



온라인쇼핑동향



보도자료

다시 대한민국!
새로운 국민의 나라

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2025년 1월 온라인쇼핑동향

담당 부서	경제동향통계심의관 서비스업동향과	책임자	과 장	최창윤 (042-481-2585)
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 - 수록된 최근 2개월 자료는 잠정치(p)로 수정될 수 있습니다.

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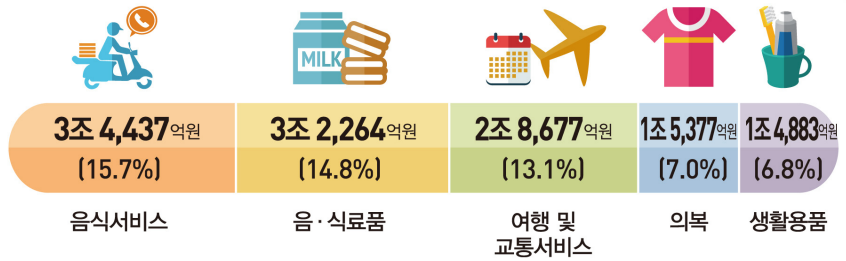
2025년 1월

온라인쇼핑동향

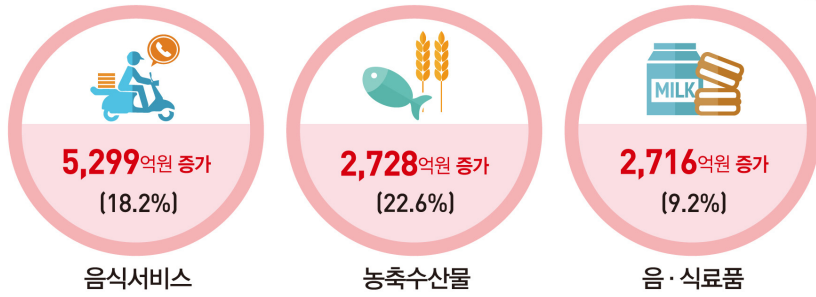
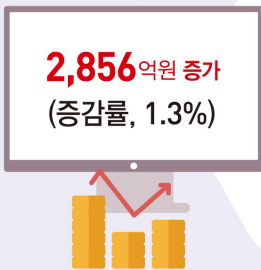


온라인쇼핑

온라인쇼핑 거래액

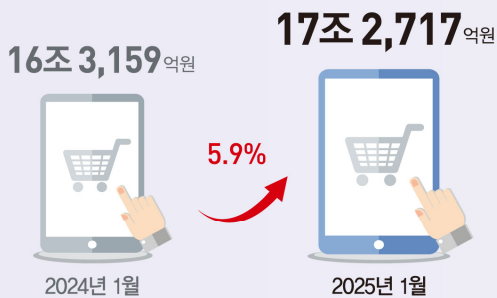


전년동월대비 증감

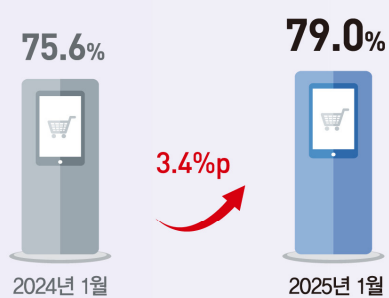


모바일쇼핑

모바일쇼핑 거래액



모바일 거래액 비중



2025년 1월 온라인쇼핑동향 (요약)

- (총 거래액) 21조 8,674억원으로 전년동월대비 1.3%(2,856억원) 증가
 - (상품군별) 음식서비스(18.2%), 농축수산물(22.6%), 음·식료품(9.2%) 등의 영향으로 증가
 - 상품군별 거래액 구성비는 음식서비스(15.7%, 3조 4,437억원), 음·식료품(14.8%, 3조 2,264억원), 여행 및 교통서비스(13.1%, 2조 8,677억원) 순으로 높음
 - (취급상품범위별) 종합몰의 거래액은 12조 4,485억원으로 전년동월대비 2.8% 감소하고, 전문몰의 거래액은 9조 4,189억원으로 전년동월대비 7.4% 증가
 - (운영형태별) 온라인몰의 거래액은 17조 1,599억원으로 전년동월대비 1.9% 증가하고, 온·오프라인병행몰의 거래액은 4조 7,076억원으로 전년동월대비 0.7% 감소
- (모바일 거래액) 17조 2,717억원으로 전년동월대비 5.9%(9,558억원) 증가
 - 총 거래액 중 모바일 거래액 비중*은 79.0%로 전년동월대비 3.4%p 증가
 - * 음식서비스(99.1%), 이쿠폰서비스(87.4%), 아동·유아용품(85.0%) 순

참고

< 소매 판매액 중 온라인쇼핑 거래액 비중 >

(경상금액, 억원, %)

	2024년				2025년
	연간 ^p	1월	11월	12월 ^p	1월 ^p
○ 소매 판매액(A)	6,403,804	522,023	548,123	555,529	533,269
○ 온라인쇼핑 거래액	2,594,413	215,818	226,307	228,791	218,674
- 온라인쇼핑 상품 거래액(B) ¹⁾	1,752,542	145,481	157,802	153,852	144,320
○ 비중(B/A)	27.4	27.9	28.8	27.7	27.1

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

2025년 1월 온라인쇼핑동향

1. 개요

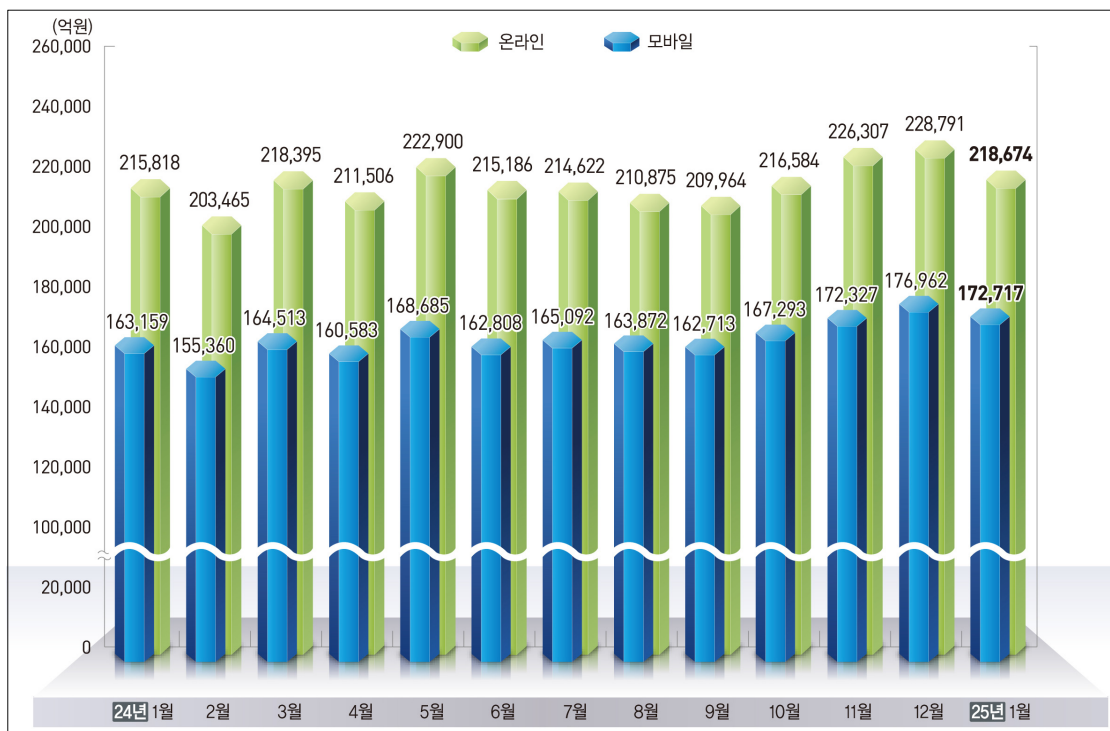
- 온라인쇼핑 거래액은 21조 8,674억원으로 전년동월대비 1.3% 증가했으며, 온라인쇼핑 중 모바일쇼핑 거래액은 17조 2,717억원으로 5.9% 증가
- 전월대비 온라인쇼핑 거래액은 4.4%, 모바일쇼핑 거래액은 2.4% 각각 감소
- 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 79.0%로 전년동월(75.6%)에 비해 3.4%p 증가

< 온라인쇼핑 거래액 동향 >

(억원, %, %p)

	2024년			2025년	전월대비		전년동월대비	
	연간 ^o	1월	12월 ^o	1월 ^o	증감액	증감률(차)	증감액	증감률(차)
○ 총 거래액(A)	2,594,413	215,818	228,791	218,674	-10,116	-4.4	2,856	1.3
모바일 거래액(B)	1,983,367	163,159	176,962	172,717	-4,245	-2.4	9,558	5.9
비 중(B/A)	76.4	75.6	77.3	79.0	-	1.7	-	3.4

