503  | 303             | 6,649  | 5,024  | 1,625  | 3,730  | 1,422  |
| 6        | 1,486  | 1,017  | 1,112             | 746              | 3,286  | 265             | 4,619  | 3,620  | 999    | 5,758  | 1,385  |
| 7        | 1,619  | 1,088  | 1,228             | 692              | 3,298  | 250             | 4,765  | 3,785  | 980    | 3,597  | 1,451  |
| 8        | 1,263  | 1,090  | 1,240             | 625              | 3,478  | 226             | 5,058  | 3,950  | 1,108  | 4,011  | 1,449  |
| 9        | 1,299  | 1,069  | 1,113             | 742              | 3,648  | 215             | 5,807  | 4,251  | 1,557  | 6,361  | 1,395  |
| 10       | 1,843  | 994    | 1,120             | 1,155            | 3,691  | 250             | 4,678  | 3,687  | 991    | 4,877  | 1,536  |
| 11       | 1,804  | 930    | 1,593             | 952              | 3,698  | 271             | 4,679  | 3,646  | 1,033  | 6,184  | 1,501  |
| 12       | 1,584  | 1,074  | 1,943             | 792              | 3,488  | 295             | 4,865  | 3,734  | 1,131  | 4,453  | 1,475  |
| 2024. 1  | 1,173  | 1,002  | 1,617             | 644              | 3,691  | 245             | 6,063  | 4,517  | 1,547  | 3,519  | 1,412  |
| 2        | 1,703  | 1,051  | 1,469             | 663              | 2,942  | 235             | 4,942  | 3,727  | 1,215  | 3,504  | 1,278  |
| 3        | 1,564  | 1,084  | 1,338             | 837              | 3,676  | 278             | 5,145  | 3,920  | 1,225  | 7,049  | 1,359  |
| 4        | 1,611  | 1,001  | 1,360             | 925              | 3,620  | 336             | 5,069  | 3,973  | 1,096  | 4,068  | 1,269  |
| 5        | 1,839  | 1,013  | 1,504             | 710              | 3,481  | 261             | 5,354  | 4,129  | 1,225  | 5,920  | 1,349  |
| 6        | 1,425  | 878    | 1,354             | 627              | 3,426  | 225             | 4,772  | 3,662  | 1,110  | 7,064  | 1,380  |
| 7        | 1,539  | 1,008  | 1,589             | 591              | 3,170  | 243             | 5,196  | 4,022  | 1,175  | 4,811  | 1,439  |
| 8        | 1,494  | 895    | 1,433             | 491              | 3,348  | 228             | 6,027  | 4,693  | 1,334  | 5,174  | 1,410  |
| 9        | 1,424  | 885    | 1,444             | 566              | 3,453  | 217             | 6,039  | 4,534  | 1,505  | 4,197  | 1,318  |
| 10p      | 1,525  | 854    | 1,412             | 834              | 3,260  | 242             | 5,115  | 3,991  | 1,124  | 4,234  | 1,418  |
| 11p      | 1,998  | 783    | 1,368             | 736              | 3,331  | 226             | 4,893  | 3,795  | 1,098  | 5,488  | 1,357  |

\* p는 잠정치임

## 5. 운영형태별/상품군별 온라인쇼핑 거래액

### 2) 온·오프라인병행몰 거래액

(단위: 억원)