< 온라인쇼핑 거래액 동향 >

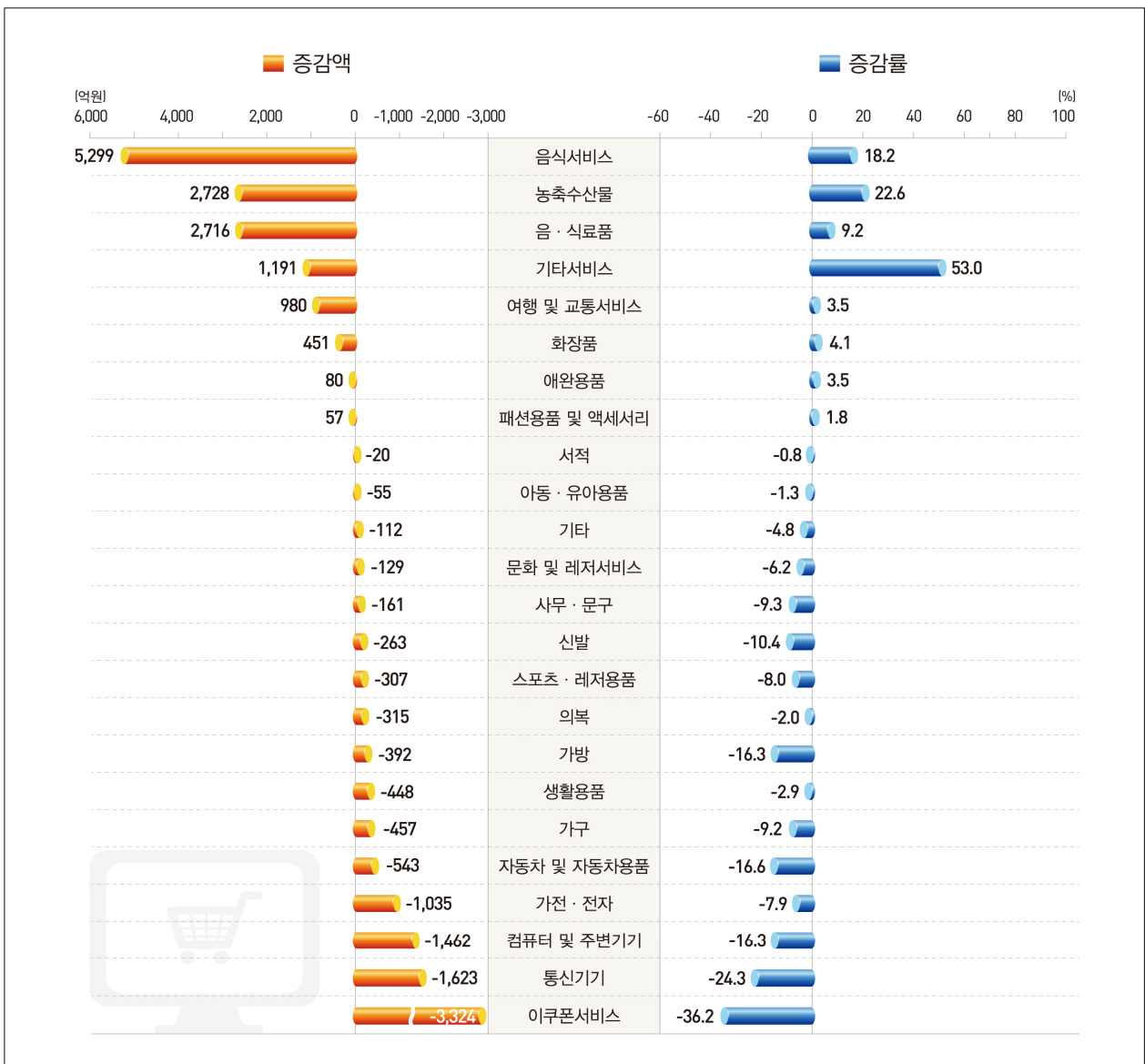


2. 상품군별 거래액

□ 상품군별 온라인쇼핑 거래액

- 상품군별 온라인쇼핑 거래액은 전년동월대비 이쿠폰서비스(-36.2%) 등에서 감소했으나, 음식서비스(18.2%), 농축수산물(22.6%), 음·식료품(9.2%) 등에서 증가
 - 전월대비로는 농축수산물(32.0%) 등에서 증가했으나, 의복(-32.2%), 자동차 및 자동차용품(-34.8%) 등에서 감소
- 상품군별 거래액 구성비는 음식서비스(15.7%), 음·식료품(14.8%), 여행 및 교통서비스(13.1%) 순으로 높음

< 상품군별 온라인쇼핑 거래액(전년동월비) 증감 >



< 상품군별 온라인쇼핑 거래액 >

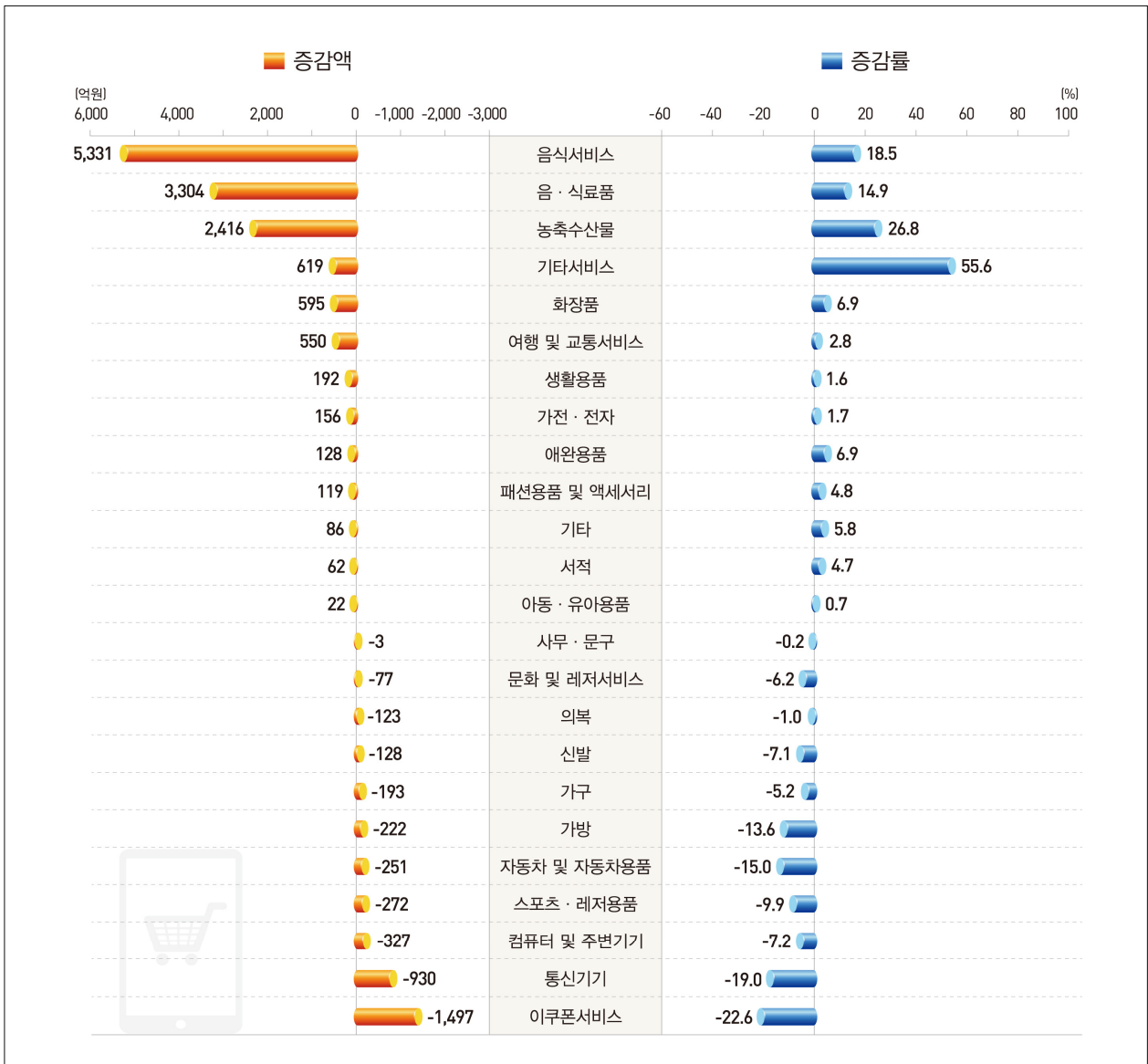
(억원, %)

	2024년			2025년	전월대비		전년동월대비		구성비
	연간 ^o	1월	12월 ^p	1월 ^p	증감액	증감률	증감액	증감률	
o 합 계	2,594,413	215,818	228,791	218,674	-10,116	-4.4	2,856	1.3	100.0
- 가 전	308,516	28,802	24,599	24,681	82	0.3	-4,121	-14.3	11.3
· 컴퓨터 및 주변기기	85,094	8,985	6,983	7,523	540	7.7	-1,462	-16.3	3.4
· 가전·전자	163,012	13,147	13,051	12,112	-939	-7.2	-1,035	-7.9	5.5
· 통신기기	60,409	6,670	4,566	5,047	481	10.5	-1,623	-24.3	2.3
- 도 서	46,265	4,081	4,613	3,900	-713	-15.5	-181	-4.4	1.8
· 서적	25,939	2,342	2,401	2,322	-78	-3.3	-20	-0.8	1.1
· 사무·문구	20,326	1,739	2,212	1,578	-635	-28.7	-161	-9.3	0.7
- 패 션	562,707	42,815	53,903	41,991	-11,913	-22.1	-824	-1.9	19.2
· 의복	219,900	15,692	22,668	15,377	-7,291	-32.2	-315	-2.0	7.0
· 신발	37,934	2,524	3,412	2,261	-1,151	-33.7	-263	-10.4	1.0
· 가방	27,156	2,401	2,156	2,009	-147	-6.8	-392	-16.3	0.9
· 패션용품 및 액세서리	40,373	3,204	4,101	3,262	-839	-20.5	57	1.8	1.5
· 스포츠·레저용품	56,235	3,830	4,378	3,523	-855	-19.5	-307	-8.0	1.6
· 화장품	128,244	11,063	11,905	11,514	-392	-3.3	451	4.1	5.3
· 아동·유아용품	52,865	4,100	5,282	4,046	-1,237	-23.4	-55	-1.3	1.9
- 식 품	473,568	41,607	40,592	47,050	6,458	15.9	5,444	13.1	21.5
· 음·식료품	345,274	29,547	29,390	32,264	2,874	9.8	2,716	9.2	14.8
· 농축수산물	128,294	12,059	11,202	14,787	3,584	32.0	2,728	22.6	6.8
- 생 활	332,530	25,871	27,526	24,503	-3,022	-11.0	-1,368	-5.3	11.2
· 생활용품	190,012	15,331	16,235	14,883	-1,352	-8.3	-448	-2.9	6.8
· 자동차 및 자동차용품	58,046	3,271	4,185	2,728	-1,457	-34.8	-543	-16.6	1.2
· 가구	56,667	4,966	4,642	4,509	-133	-2.9	-457	-9.2	2.1
· 애완용품	27,807	2,303	2,464	2,383	-81	-3.3	80	3.5	1.1
- 서 비 스	841,871	70,338	74,939	74,354	-584	-0.8	4,017	5.7	34.0
· 여행 및 교통서비스	324,749	27,697	28,071	28,677	606	2.2	980	3.5	13.1
· 문화 및 레저서비스	31,617	2,076	2,012	1,947	-65	-3.2	-129	-6.2	0.9
· 이쿠폰서비스	86,519	9,180	5,874	5,857	-17	-0.3	-3,324	-36.2	2.7
· 음식서비스	369,891	29,138	35,101	34,437	-664	-1.9	5,299	18.2	15.7
· 기타서비스	29,095	2,246	3,881	3,437	-444	-11.4	1,191	53.0	1.6
- 기 타	28,955	2,306	2,618	2,194	-424	-16.2	-112	-4.8	1.0

□ 상품군별 모바일쇼핑 거래액

- 상품군별 모바일쇼핑 거래액은 전년동월대비 이쿠폰서비스(-22.6%) 등에서 감소했으나, 음식서비스(18.5%), 음·식료품(14.9%), 농축수산물(26.8%) 등에서 증가
- 전월대비로는 농축수산물(32.2%) 등에서 증가했으나, 의복(-30.7%), 신발(-36.7%) 등에서 감소
- 상품군별 거래액 구성비는 음식서비스(19.8%), 음·식료품(14.8%), 여행 및 교통서비스(11.9%) 순으로 높음

< 상품군별 모바일쇼핑 거래액(전년동월비) 증감 >



< 상품군별 모바일쇼핑 거래액 >

(억원, %)

	2024년			2025년	전월대비		전년동월대비		구성비
	연간 ^o	1월	12월 ^p	1월 ^p	증감액	증감률	증감액	증감률	
o 합 계	1,983,367	163,159	176,962	172,717	-4,245	-2.4	9,558	5.9	100.0
- 가 전	206,083	18,575	16,740	17,474	733	4.4	-1,101	-5.9	10.1
· 컴퓨터 및 주변기기	43,881	4,536	3,528	4,208	680	19.3	-327	-7.2	2.4
· 가전·전자	117,624	9,144	9,791	9,301	-491	-5.0	156	1.7	5.4
· 통신기기	44,578	4,894	3,421	3,965	544	15.9	-930	-19.0	2.3
- 도 서	26,572	2,418	2,723	2,478	-245	-9.0	60	2.5	1.4
· 서적	13,804	1,322	1,325	1,384	59	4.5	62	4.7	0.8
· 사무·문구	12,768	1,096	1,398	1,093	-304	-21.8	-3	-0.2	0.6
- 패 션	429,635	32,692	41,198	32,683	-8,515	-20.7	-8	0.0	18.9
· 의복	165,191	11,941	17,063	11,819	-5,244	-30.7	-123	-1.0	6.8
· 신발	27,068	1,810	2,657	1,682	-975	-36.7	-128	-7.1	1.0
· 가방	18,735	1,635	1,487	1,413	-74	-5.0	-222	-13.6	0.8
· 패션용품 및 액세서리	31,636	2,498	3,239	2,618	-621	-19.2	119	4.8	1.5
· 스포츠·레저용품	41,028	2,753	3,018	2,481	-538	-17.8	-272	-9.9	1.4
· 화장품	102,907	8,636	9,481	9,231	-250	-2.6	595	6.9	5.3
· 아동·유아용품	43,070	3,418	4,253	3,440	-813	-19.1	22	0.7	2.0
- 식 품	364,193	31,234	31,672	36,954	5,282	16.7	5,720	18.3	21.4
· 음·식료품	266,541	22,222	23,028	25,526	2,498	10.8	3,304	14.9	14.8
· 농축수산물	97,652	9,012	8,644	11,428	2,784	32.2	2,416	26.8	6.6
- 생 활	234,539	19,041	19,562	18,916	-646	-3.3	-125	-0.7	11.0
· 생활용품	147,342	11,762	12,501	11,954	-547	-4.4	192	1.6	6.9
· 자동차 및 자동차용품	21,360	1,674	1,539	1,422	-116	-7.6	-251	-15.0	0.8
· 가구	43,197	3,739	3,518	3,545	27	0.8	-193	-5.2	2.1
· 애완용품	22,641	1,867	2,005	1,995	-10	-0.5	128	6.9	1.2
- 서 비 스	703,084	57,718	63,298	62,645	-654	-1.0	4,927	8.5	36.3
· 여행 및 교통서비스	238,249	19,960	20,574	20,510	-64	-0.3	550	2.8	11.9
· 문화 및 레저서비스	17,911	1,245	1,182	1,168	-14	-1.2	-77	-6.2	0.7
· 이쿠폰서비스	66,739	6,615	5,049	5,117	68	1.4	-1,497	-22.6	3.0
· 음식서비스	365,915	28,784	34,750	34,115	-635	-1.8	5,331	18.5	19.8
· 기타서비스	14,271	1,114	1,743	1,734	-9	-0.5	619	55.6	1.0
- 기 타	19,261	1,482	1,768	1,568	-201	-11.3	86	5.8	0.9

□ 상품군별 모바일쇼핑 거래액 비중

- 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 음식서비스(99.1%), 이쿠폰서비스(87.4%), 아동·유아용품(85.0%) 순으로 높음
- 전년동월대비 스포츠·레저용품(-1.5%p) 등에서 감소했으나, 이쿠폰서비스(15.3%p), 가전·전자(7.2%p) 등에서 증가
- 전월대비로는 신발(-3.5%p) 등에서 감소했으나, 자동차 및 자동차용품(15.3%p), 사무·문구(6.1%p) 등에서 증가

< 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중 >

(%, %p)

	2024년			2025년	증 감	
	연간 ^p	1월	12월 ^p	1월 ^p	전월차	전년동월차
○ 합 계	76.4	75.6	77.3	79.0	1.7	3.4
- 가 전	66.8	64.5	68.1	70.8	2.7	6.3
· 컴퓨터 및 주변기기	51.6	50.5	50.5	55.9	5.4	5.4
· 가전·전자	72.2	69.6	75.0	76.8	1.8	7.2
· 통신기기	73.8	73.4	74.9	78.6	3.7	5.2
- 도 서	57.4	59.3	59.0	63.5	4.5	4.2
· 서적	53.2	56.5	55.2	59.6	4.4	3.1
· 사무·문구	62.8	63.0	63.2	69.3	6.1	6.3
- 패 션	76.4	76.4	76.4	77.8	1.4	1.4
· 의복	75.1	76.1	75.3	76.9	1.6	0.8
· 신발	71.4	71.7	77.9	74.4	-3.5	2.7
· 가방	69.0	68.1	69.0	70.3	1.3	2.2
· 패션용품 및 액세서리	78.4	78.0	79.0	80.3	1.3	2.3
· 스포츠·레저용품	73.0	71.9	68.9	70.4	1.5	-1.5
· 화장품	80.2	78.1	79.6	80.2	0.6	2.1
· 아동·유아용품	81.5	83.4	80.5	85.0	4.5	1.6
- 식 품	76.9	75.1	78.0	78.5	0.5	3.4
· 음식료품	77.2	75.2	78.4	79.1	0.7	3.9
· 농축수산물	76.1	74.7	77.2	77.3	0.1	2.6
- 생 활	70.5	73.6	71.1	77.2	6.1	3.6
· 생활용품	77.5	76.7	77.0	80.3	3.3	3.6
· 자동차 및 자동차용품	36.8	51.2	36.8	52.1	15.3	0.9
· 가구	76.2	75.3	75.8	78.6	2.8	3.3
· 애완용품	81.4	81.1	81.4	83.7	2.3	2.6
- 서 비 스	83.5	82.1	84.5	84.3	-0.2	2.2
· 여행 및 교통서비스	73.4	72.1	73.3	71.5	-1.8	-0.6
· 문화 및 레저서비스	56.7	60.0	58.7	60.0	1.3	0.0
· 이쿠폰서비스	77.1	72.1	86.0	87.4	1.4	15.3
· 음식서비스	98.9	98.8	99.0	99.1	0.1	0.3
· 기타서비스	49.0	49.6	44.9	50.4	5.5	0.8
- 기 타	66.5	64.3	67.5	71.4	3.9	7.1

3. 취급상품범위별 및 운영형태별 거래액

○ 온라인쇼핑 취급상품범위별 거래액은 전년동월대비 종합몰은 2.8% 감소한 12조 4,485억원을, 전문몰은 7.4% 증가한 9조 4,189억원을 기록

- 전월대비 종합몰은 1.7%, 전문몰은 7.8% 각각 감소

○ 온라인쇼핑 운영형태별 거래액은 전년동월대비 온라인몰은 1.9% 증가한 17조 1,599억원을, 온·오프라인병행몰은 0.7% 감소한 4조 7,076억원을 기록

- 전월대비 온라인몰은 3.2%, 온·오프라인병행몰은 8.8% 각각 감소

< 취급상품범위별 및 운영형태별 거래액 동향 >

(억원, %)

		2024년			2025년	전월대비		전년동월대비	
		연간 ⁰	1월	12월 ⁰	1월 ⁰	증감액	증감률	증감액	증감률
○ 총 거래액		2,594,413	215,818	228,791	218,674	-10,116	-4.4	2,856	1.3
취급상품 범위별	종합몰 ¹⁾	1,479,209	128,112	126,610	124,485	-2,125	-1.7	-3,627	-2.8
	비 중	57.0	59.4	55.3	56.9	-	-	-	-
	전문몰 ²⁾	1,115,203	87,706	102,180	94,189	-7,991	-7.8	6,483	7.4
	비 중	43.0	40.6	44.7	43.1	-	-	-	-
운 영 형태별	온라인몰 ³⁾	2,014,408	168,409	177,197	171,599	-5,599	-3.2	3,189	1.9
	비 중	77.6	78.0	77.4	78.5	-	-	-	-
	온·오프라인 병행몰 ⁴⁾	580,004	47,409	51,593	47,076	-4,518	-8.8	-334	-0.7
	비 중	22.4	22.0	22.6	21.5	-	-	-	-