|          | 생활                |       |       | 서비스              |                  |            |       |        |       | 기타    |
|----------|-------------------|-------|-------|------------------|------------------|------------|-------|--------|-------|-------|
|          | 자동차<br>및<br>자동차용품 | 가구    | 애완용품  | 여행<br>및<br>교통서비스 | 문화<br>및<br>레저서비스 | 이쿠폰<br>서비스 | 음식서비스 | 기타서비스  |       |       |
| 2021     | 21,318            | 8,313 | 1,106 | 67,327           | 49,614           | 4,512      | 226   | 7,144  | 5,831 | 3,776 |
| 2022     | 27,165            | 6,848 | 1,134 | 120,149          | 91,379           | 10,259     | 213   | 13,810 | 4,489 | 3,458 |
| 2023     | 28,839            | 6,153 | 997   | 171,807          | 141,455          | 10,676     | 320   | 15,645 | 3,711 | 2,887 |
| 2021.4/4 | 4,825             | 1,982 | 292   | 20,732           | 15,385           | 1,779      | 38    | 1,827  | 1,703 | 1,044 |
| 2022.1/4 | 5,800             | 1,960 | 284   | 19,629           | 13,901           | 1,100      | 61    | 3,401  | 1,166 | 888   |
| 2/4      | 7,377             | 1,715 | 306   | 31,217           | 23,454           | 3,009      | 47    | 3,500  | 1,208 | 827   |
| 3/4      | 8,611             | 1,634 | 295   | 33,816           | 25,724           | 3,448      | 61    | 3,415  | 1,168 | 911   |
| 4/4      | 5,377             | 1,539 | 248   | 35,487           | 28,299           | 2,702      | 45    | 3,494  | 947   | 832   |
| 2023.1/4 | 4,827             | 1,544 | 272   | 39,174           | 32,152           | 2,255      | 63    | 3,814  | 890   | 698   |
| 2/4      | 6,954             | 1,464 | 251   | 42,727           | 35,122           | 2,792      | 70    | 3,696  | 1,047 | 698   |
| 3/4      | 7,919             | 1,521 | 234   | 44,714           | 36,840           | 2,937      | 100   | 3,885  | 951   | 677   |
| 4/4      | 9,140             | 1,623 | 240   | 45,191           | 37,341           | 2,692      | 87    | 4,250  | 822   | 814   |
| 2024.1/4 | 8,116             | 1,683 | 224   | 46,886           | 39,721           | 2,419      | 90    | 4,054  | 602   | 781   |
| 2/4      | 11,119            | 1,684 | 252   | 46,663           | 39,114           | 2,443      | 97    | 4,381  | 627   | 872   |
| 3/4      | 8,309             | 1,469 | 237   | 46,991           | 38,861           | 2,856      | 99    | 4,536  | 640   | 733   |
| 2022.11  | 2,330             | 480   | 80    | 11,235           | 9,118            | 665        | 14    | 1,117  | 321   | 258   |
| 12       | 1,731             | 494   | 85    | 13,036           | 10,287           | 1,192      | 17    | 1,262  | 278   | 288   |
| 2023. 1  | 1,240             | 481   | 92    | 13,411           | 10,892           | 853        | 30    | 1,329  | 307   | 231   |
| 2        | 1,270             | 476   | 80    | 12,778           | 10,580           | 656        | 17    | 1,240  | 285   | 215   |
| 3        | 2,317             | 587   | 101   | 12,985           | 10,679           | 747        | 16    | 1,245  | 299   | 253   |
| 4        | 1,423             | 476   | 89    | 13,120           | 10,862           | 685        | 16    | 1,189  | 369   | 266   |
| 5        | 1,737             | 480   | 90    | 15,818           | 13,159           | 1,034      | 29    | 1,230  | 366   | 238   |
| 6        | 3,794             | 507   | 72    | 13,789           | 11,101           | 1,073      | 25    | 1,277  | 312   | 194   |
| 7        | 1,566             | 502   | 78    | 14,779           | 11,964           | 1,092      | 34    | 1,301  | 389   | 218   |
| 8        | 1,948             | 534   | 80    | 15,140           | 12,348           | 1,145      | 36    | 1,313  | 298   | 248   |
| 9        | 4,404             | 486   | 76    | 14,795           | 12,528           | 701        | 30    | 1,271  | 264   | 212   |
| 10       | 2,697             | 561   | 82    | 15,072           | 12,616           | 846        | 25    | 1,304  | 281   | 267   |
| 11       | 4,057             | 546   | 81    | 14,601           | 12,119           | 764        | 28    | 1,423  | 266   | 294   |
| 12       | 2,385             | 517   | 77    | 15,518           | 12,605           | 1,082      | 34    | 1,522  | 275   | 253   |
| 2024. 1  | 1,462             | 564   | 81    | 16,569           | 14,274           | 689        | 27    | 1,347  | 232   | 241   |
| 2        | 1,643             | 517   | 66    | 15,235           | 12,846           | 840        | 32    | 1,324  | 193   | 265   |
| 3        | 5,011             | 602   | 77    | 15,083           | 12,600           | 891        | 32    | 1,383  | 178   | 275   |
| 4        | 2,040             | 670   | 89    | 15,043           | 12,676           | 783        | 30    | 1,348  | 205   | 320   |
| 5        | 3,976             | 512   | 84    | 17,479           | 14,833           | 834        | 34    | 1,546  | 231   | 286   |
| 6        | 5,104             | 502   | 79    | 14,141           | 11,605           | 826        | 33    | 1,486  | 191   | 267   |
| 7        | 2,808             | 486   | 79    | 15,458           | 12,887           | 919        | 39    | 1,416  | 197   | 247   |
| 8        | 3,185             | 498   | 81    | 16,326           | 13,463           | 1,061      | 28    | 1,550  | 224   | 233   |
| 9        | 2,316             | 486   | 76    | 15,208           | 12,511           | 876        | 32    | 1,569  | 219   | 253   |
| 10p      | 2,153             | 583   | 81    | 16,576           | 14,056           | 823        | 29    | 1,452  | 216   | 322   |
| 11p      | 3,478             | 575   | 78    | 14,636           | 12,426           | 680        | 34    | 1,314  | 183   | 303   |

\* p는 잠정치임



## □ 온라인쇼핑동향조사

### 1. 조사목적

- 온라인쇼핑몰을 통한 전자상거래 동향을 분석하여 정부의 정책 수립, 기업의 경영 계획 수립, 연구소 및 각종 협회 등에 필요한 자료 제공

<온라인쇼핑몰 정의>

컴퓨터, 정보통신 설비 등을 이용하여 재화 및 용역을 거래할 수 있도록 설정된 가상의 영업장(가상의 상점)을 “몰”이라고 지칭하며(전자상거래 표준약관 제2조 1호), 통계청에서는 기업·소비자간(B2C) 거래를 주로 하는 몰을 별도로 “온라인쇼핑몰”이라 정의

### 2. 조사연혁

| 연 월      | 주요 내용   |
|----------|---|
| 2001년 3월 | • 전자상거래통계조사 결과 공표(2001.1.~ 매월)                                      |
| 2008년 5월 | • 전자상거래통계조사 조사방법 변경(전수 → 표본)<br>• 전자상거래통계조사 공표주기 변경(월 → 분기)         |
| 2013년 4월 | • 모바일 거래액 공표<br>• 2013년에 모바일 거래액 총액 공표<br>• 2014년부터 상품군별 모바일 거래액 공표 |
| 2014년 4월 | • 온라인쇼핑동향조사로 명칭 변경  |
| 2015년 5월 | • 온라인쇼핑동향 공표주기 변경(분기 → 월)   |
| 2016년 5월 | • 온라인 해외 직접판매 및 구매 통계 공표(분기)<br>• 2014년 1분기 자료부터 제공                 |
| 2018년 3월 | • 모집단 정비 및 표본개편 등 실시<br>• 2017년 전후 시계열단절 발생                         |
| 2023년 3월 | • 모집단 정비 및 표본개편 등 실시  |

### 3. 조사대상(금융업 제외)

- 온라인쇼핑동향조사(월): 약 1,100개 온라인쇼핑 운영업체
  - 인터넷상에서 거래를 주로 하고 주문 및 결제 기능이 있는 온라인쇼핑 운영업체

### 4. 분류체계

가. 취급상품 범위에 따른 분류

- 종합몰: 각종 상품군의 카테고리를 다양하게 구성하여 여러 종류의 상품을 구매할 수 있는 온라인쇼핑몰
- 전문몰: 하나 혹은 주된 특정 카테고리의 상품군만을 구성하여 운영하는 온라인쇼핑몰

나. 운영형태에 따른 분류

- 온라인몰: 쇼핑몰을 운영하는 사업체에서 컴퓨터 및 네트워크 기반을 통해서만 상품 및 서비스를 최종소비자에게 판매하는 온라인 쇼핑몰
- 온·오프라인병행몰: 쇼핑몰을 운영하는 사업체에서 온라인을 통한 상거래뿐만 아니라 기존의 상거래방식(오프라인매장, 온라인이외의 영업형태)을 병행하여 최종소비자에게 판매하는 쇼핑몰