- 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 거래액(B) ¹⁾	비중(B/A)
2022	6,255,518	2,161,751	1,552,633	24.8
2023	6,409,582	2,422,068	1,655,257	25.8
2024p	6,403,804	2,594,413	1,752,542	27.4
2022.1/4	1,483,468	517,467	380,170	25.6
2/4	1,573,292	530,651	381,851	24.3
3/4	1,582,960	542,463	382,001	24.1
4/4	1,615,798	571,170	408,610	25.3
2023.1/4	1,545,148	568,280	393,467	25.5
2/4	1,606,350	591,623	404,558	25.2
3/4	1,590,753	607,976	406,691	25.6
4/4	1,667,331	654,189	450,542	27.0
2024.1/4	1,563,998	637,679	431,403	27.6
2/4	1,600,275	649,592	438,029	27.4
3/4	1,593,083	635,460	424,089	26.6
4/4p	1,646,448	671,682	459,021	27.9
2023. 1	518,065	190,505	130,439	25.2
2	486,254	180,295	123,912	25.5
3	540,828	197,479	139,115	25.7
4	525,093	189,666	130,167	24.8
5	549,707	204,968	140,147	25.5
6	531,550	196,988	134,244	25.3
7	516,752	201,296	134,305	26.0
8	523,162	203,591	135,004	25.8
9	550,839	203,089	137,382	24.9
10	549,044	213,607	147,215	26.8
11	558,004	221,954	156,644	28.1
12	560,284	218,629	146,683	26.2
2024. 1	522,023	215,818	145,481	27.9
2	500,911	203,465	135,620	27.1
3	541,063	218,395	150,302	27.8
4	526,893	211,506	144,470	27.4
5	547,928	222,900	149,822	27.3
6	525,454	215,186	143,737	27.4
7	524,925	214,622	144,077	27.4
8	522,914	210,875	138,495	26.5
9	545,244	209,964	141,517	26.0
10	542,796	216,584	147,367	27.1
11	548,123	226,307	157,802	28.8
12p	555,529	228,791	153,852	27.7
2025. 1p	533,269	218,674	144,320	27.1

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 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복	
2022	2,161,751	300,669	91,314	152,022	57,333	43,519	25,704	17,815	528,462	200,770
2023	2,422,068	304,044	87,078	156,036	60,931	44,075	24,678	19,397	557,385	217,087
2024p	2,594,413	308,516	85,094	163,012	60,409	46,265	25,939	20,326	562,707	219,900
2022.1/4	517,467	78,074	26,964	37,710	13,400	11,892	7,593	4,299	120,705	43,148
2/4	530,651	70,443	20,895	38,766	10,781	9,933	5,879	4,054	136,417	51,565
3/4	542,463	72,952	21,099	37,193	14,660	10,396	6,332	4,064	123,631	44,517
4/4	571,170	79,200	22,355	38,353	18,492	11,298	5,900	5,399	147,709	61,539
2023.1/4	568,280	75,965	25,419	34,373	16,172	11,954	7,010	4,944	129,323	49,332
2/4	591,623	71,487	20,262	39,763	11,462	10,041	5,534	4,507	141,965	54,562
3/4	607,976	72,886	19,994	39,421	13,471	10,375	6,129	4,246	128,693	46,441
4/4	654,189	83,707	21,403	42,479	19,824	11,704	6,005	5,699	157,404	66,751
2024.1/4	637,679	80,451	25,988	38,289	16,174	12,414	7,190	5,224	133,111	50,517
2/4	649,592	75,861	20,786	43,320	11,756	10,411	5,708	4,703	144,476	55,902
3/4	635,460	75,697	18,154	40,366	17,178	11,036	6,498	4,538	126,398	45,295
4/4p	671,682	76,506	20,166	41,038	15,301	12,405	6,543	5,862	158,722	68,187
2023. 1	190,505	24,687	7,851	11,877	4,959	3,681	2,166	1,515	40,348	14,860
2	180,295	26,615	8,910	11,122	6,583	3,821	2,199	1,623	40,126	14,915
3	197,479	24,663	8,658	11,375	4,630	4,452	2,646	1,807	48,848	19,558
4	189,666	22,066	6,770	11,447	3,849	3,485	1,872	1,613	46,907	18,077
5	204,968	25,458	7,104	14,241	4,113	3,423	1,937	1,486	49,728	19,151
6	196,988	23,963	6,387	14,075	3,500	3,133	1,725	1,409	45,330	17,334
7	201,296	25,314	6,758	14,722	3,834	3,506	2,136	1,370	44,197	16,395
8	203,591	25,737	6,775	13,108	5,853	3,531	2,088	1,443	41,299	13,982
9	203,089	21,835	6,461	11,591	3,784	3,338	1,905	1,433	43,197	16,064
10	213,607	28,626	6,380	12,984	9,262	3,285	1,687	1,598	51,548	21,638
11	221,954	29,466	7,600	16,055	5,812	3,922	1,975	1,947	55,237	24,431
12	218,629	25,615	7,423	13,441	4,751	4,497	2,343	2,154	50,619	20,682
2024. 1	215,818	28,802	8,985	13,147	6,670	4,081	2,342	1,739	42,815	15,692
2	203,465	26,171	8,558	12,500	5,113	3,733	2,120	1,613	41,774	15,848
3	218,395	25,478	8,445	12,642	4,391	4,600	2,728	1,872	48,522	18,977
4	211,506	24,403	6,970	13,422	4,011	3,650	1,943	1,708	49,323	19,470
5	222,900	25,651	7,012	14,701	3,939	3,591	2,005	1,585	49,222	18,503
6	215,186	25,807	6,805	15,197	3,805	3,170	1,760	1,410	45,931	17,930
7	214,622	27,021	6,353	15,235	5,432	3,816	2,296	1,520	44,386	16,606
8	210,875	23,395	5,961	13,079	4,355	3,652	2,136	1,516	40,308	13,721
9	209,964	25,281	5,839	12,051	7,390	3,568	2,066	1,502	41,703	14,968
10	216,584	24,439	5,787	12,801	5,851	3,807	2,074	1,733	49,756	21,009
11	226,307	27,468	7,397	15,186	4,885	3,984	2,068	1,916	55,062	24,509
12p	228,791	24,599	6,983	13,051	4,566	4,613	2,401	2,212	53,903	22,668
2025. 1p	218,674	24,681	7,523	12,112	5,047	3,900	2,322	1,578	41,991	15,377

* p는 잠정치임

1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품	음·식료품	농축수산물		생활용품	
2022	38,730	27,559	37,998	60,798	110,640	51,968	361,408	266,613	94,795	283,582	166,297
2023	39,701	29,881	39,140	58,526	119,791	53,259	411,711	302,271	109,440	302,546	175,068
2024p	37,934	27,156	40,373	56,235	128,244	52,865	473,568	345,274	128,294	332,530	190,012
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	9,582	7,769	9,403	12,244	28,196	12,796	98,423	71,984	26,440	69,241	40,751
2/4	10,565	7,594	9,793	15,880	29,892	13,679	98,129	73,487	24,641	74,335	43,304
3/4	8,803	7,496	9,563	14,470	29,576	12,344	109,417	79,538	29,879	76,548	44,196
4/4	10,752	7,022	10,382	15,932	32,126	14,440	105,742	77,261	28,481	82,422	46,817
2024.1/4	8,802	7,461	9,501	12,117	31,815	12,898	117,223	83,793	33,429	81,208	45,722
2/4	10,105	6,836	10,301	15,665	32,051	13,617	114,622	84,374	30,248	85,287	47,564
3/4	8,618	6,497	9,767	13,438	30,702	12,081	122,015	89,325	32,690	82,066	48,061
4/4p	10,409	6,360	10,804	15,016	33,677	14,269	119,709	87,781	31,927	83,970	48,665
2023. 1	2,790	2,427	3,164	3,627	9,419	4,061	36,680	25,836	10,844	22,102	13,374
2	3,080	2,534	2,937	3,700	8,941	4,020	28,896	21,529	7,368	21,820	12,829
3	3,712	2,808	3,302	4,916	9,836	4,715	32,847	24,619	8,228	25,319	14,548
4	3,445	2,581	3,183	5,091	9,829	4,700	31,642	23,721	7,921	22,953	13,710
5	3,748	2,626	3,430	5,593	10,372	4,809	33,804	25,379	8,425	24,883	14,953
6	3,371	2,387	3,180	5,196	9,691	4,170	32,682	24,387	8,295	26,498	14,641
7	3,330	2,522	3,359	4,892	9,541	4,158	33,644	25,116	8,528	24,676	14,947
8	2,708	2,541	3,246	4,741	9,979	4,102	36,041	26,633	9,408	25,376	15,044
9	2,765	2,433	2,957	4,837	10,057	4,085	39,733	27,790	11,943	26,497	14,205
10	3,624	2,323	3,024	5,808	10,602	4,530	34,005	25,087	8,917	26,641	15,267
11	3,812	2,290	3,429	5,667	10,950	4,658	35,631	26,229	9,401	29,016	15,975
12	3,316	2,409	3,929	4,457	10,574	5,252	36,107	25,945	10,162	26,764	15,575
2024. 1	2,524	2,401	3,204	3,830	11,063	4,100	41,607	29,547	12,059	25,871	15,331
2	3,027	2,469	2,896	3,614	9,826	4,094	37,069	26,107	10,962	24,690	14,371
3	3,251	2,591	3,400	4,673	10,926	4,703	38,547	28,139	10,408	30,647	16,020
4	3,359	2,361	3,413	5,246	10,661	4,814	37,953	27,971	9,982	26,525	15,505
5	3,607	2,382	3,558	5,447	11,024	4,701	39,704	29,218	10,487	29,173	16,245
6	3,139	2,093	3,329	4,972	10,366	4,102	36,964	27,185	9,780	29,589	15,814
7	3,160	2,261	3,580	4,652	10,064	4,063	38,400	28,579	9,821	28,158	16,587
8	2,727	2,104	3,113	4,306	10,313	4,024	40,948	30,287	10,661	28,060	16,208
9	2,731	2,132	3,074	4,479	10,325	3,993	42,667	30,459	12,208	25,847	15,266
10	3,080	2,126	3,265	5,372	10,496	4,408	39,447	29,124	10,322	27,400	16,169
11	3,916	2,078	3,438	5,266	11,275	4,579	39,670	29,267	10,403	29,044	16,261
12p	3,412	2,156	4,101	4,378	11,905	5,282	40,592	29,390	11,202	27,526	16,235
2025. 1p	2,261	2,009	3,262	3,523	11,514	4,046	47,050	32,264	14,787	24,503	14,883

* p는 잠정치임

1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2022	42,601	51,950	22,733	609,119	168,165	24,501	75,354	316,369	24,729	34,994
2023	48,065	53,521	25,893	766,811	293,920	30,069	97,423	323,722	21,676	35,497
2024p	58,046	56,667	27,807	841,871	324,749	31,617	86,519	369,891	29,095	28,955
2022.1/4	9,197	13,935	5,339	137,297	26,367	3,238	17,935	84,255	5,502	8,735
2/4	11,313	12,674	5,542	148,800	43,220	7,322	16,958	75,323	5,977	8,578
3/4	12,729	12,445	5,816	160,463	48,901	7,266	19,009	78,412	6,874	8,759
4/4	9,362	12,897	6,036	162,560	49,677	6,675	21,452	78,380	6,376	8,921
2023.1/4	9,001	13,374	6,114	174,813	64,852	5,998	22,469	76,978	4,516	8,561
2/4	11,765	12,900	6,365	187,065	72,257	8,235	23,672	77,904	4,997	8,601
3/4	12,759	13,030	6,564	201,285	79,181	7,969	24,068	83,921	6,146	8,772
4/4	14,540	14,216	6,849	203,647	77,630	7,866	27,214	84,919	6,017	9,562
2024.1/4	13,652	15,124	6,710	206,276	79,141	7,039	27,810	86,425	5,861	6,995
2/4	16,873	13,992	6,857	211,563	80,346	8,379	28,079	88,458	6,302	7,372
3/4	13,862	13,172	6,970	211,372	82,909	8,963	14,790	97,755	6,955	6,879
4/4p	13,658	14,378	7,269	212,660	82,353	7,236	15,841	97,254	9,977	7,710
2023. 1	2,515	4,145	2,067	60,066	22,015	2,001	7,602	26,874	1,574	2,942
2	2,601	4,482	1,908	56,383	21,227	1,933	7,222	24,518	1,483	2,634
3	3,885	4,747	2,139	58,364	21,610	2,064	7,645	25,586	1,459	2,985
4	3,000	4,206	2,038	59,499	22,359	2,215	7,679	25,502	1,745	3,114
5	3,342	4,415	2,172	64,821	25,546	2,650	8,516	26,480	1,629	2,850
6	5,423	4,279	2,155	62,745	24,352	3,371	7,477	25,922	1,623	2,637
7	3,144	4,396	2,189	66,990	26,647	2,773	7,238	28,569	1,763	2,968
8	3,585	4,484	2,262	68,587	26,929	2,949	7,808	28,832	2,069	3,022
9	6,030	4,149	2,113	65,708	25,606	2,247	9,022	26,520	2,314	2,782
10	4,426	4,661	2,287	66,392	25,887	2,746	8,481	27,385	1,894	3,109
11	5,891	4,890	2,261	65,309	24,969	2,591	8,655	27,030	2,064	3,372
12	4,223	4,666	2,301	71,946	26,775	2,529	10,078	30,503	2,060	3,081
2024. 1	3,271	4,966	2,303	70,338	27,697	2,076	9,180	29,138	2,246	2,306
2	3,302	4,904	2,113	67,845	25,725	2,385	9,847	27,926	1,963	2,182
3	7,078	5,255	2,294	68,094	25,719	2,579	8,783	29,361	1,651	2,507
4	3,979	4,791	2,250	67,036	25,577	2,621	8,763	27,997	2,078	2,615
5	5,927	4,678	2,322	73,078	28,635	2,445	9,720	30,144	2,134	2,482
6	6,967	4,523	2,285	71,449	26,133	3,312	9,596	30,317	2,091	2,274
7	4,715	4,498	2,358	70,545	28,360	2,740	5,271	32,102	2,072	2,297
8	5,042	4,439	2,371	72,380	28,679	2,921	4,381	34,296	2,103	2,131
9	4,106	4,235	2,241	68,447	25,869	3,302	5,137	31,357	2,780	2,451
10	4,008	4,820	2,402	69,217	27,985	2,704	4,574	31,403	2,552	2,518
11	5,464	4,916	2,403	68,505	26,297	2,520	5,393	30,751	3,544	2,573
12p	4,185	4,642	2,464	74,939	28,071	2,012	5,874	35,101	3,881	2,618
2025. 1p	2,728	4,509	2,383	74,354	28,677	1,947	5,857	34,437	3,437	2,194

※ 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	
2023	12.0	1.1	-4.6	2.6	6.3	1.3	-4.0	8.9	5.5	8.1
2024p	7.1	1.5	-2.3	4.5	-0.9	5.0	5.1	4.8	1.0	1.3
2023.1/4	9.8	-2.7	-5.7	-8.8	20.7	0.5	-7.7	15.0	7.1	14.3
2/4	11.5	1.5	-3.0	2.6	6.3	1.1	-5.9	11.2	4.1	5.8
3/4	12.1	-0.1	-5.2	6.0	-8.1	-0.2	-3.2	4.5	4.1	4.3
4/4	14.5	5.7	-4.3	10.8	7.2	3.6	1.8	5.6	6.6	8.5
2024.1/4	12.2	5.9	2.2	11.4	0.0	3.8	2.6	5.7	2.9	2.4
2/4	9.8	6.1	2.6	8.9	2.6	3.7	3.2	4.3	1.8	2.5
3/4	4.5	3.9	-9.2	2.4	27.5	6.4	6.0	6.9	-1.8	-2.5
4/4p	2.7	-8.6	-5.8	-3.4	-22.8	6.0	9.0	2.9	0.8	2.2
2023. 1	9.7	-1.4	-8.4	-5.2	25.8	-3.8	-10.5	7.6	3.1	6.6
2	11.0	-3.1	-5.6	-12.5	23.8	4.1	-3.9	17.2	8.7	19.3
3	8.9	-3.6	-3.3	-8.8	11.8	1.3	-8.3	19.9	9.4	17.0
4	9.5	-2.9	-5.6	-4.8	9.4	-1.9	-10.9	11.1	2.8	2.2
5	12.8	3.9	-3.3	6.1	9.9	3.5	-3.1	13.6	5.9	9.5
6	12.1	3.2	0.1	5.7	-0.6	2.0	-3.0	8.9	3.4	5.7
7	12.6	2.4	-3.3	5.7	0.6	2.7	0.8	5.9	6.4	7.9
8	9.7	2.2	-6.7	5.2	7.2	-1.1	-4.7	4.6	4.5	5.9
9	14.0	-5.2	-5.7	7.2	-29.8	-2.2	-5.8	3.0	1.5	-0.3
10	15.3	4.3	-5.0	6.6	8.2	0.7	-1.9	3.6	7.8	7.5
11	16.7	10.6	-5.1	19.5	12.1	4.8	-0.7	11.0	11.7	17.0
12	11.7	2.0	-2.7	5.5	0.1	4.7	6.9	2.5	0.4	0.7
2024. 1	13.3	16.7	14.4	10.7	34.5	10.9	8.1	14.8	6.1	5.6
2	12.9	-1.7	-3.9	12.4	-22.3	-2.3	-3.6	-0.6	4.1	6.3
3	10.6	3.3	-2.5	11.1	-5.2	3.3	3.1	3.6	-0.7	-3.0
4	11.5	10.6	2.9	17.3	4.2	4.7	3.8	5.8	5.2	7.7
5	8.7	0.8	-1.3	3.2	-4.2	4.9	3.5	6.7	-1.0	-3.4
6	9.2	7.7	6.5	8.0	8.7	1.2	2.1	0.1	1.3	3.4
7	6.6	6.7	-6.0	3.5	41.7	8.8	7.5	10.9	0.4	1.3
8	3.6	-9.1	-12.0	-0.2	-25.6	3.4	2.3	5.1	-2.4	-1.9
9	3.4	15.8	-9.6	4.0	95.3	6.9	8.5	4.8	-3.5	-6.8
10	1.4	-14.6	-9.3	-1.4	-36.8	15.9	22.9	8.4	-3.5	-2.9
11	2.0	-6.8	-2.7	-5.4	-15.9	1.6	4.7	-1.6	-0.3	0.3
12p	4.6	-4.0	-5.9	-2.9	-3.9	2.6	2.4	2.7	6.5	9.6
2025. 1p	1.3	-14.3	-16.3	-7.9	-24.3	-4.4	-0.8	-9.3	-1.9	-2.0

※ p는 잠정치임

1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	패션						식품	생활		생활용품	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		
2023	2.5	8.4	3.0	-3.7	8.3	2.5	13.9	13.4	15.4	6.7	5.3
2024p	-4.5	-9.1	3.2	-3.9	7.1	-0.7	15.0	14.2	17.2	9.9	8.5
2023.1/4	13.4	11.1	3.1	-1.0	-0.6	4.5	8.3	9.6	5.0	-1.0	-1.7
2/4	0.8	10.4	4.6	-3.6	5.4	3.0	14.0	14.4	12.8	5.6	5.9
3/4	-2.2	8.7	4.0	-6.2	12.2	0.9	16.9	15.0	22.3	5.4	6.1
4/4	-0.5	3.5	0.6	-3.5	16.6	1.7	16.4	14.4	22.0	16.7	10.7
2024.1/4	-8.1	-4.0	1.0	-1.0	12.8	0.8	19.1	16.4	26.4	17.3	12.2
2/4	-4.3	-10.0	5.2	-1.4	7.2	-0.5	16.8	14.8	22.8	14.7	9.8
3/4	-2.1	-13.3	2.1	-7.1	3.8	-2.1	11.5	12.3	9.4	7.2	8.7
4/4p	-3.2	-9.4	4.1	-5.8	4.8	-1.2	13.2	13.6	12.1	1.9	3.9
2023. 1	5.9	6.2	-0.4	-7.5	1.6	3.4	9.3	11.2	5.0	-0.6	-1.1
2	21.1	11.2	0.2	0.7	-1.6	3.3	9.9	9.6	10.7	-1.4	-3.8
3	13.4	15.6	9.6	2.9	-1.9	6.7	6.0	8.0	0.4	-0.9	-0.3
4	1.3	13.6	7.0	-7.1	7.5	0.2	10.1	11.2	6.9	3.3	2.4
5	1.5	12.8	6.1	-4.3	5.7	5.8	15.4	15.7	14.5	4.4	8.3
6	-0.4	4.6	0.7	0.8	3.0	3.1	16.5	16.2	17.3	8.8	7.0
7	8.7	14.3	5.3	-6.8	11.5	1.8	17.3	16.7	19.1	9.0	8.1
8	-8.5	7.2	5.6	-4.4	13.1	-0.8	5.8	6.0	5.4	-0.1	3.3
9	-7.1	4.8	0.9	-7.5	12.1	1.6	28.7	23.4	43.2	7.7	7.0
10	10.2	5.6	3.1	-2.4	17.1	6.1	17.4	16.2	21.2	18.8	12.3
11	1.1	-2.8	5.8	2.6	19.1	3.5	16.9	14.9	23.0	19.2	12.4
12	-11.5	8.1	-5.2	-11.6	13.7	-3.3	14.8	12.3	21.9	12.3	7.4
2024. 1	-9.5	-1.1	1.3	5.6	17.5	1.0	13.4	14.4	11.2	17.1	14.6
2	-1.7	-2.6	-1.4	-2.3	9.9	1.8	28.3	21.3	48.8	13.2	12.0
3	-12.4	-7.7	3.0	-4.9	11.1	-0.2	17.4	14.3	26.5	21.0	10.1
4	-2.5	-8.5	7.2	3.0	8.5	2.4	19.9	17.9	26.0	15.6	13.1
5	-3.8	-9.3	3.8	-2.6	6.3	-2.2	17.5	15.1	24.5	17.2	8.6
6	-6.9	-12.3	4.7	-4.3	7.0	-1.6	13.1	11.5	17.9	11.7	8.0
7	-5.1	-10.3	6.6	-4.9	5.5	-2.3	14.1	13.8	15.2	14.1	11.0
8	0.7	-17.2	-4.1	-9.2	3.3	-1.9	13.6	13.7	13.3	10.6	7.7
9	-1.2	-12.3	3.9	-7.4	2.7	-2.2	7.4	9.6	2.2	-2.5	7.5
10	-15.0	-8.5	8.0	-7.5	-1.0	-2.7	16.0	16.1	15.8	2.8	5.9
11	2.7	-9.3	0.3	-7.1	3.0	-1.7	11.3	11.6	10.7	0.1	1.8
12p	2.9	-10.5	4.4	-1.8	12.6	0.6	12.4	13.3	10.2	2.8	4.2
2025. 1p	-10.4	-16.3	1.8	-8.0	4.1	-1.3	13.1	9.2	22.6	-5.3	-2.9