다. 상품군별 분류

| 상품분류        | 조사범위  |
|-------------|---|
| 컴퓨터 및 주변기기  | PC, 노트북, 프린터, 스피커, CD형태 등 유형의 소프트웨어 등                 |
| 가전·전자       | TV, 냉장고, 세탁기, 디지털카메라 등                                |
| 통신기기        | 휴대폰, 휴대폰 주변기기, 유무선 전화기, 무전기 등                         |
| 서적          | 각종 도서 (전자책은 콘텐츠에 해당하여 조사에서 제외)                        |
| 사무·문구       | 사무용품, 문구류, 다이어리/앨범, 종이류/복사지, 필기구 등                    |
| 의복          | 의복류 (남성복, 여성복, 스포츠웨어, 아동·유아복 등)                       |
| 신발          | 신발 (구두, 운동화, 샌들, 실내화, 아동화 등)                          |
| 가방          | 가방 (핸드백, 가방, 여행용 등)                                   |
| 패션용품 및 액세서리 | 모자, 장갑, 스카프, 시계, 금반지, 각종 액세서리 등                       |
| 스포츠·레저용품    | 운동용품, 레저용품, 등산화, 등산배낭 등                               |
| 화장품         | 화장품, 향수, 화장관련 소품 등                                    |
| 아동·유아용품     | 기저귀, 유모차, 그네, 아기침대, 보행기, 카시트, 인형, 완구 등                |
| 음·식료품       | 공산품류(커피, 음료, 생수, 설탕, 식용유, 분유 등), 김치, 장류 및 장아찌류 등      |
| 농축수산물       | 곡물, 육류, 어류, 채소, 과일, 신선식품류 등                           |
| 생활용품        | 주방용품, 침구, 비누, 샴푸, 세제, 화장지, 꽃, 화분 등                    |
| 자동차 및 자동차용품 | 자동차, 오토바이, 튜닝/선팅용품, 내비게이션, 블랙박스, 엔진오일, 워셔액 등 자동차 관련용품 |
| 가구          | 가구 (장농, 화장대, 신발장, 책상, 의자 등)                           |
| 애완용품        | 애완용품 (사료, 장난감, 장신구 등)                                 |
| 여행 및 교통서비스  | 항공권, 교통티켓(버스, 기차), 렌터카, 숙박시설 등                        |
| 문화 및 레저서비스  | 영화, 공연 등의 예약서비스                                       |
| 이쿠폰서비스      | 해당금액에 상응하는 서비스나 상품을 제공받을 수 있는 상품권                     |
| 음식서비스       | 온라인 주문 후 조리되어 배달되는 음식 (피자, 치킨 등 배달서비스)                |
| 기타서비스       | 인화 등 주문제작, 이사, 청소 등 용역서비스, 각종 렌탈서비스                   |
| 기타          | 문화상품권, 의료기구(안마의자제외), 골동품, 종교용품, 성인용품, 음반·비디오·악기 등     |

※ 조사제외: 콘텐츠(음원, 이모티콘, 전자책 등)에 해당하는 무형의 상품은 제외

## 5. 조사시기

- 가. 조사기준일: 조사대상월 말일
- 나. 조사대상기간: 조사대상월 1일 ~ 말일
- 다. 조사실시기간: 조사대상월 익월 1일 ~ 20일

## 6. 조사방법 및 체계

- 가. 조사방법: 인터넷조사(CASI), 모바일조사(SASI), 컴퓨터를 이용한 전화조사(CATI) 등 다양한 스마트조사 방식과 조사담당자가 사업체를 방문하여 응답자와 면접을 통한 조사방식을 병행
- 나. 조사체계: 조사대상처 → 스마트조사센터, 지방통계청·사무소(현장조사, 조사자료 입력) → 통계청 서비스업동향과(자료집계, 분석 및 공표)

## 7. 조사항목

- 조사항목: 상품군별 온라인쇼핑 거래액, 상품군별 모바일쇼핑 거래액, 해외 상품 거래내역 등

## 8. 표본설계 방법

- 가. 모집단: 인터넷상에서 거래를 하는 온라인쇼핑 운영업체
  - ※ 모집단의 특성과 표본조사의 효율성을 고려하여, 연간거래액이 80백만원 이상인 온라인쇼핑 운영업체를 조사모집단으로 선정
- 나. 표본의 구성
  - 1) 종합물: 절사법(연간거래액 일정규모 이상)
  - 2) 전문물: 응용절사법
    - 전수층: 대표상품군별 연간거래액 일정규모 이상
    - 표본층: 대표상품군별 거래액 기준으로 내림차순 정렬하여 표본 크기만큼 층화 계통추출