※ p는 잠정치임

1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2023	12.8	3.0	13.9	25.9	74.8	22.7	29.3	2.3	-12.3	1.4
2024p	20.8	5.9	7.4	9.8	10.5	5.1	-11.2	14.3	34.2	-18.4
2023.1/4	-2.1	-4.0	14.5	27.3	146.0	85.2	25.3	-8.6	-17.9	-2.0
2/4	4.0	1.8	14.9	25.7	67.2	12.5	39.6	3.4	-16.4	0.3
3/4	0.2	4.7	12.9	25.4	61.9	9.7	26.6	7.0	-10.6	0.1
4/4	55.3	10.2	13.5	25.3	56.3	17.8	26.9	8.3	-5.6	7.2
2024.1/4	51.7	13.1	9.7	18.0	22.0	17.4	23.8	12.3	29.8	-18.3
2/4	43.4	8.5	7.7	13.1	11.2	1.7	18.6	13.5	26.1	-14.3
3/4	8.7	1.1	6.2	5.0	4.7	12.5	-38.6	16.5	13.2	-21.6
4/4p	-6.1	1.1	6.1	4.4	6.1	-8.0	-41.8	14.5	65.8	-19.4
2023. 1	0.5	-6.5	16.4	27.7	135.7	62.1	20.6	-5.6	-6.5	5.2
2	8.3	-4.9	13.2	30.9	171.7	122.0	28.5	-9.1	-17.3	-9.1
3	-9.5	-0.9	13.9	23.7	134.5	82.2	27.1	-11.2	-28.0	-1.9
4	6.2	-0.3	14.1	25.4	72.3	31.8	38.3	0.8	-9.8	5.9
5	-13.8	3.2	16.0	27.3	68.7	4.9	36.3	5.7	-17.1	-1.4
6	17.6	2.5	14.4	24.4	61.3	8.2	45.0	3.8	-21.9	-4.0
7	9.9	8.1	16.2	22.4	59.2	4.4	22.8	4.9	-20.8	-0.6
8	-20.4	3.4	12.8	25.0	57.1	19.9	27.4	6.3	3.0	1.4
9	12.4	2.7	9.6	29.2	70.4	4.4	29.1	10.2	-12.3	-0.4
10	73.2	8.2	16.5	26.2	58.5	19.6	37.4	6.3	-6.7	10.8
11	56.3	12.5	12.7	24.3	58.5	27.7	16.5	8.3	-12.9	16.1
12	39.1	10.0	11.4	25.3	52.2	7.6	28.4	10.4	4.1	-4.1
2024. 1	30.1	19.8	11.4	17.1	25.8	3.7	20.8	8.4	42.7	-21.6
2	27.0	9.4	10.7	20.3	21.2	23.3	36.3	13.9	32.4	-17.1
3	82.2	10.7	7.3	16.7	19.0	25.0	14.9	14.8	13.2	-16.0
4	32.6	13.9	10.4	12.7	14.4	18.4	14.1	9.8	19.1	-16.0
5	77.3	6.0	6.9	12.7	12.1	-7.7	14.1	13.8	31.0	-12.9
6	28.5	5.7	6.1	13.9	7.3	-1.7	28.3	17.0	28.9	-13.8
7	50.0	2.3	7.7	5.3	6.4	-1.2	-27.2	12.4	17.5	-22.6
8	40.6	-1.0	4.8	5.5	6.5	-1.0	-43.9	18.9	1.6	-29.5
9	-31.9	2.1	6.1	4.2	1.0	47.0	-43.1	18.2	20.1	-11.9
10	-9.4	3.4	5.0	4.3	8.1	-1.5	-46.1	14.7	34.8	-19.0
11	-7.2	0.5	6.2	4.9	5.3	-2.7	-37.7	13.8	71.7	-23.7
12p	-0.9	-0.5	7.1	4.2	4.8	-20.5	-41.7	15.1	88.4	-15.0
2025. 1p	-16.6	-9.2	3.5	5.7	3.5	-6.2	-36.2	18.2	53.0	-4.8

* p는 잠정치임

2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

	합계	가 전				도 서			패 션	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복	
2022	1,630,964	186,538	45,720	99,086	41,732	23,654	12,605	11,048	400,150	154,563
2023	1,818,657	195,156	43,796	106,360	45,000	24,262	12,458	11,804	418,269	163,676
2024p	1,983,367	206,083	43,881	117,624	44,578	26,572	13,804	12,768	429,635	165,191
2022.1/4	394,669	47,592	13,907	24,029	9,657	6,578	3,861	2,718	91,325	33,601
2/4	398,758	43,089	10,385	24,798	7,905	5,333	2,807	2,526	102,876	39,703
3/4	410,620	46,329	10,612	24,778	10,939	5,629	3,092	2,537	94,916	34,742
4/4	426,917	49,528	10,816	25,481	13,232	6,114	2,846	3,268	111,034	46,516
2023.1/4	428,173	47,972	13,059	22,765	12,148	6,650	3,562	3,088	97,707	37,725
2/4	442,695	45,533	10,101	26,889	8,544	5,430	2,690	2,740	105,631	41,023
3/4	455,823	46,927	10,046	26,965	9,916	5,646	3,109	2,537	96,179	34,622
4/4	491,967	54,724	10,590	29,741	14,392	6,535	3,097	3,438	118,753	50,306
2024.1/4	483,032	52,471	13,359	26,947	12,166	7,199	3,894	3,305	101,771	38,189
2/4	492,076	49,215	10,291	30,282	8,642	5,876	2,928	2,948	110,628	42,423
3/4	491,677	52,076	9,585	29,777	12,714	6,286	3,445	2,842	96,979	33,972
4/4p	516,582	52,320	10,646	30,617	11,057	7,211	3,538	3,673	120,257	50,608
2023. 1	145,353	15,857	4,100	7,984	3,774	2,132	1,165	967	31,014	11,556
2	135,635	16,855	4,675	7,298	4,882	2,103	1,074	1,029	30,109	11,274
3	147,185	15,259	4,284	7,483	3,492	2,414	1,322	1,092	36,584	14,895
4	142,330	13,791	3,303	7,618	2,869	1,914	936	978	34,683	13,602
5	154,424	16,453	3,690	9,684	3,080	1,816	898	918	37,381	14,626
6	145,940	15,289	3,108	9,586	2,595	1,700	856	844	33,566	12,795
7	152,802	16,380	3,367	10,134	2,879	1,910	1,092	818	33,222	12,525
8	153,351	16,512	3,409	8,930	4,173	1,916	1,055	861	30,943	10,464
9	149,670	14,035	3,270	7,900	2,864	1,820	962	858	32,014	11,633
10	159,623	18,667	3,114	9,085	6,468	1,810	858	952	38,672	16,471
11	165,364	19,357	3,851	11,204	4,302	2,131	972	1,159	41,274	18,204
12	166,979	16,699	3,626	9,452	3,622	2,594	1,267	1,327	38,808	15,631
2024. 1	163,159	18,575	4,536	9,144	4,894	2,418	1,322	1,096	32,692	11,941
2	155,360	17,228	4,454	8,832	3,941	2,160	1,127	1,033	31,638	11,633
3	164,513	16,669	4,368	8,970	3,330	2,621	1,445	1,176	37,442	14,614
4	160,583	15,733	3,480	9,319	2,935	2,079	1,022	1,057	37,624	14,910
5	168,685	16,722	3,642	10,195	2,885	1,985	976	1,009	37,720	14,137
6	162,808	16,760	3,170	10,769	2,821	1,813	930	882	35,284	13,375
7	165,092	18,131	3,156	11,049	3,926	2,123	1,182	941	34,097	12,597
8	163,872	16,265	3,235	9,735	3,296	2,089	1,144	945	30,717	10,086
9	162,713	17,680	3,195	8,993	5,492	2,074	1,119	955	32,165	11,289
10	167,293	16,661	3,028	9,573	4,060	2,255	1,177	1,078	38,039	15,726
11	172,327	18,918	4,090	11,253	3,575	2,233	1,036	1,197	41,019	17,820
12p	176,962	16,740	3,528	9,791	3,421	2,723	1,325	1,398	41,198	17,063
2025. 1p	172,717	17,474	4,208	9,301	3,965	2,478	1,384	1,093	32,683	11,819

* p는 잠정치임

2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품	음·식료품	농축수산물		생활용품	
2022	27,029	20,711	29,852	44,104	81,071	42,819	272,824	201,384	71,440	200,796	126,995
2023	27,428	20,576	29,783	41,895	91,960	42,951	307,406	225,936	81,470	212,984	132,974
2024p	27,068	18,735	31,636	41,028	102,907	43,070	364,193	266,541	97,652	234,539	147,342
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	6,350	5,314	7,109	8,709	22,100	10,399	72,754	53,178	19,576	50,016	30,799
2/4	7,299	5,186	7,384	11,438	22,313	10,988	73,098	54,736	18,362	52,245	32,737
3/4	6,104	5,232	7,241	10,462	22,510	10,008	81,801	59,607	22,194	53,604	33,830
4/4	7,676	4,844	8,049	11,286	25,036	11,556	79,754	58,414	21,339	57,118	35,607
2024.1/4	6,042	5,103	7,395	8,867	25,523	10,653	89,469	64,115	25,354	57,476	35,463
2/4	7,196	4,696	8,032	11,564	25,616	11,101	88,172	65,253	22,918	58,776	36,965
3/4	6,106	4,530	7,702	9,911	24,900	9,857	93,841	68,952	24,889	58,720	37,543
4/4p	7,724	4,406	8,506	10,685	26,869	11,459	92,712	68,221	24,491	59,568	37,371
2023. 1	1,828	1,711	2,414	2,591	7,548	3,366	26,829	18,854	7,974	16,412	10,218
2	1,964	1,724	2,229	2,624	6,986	3,307	21,636	16,103	5,534	16,049	9,768
3	2,558	1,879	2,466	3,493	7,566	3,727	24,289	18,221	6,068	17,555	10,813
4	2,310	1,771	2,389	3,645	7,275	3,690	23,468	17,594	5,874	16,595	10,275
5	2,592	1,816	2,605	4,069	7,741	3,934	25,224	18,918	6,307	18,043	11,361
6	2,397	1,599	2,390	3,724	7,298	3,364	24,405	18,224	6,181	17,607	11,102
7	2,273	1,761	2,557	3,542	7,158	3,407	25,265	18,901	6,364	18,117	11,463
8	1,858	1,781	2,478	3,438	7,593	3,330	27,117	20,077	7,041	18,251	11,491
9	1,973	1,690	2,206	3,482	7,760	3,271	29,418	20,629	8,789	17,236	10,876
10	2,425	1,636	2,331	4,151	8,013	3,644	25,518	18,901	6,617	18,621	11,651
11	2,733	1,548	2,644	4,002	8,418	3,725	26,800	19,797	7,004	19,396	11,988
12	2,518	1,659	3,074	3,133	8,605	4,187	27,436	19,716	7,719	19,102	11,969
2024. 1	1,810	1,635	2,498	2,753	8,636	3,418	31,234	22,222	9,012	19,041	11,762
2	1,921	1,686	2,246	2,641	8,073	3,437	28,621	20,187	8,434	18,350	11,276
3	2,312	1,782	2,650	3,473	8,814	3,798	29,613	21,706	7,908	20,085	12,425
4	2,370	1,609	2,643	3,866	8,375	3,851	29,205	21,624	7,581	19,196	11,973
5	2,478	1,635	2,762	4,030	8,811	3,867	30,508	22,564	7,944	20,058	12,635
6	2,347	1,453	2,628	3,668	8,429	3,384	28,459	21,065	7,394	19,522	12,356
7	2,334	1,550	2,822	3,374	8,086	3,335	29,644	22,107	7,536	20,033	12,888
8	1,806	1,479	2,453	3,197	8,424	3,271	31,447	23,344	8,103	19,743	12,637
9	1,966	1,501	2,428	3,340	8,389	3,252	32,750	23,501	9,249	18,944	12,018
10	2,301	1,467	2,557	3,936	8,514	3,539	30,492	22,587	7,905	19,981	12,469
11	2,766	1,452	2,711	3,731	8,874	3,667	30,548	22,606	7,942	20,024	12,401
12p	2,657	1,487	3,239	3,018	9,481	4,253	31,672	23,028	8,644	19,562	12,501
2025. 1p	1,682	1,413	2,618	2,481	9,231	3,440	36,954	25,526	11,428	18,916	11,954

※ p는 잠정치임

2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2022	16,476	38,522	18,803	522,343	119,374	14,606	63,848	311,209	13,306	24,659
2023	19,443	39,724	20,843	636,652	213,496	17,507	75,454	319,275	10,919	23,928
2024p	21,360	43,197	22,641	703,084	238,249	17,911	66,739	365,915	14,271	19,261
2022.1/4	3,701	10,396	4,419	123,129	19,860	1,880	15,582	82,752	3,054	6,229
2/4	4,322	9,382	4,641	126,415	29,901	4,337	14,638	74,040	3,499	6,100
3/4	3,952	9,311	4,895	135,527	34,383	4,459	15,991	77,189	3,505	6,276
4/4	4,501	9,434	4,848	137,272	35,230	3,930	17,637	77,228	3,247	6,054
2023.1/4	4,377	9,941	4,899	147,123	47,404	3,722	17,778	75,854	2,365	5,952
2/4	4,887	9,516	5,104	154,920	52,500	4,591	18,280	76,793	2,756	5,838
3/4	4,796	9,673	5,305	165,818	57,148	4,630	18,368	82,808	2,865	5,848
4/4	5,383	10,594	5,534	168,791	56,444	4,565	21,029	83,820	2,934	6,291
2024.1/4	5,073	11,480	5,461	170,106	57,584	4,074	20,024	85,395	3,029	4,539
2/4	5,554	10,657	5,600	174,522	58,983	4,591	20,135	87,514	3,299	4,888
3/4	5,378	10,109	5,690	179,173	61,401	4,972	12,947	96,736	3,116	4,602
4/4p	5,354	10,951	5,891	179,284	60,282	4,273	13,633	96,270	4,826	5,231
2023. 1	1,420	3,108	1,666	51,001	16,163	1,314	6,242	26,478	804	2,108
2	1,412	3,347	1,522	47,070	15,308	1,207	5,617	24,165	773	1,812
3	1,545	3,486	1,710	49,051	15,934	1,201	5,919	25,210	787	2,032
4	1,584	3,098	1,638	49,725	16,520	1,265	5,848	25,123	969	2,154
5	1,658	3,279	1,746	53,530	18,315	1,514	6,664	26,103	933	1,976
6	1,645	3,139	1,720	51,665	17,665	1,812	5,768	25,567	854	1,708
7	1,611	3,267	1,776	55,940	19,421	1,706	5,661	28,181	970	1,967
8	1,626	3,320	1,814	56,580	19,408	1,692	5,937	28,451	1,091	2,032
9	1,558	3,086	1,715	53,298	18,318	1,232	6,769	26,175	804	1,849
10	1,630	3,498	1,841	54,383	18,457	1,534	6,437	27,022	934	1,953
11	1,963	3,628	1,817	54,130	18,316	1,436	6,666	26,682	1,030	2,277
12	1,790	3,468	1,876	60,279	19,672	1,595	7,926	30,116	970	2,062
2024. 1	1,674	3,739	1,867	57,718	19,960	1,245	6,615	28,784	1,114	1,482
2	1,591	3,764	1,720	55,945	18,709	1,445	7,149	27,591	1,051	1,417
3	1,809	3,977	1,874	56,444	18,914	1,384	6,260	29,021	864	1,640
4	1,801	3,584	1,838	55,043	18,800	1,437	6,069	27,687	1,049	1,703
5	1,925	3,596	1,901	60,043	20,632	1,408	7,006	29,829	1,170	1,650
6	1,828	3,477	1,861	59,435	19,551	1,747	7,060	29,997	1,080	1,536
7	1,808	3,410	1,927	59,580	20,931	1,608	4,381	31,761	899	1,484
8	1,774	3,410	1,921	62,180	21,506	1,684	3,948	33,941	1,102	1,431
9	1,796	3,289	1,842	57,413	18,965	1,680	4,618	31,035	1,116	1,687
10	1,870	3,690	1,953	58,136	20,285	1,577	3,953	31,078	1,243	1,728
11	1,946	3,744	1,933	57,849	19,422	1,515	4,631	30,442	1,840	1,735
12p	1,539	3,518	2,005	63,298	20,574	1,182	5,049	34,750	1,743	1,768
2025. 1p	1,422	3,545	1,995	62,645	20,510	1,168	5,117	34,115	1,734	1,568

※ 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			
2023	11.5	4.6	-4.2	7.3	7.8	2.6	-1.2	6.8	4.5	5.9
2024p	9.1	5.6	0.2	10.6	-0.9	9.5	10.8	8.2	2.7	0.9
2023.1/4	8.5	0.8	-6.1	-5.3	25.8	1.1	-7.7	13.6	7.0	12.3
2/4	11.0	5.7	-2.7	8.4	8.1	1.8	-4.2	8.5	2.7	3.3
3/4	11.0	1.3	-5.3	8.8	-9.3	0.3	0.5	0.0	1.3	-0.3
4/4	15.2	10.5	-2.1	16.7	8.8	6.9	8.8	5.2	7.0	8.1
2024.1/4	12.8	9.4	2.3	18.4	0.1	8.3	9.3	7.0	4.2	1.2
2/4	11.2	8.1	1.9	12.6	1.1	8.2	8.8	7.6	4.7	3.4
3/4	7.9	11.0	-4.6	10.4	28.2	11.3	10.8	12.0	0.8	-1.9
4/4p	5.0	-4.4	0.5	2.9	-23.2	10.3	14.2	6.8	1.3	0.6
2023. 1	9.5	3.1	-4.9	-1.9	28.6	-1.1	-8.9	10.3	4.6	6.3
2	8.3	-1.1	-6.7	-11.9	30.4	3.2	-6.4	15.4	7.2	15.7
3	7.7	0.6	-6.6	-1.6	17.3	1.3	-7.8	15.1	8.9	14.7
4	9.0	1.9	-7.1	2.0	14.3	-0.1	-8.7	9.8	1.0	-0.2
5	13.2	8.9	-1.3	12.3	12.0	3.6	-2.1	9.8	5.5	8.6
6	10.8	5.9	0.6	10.1	-1.9	2.2	-1.0	5.7	1.4	1.5
7	11.5	5.5	-2.5	10.2	0.1	4.3	6.4	1.6	3.4	5.0
8	9.7	5.0	-7.4	9.0	8.4	-0.3	-0.2	-0.3	2.6	2.2
9	11.8	-6.9	-5.9	6.9	-32.0	-3.0	-4.6	-1.1	-1.9	-7.5
10	14.8	6.8	-4.9	10.5	8.2	2.2	2.6	1.8	7.4	7.3
11	16.9	15.3	-4.6	25.9	11.7	8.0	5.3	10.4	11.7	16.0
12	14.0	9.4	3.5	13.1	6.5	9.5	16.7	3.4	1.9	1.1
2024. 1	12.2	17.1	10.6	14.5	29.7	13.4	13.5	13.3	5.4	3.3
2	14.5	2.2	-4.7	21.0	-19.3	2.7	4.9	0.4	5.1	3.2
3	11.8	9.2	2.0	19.9	-4.6	8.6	9.3	7.7	2.3	-1.9
4	12.8	14.1	5.3	22.3	2.3	8.6	9.1	8.1	8.5	9.6
5	9.2	1.6	-1.3	5.3	-6.3	9.3	8.7	9.9	0.9	-3.3
6	11.6	9.6	2.0	12.3	8.7	6.6	8.7	4.5	5.1	4.5
7	8.0	10.7	-6.3	9.0	36.4	11.2	8.3	15.0	2.6	0.6
8	6.9	-1.5	-5.1	9.0	-21.0	9.0	8.4	9.7	-0.7	-3.6
9	8.7	26.0	-2.3	13.8	91.8	14.0	16.3	11.4	0.5	-3.0
10	4.8	-10.7	-2.8	5.4	-37.2	24.6	37.1	13.3	-1.6	-4.5
11	4.2	-2.3	6.2	0.4	-16.9	4.8	6.5	3.3	-0.6	-2.1
12p	6.0	0.2	-2.7	3.6	-5.5	5.0	4.6	5.3	6.2	9.2
2025. 1p	5.9	-5.9	-7.2	1.7	-19.0	2.5	4.7	-0.2	0.0	-1.0

※ p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	패션						식품	생활		생활용품	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		
2023	1.5	-0.7	-0.2	-5.0	13.4	0.3	12.7	12.2	14.0	6.1	4.7
2024p	-1.3	-8.9	6.2	-2.1	11.9	0.3	18.5	18.0	19.9	10.1	10.8
2023.1/4	8.2	-0.7	-1.8	-2.3	9.7	2.0	4.7	6.1	1.1	-0.7	-3.3
2/4	0.4	1.1	-0.5	-5.1	10.0	-0.2	12.0	12.1	11.7	5.2	4.5
3/4	-2.4	-0.4	-0.6	-8.4	14.1	-2.2	14.8	13.0	20.0	5.8	4.0
4/4	0.5	-2.6	1.9	-3.6	19.7	1.5	19.3	17.6	24.4	14.0	13.8
2024.1/4	-4.8	-4.0	4.0	1.8	15.5	2.4	23.0	20.6	29.5	14.9	15.1
2/4	-1.4	-9.4	8.8	1.1	14.8	1.0	20.6	19.2	24.8	12.5	12.9
3/4	0.0	-13.4	6.4	-5.3	10.6	-1.5	14.7	15.7	12.1	9.5	11.0
4/4p	0.6	-9.0	5.7	-5.3	7.3	-0.8	16.2	16.8	14.8	4.3	5.0
2023. 1	2.5	-2.3	-3.6	-7.0	12.5	4.2	7.3	9.1	3.3	1.5	0.2
2	9.1	-1.4	-4.6	-0.9	7.1	0.7	4.5	5.2	2.6	-2.5	-5.9
3	11.9	1.4	2.7	0.4	9.4	1.3	2.2	4.0	-2.9	-0.9	-4.0
4	-3.7	3.7	1.6	-9.3	13.5	-3.7	7.7	8.6	5.0	2.6	0.5
5	5.8	4.5	1.9	-4.4	8.1	3.6	13.8	13.5	14.6	7.9	8.2
6	-1.0	-5.1	-4.9	-1.5	8.8	-0.6	14.6	14.1	15.9	5.0	4.7
7	2.2	4.6	0.0	-9.0	12.1	-1.3	15.3	14.6	17.1	7.2	6.1
8	-2.5	-1.3	2.6	-6.1	13.4	-3.4	5.7	5.6	5.9	5.0	1.3
9	-7.0	-4.2	-4.7	-9.9	16.7	-1.9	24.2	19.4	37.1	5.1	4.8
10	0.4	-0.9	6.1	-2.9	20.3	5.8	18.9	18.2	20.7	14.3	15.1
11	7.4	-9.3	6.9	3.3	19.3	3.8	19.5	17.7	25.2	15.0	14.6
12	-6.0	2.6	-4.9	-12.0	19.6	-3.7	19.6	17.0	26.9	12.9	11.6
2024. 1	-1.0	-4.4	3.5	6.2	14.4	1.5	16.4	17.9	13.0	16.0	15.1
2	-2.2	-2.2	0.8	0.7	15.6	3.9	32.3	25.4	52.4	14.3	15.4
3	-9.6	-5.2	7.5	-0.6	16.5	1.9	21.9	19.1	30.3	14.4	14.9
4	2.6	-9.2	10.6	6.1	15.1	4.4	24.4	22.9	29.1	15.7	16.5
5	-4.4	-10.0	6.0	-1.0	13.8	-1.7	20.9	19.3	26.0	11.2	11.2
6	-2.1	-9.2	10.0	-1.5	15.5	0.6	16.6	15.6	19.6	10.9	11.3
7	2.7	-11.9	10.4	-4.8	13.0	-2.1	17.3	17.0	18.4	10.6	12.4
8	-2.8	-17.0	-1.0	-7.0	11.0	-1.8	16.0	16.3	15.1	8.2	10.0
9	-0.3	-11.2	10.1	-4.1	8.1	-0.6	11.3	13.9	5.2	9.9	10.5
10	-5.1	-10.4	9.7	-5.2	6.2	-2.9	19.5	19.5	19.5	7.3	7.0
11	1.2	-6.2	2.5	-6.8	5.4	-1.6	14.0	14.2	13.4	3.2	3.4
12p	5.5	-10.4	5.3	-3.7	10.2	1.6	15.4	16.8	12.0	2.4	4.4
2025. 1p	-7.1	-13.6	4.8	-9.9	6.9	0.7	18.3	14.9	26.8	-0.7	1.6

※ p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2023	18.0	3.1	10.8	21.9	78.8	19.9	18.2	2.6	-17.9	-3.0
2024p	9.9	8.7	8.6	10.4	11.6	2.3	-11.6	14.6	30.7	-19.5
2023.1/4	18.3	-4.4	10.8	19.5	138.7	97.9	14.1	-8.3	-22.6	-4.5
2/4	13.1	1.4	10.0	22.5	75.6	5.9	24.9	3.7	-21.2	-4.3
3/4	21.3	3.9	8.4	22.4	66.2	3.8	14.9	7.3	-18.3	-6.8
4/4	19.6	12.3	14.2	23.0	60.2	16.2	19.2	8.5	-9.7	3.9
2024.1/4	15.9	15.5	11.5	15.6	21.5	9.5	12.6	12.6	28.1	-23.7
2/4	13.6	12.0	9.7	12.7	12.3	0.0	10.1	14.0	19.7	-16.3
3/4	12.2	4.5	7.2	8.1	7.4	7.4	-29.5	16.8	8.8	-21.3
4/4p	-0.5	3.4	6.4	6.2	6.8	-6.4	-35.2	14.9	64.5	-16.8
2023. 1	11.6	-4.8	16.1	20.4	122.7	72.7	13.1	-5.3	-7.7	6.7
2	24.5	-5.4	8.0	21.2	157.5	135.9	15.0	-8.8	-24.5	-13.6
3	19.4	-2.9	8.6	17.0	139.3	97.6	14.3	-10.9	-32.1	-5.8
4	17.1	-0.1	9.3	22.0	83.1	27.5	22.7	1.1	-14.4	4.0
5	10.3	4.0	11.8	23.9	74.7	-0.3	23.3	6.1	-21.6	-4.1
6	12.2	0.4	8.8	21.7	69.9	-0.8	29.1	4.0	-27.5	-13.2
7	8.9	8.0	11.3	20.1	65.4	-1.1	11.8	5.2	-22.8	-7.2
8	45.1	2.4	8.3	21.0	59.2	7.3	16.0	6.6	-7.4	-5.0
9	15.2	1.5	5.6	26.4	75.3	6.5	16.5	10.5	-24.9	-8.3
10	15.1	9.9	17.0	23.2	62.0	21.1	27.5	6.4	-9.6	2.9
11	21.6	14.0	12.5	21.8	62.9	23.2	8.1	8.4	-18.3	15.6
12	21.8	13.1	13.1	23.8	56.2	6.5	23.5	10.6	1.7	-5.8
2024. 1	17.9	20.3	12.0	13.2	23.5	-5.3	6.0	8.7	38.6	-29.7
2	12.6	12.5	13.0	18.9	22.2	19.8	27.3	14.2	35.8	-21.8
3	17.1	14.1	9.6	15.1	18.7	15.2	5.8	15.1	9.8	-19.3
4	13.7	15.7	12.2	10.7	13.8	13.6	3.8	10.2	8.2	-20.9
5	16.1	9.7	8.9	12.2	12.6	-7.0	5.1	14.3	25.4	-16.5
6	11.1	10.8	8.2	15.0	10.7	-3.6	22.4	17.3	26.5	-10.1
7	12.2	4.4	8.5	6.5	7.8	-5.7	-22.6	12.7	-7.4	-24.5
8	9.1	2.7	5.9	9.9	10.8	-0.5	-33.5	19.3	1.0	-29.6
9	15.3	6.6	7.4	7.7	3.5	36.4	-31.8	18.6	38.8	-8.8
10	14.7	5.5	6.0	6.9	9.9	2.8	-38.6	15.0	33.2	-11.5
11	-0.9	3.2	6.4	6.9	6.0	5.5	-30.5	14.1	78.6	-23.8
12p	-14.0	1.4	6.9	5.0	4.6	-25.9	-36.3	15.4	79.7	-14.2
2025. 1p	-15.0	-5.2	6.9	8.5	2.8	-6.2	-22.6	18.5	55.6	5.8

※ p는 잠정치임

3-1. 취급상품범위별 및 운영형태별 온라인쇼핑 거래액

(단위: 억원)

	거래액	취급상품범위별		운영형태별	
		종합몰	전문몰	온라인몰	온·오프라인병행몰
2022	2,161,751	1,327,723	834,029	1,676,192	485,559
2023	2,422,068	1,415,639	1,006,429	1,872,770	549,298
2024p	2,594,413	1,479,209	1,115,203	2,014,408	580,004
2022.1/4	517,467	321,616	195,850	406,164	111,303
2/4	530,651	325,621	205,030	409,315	121,336
3/4	542,463	328,079	214,384	420,644	121,820
4/4	571,170	352,406	218,764	440,069	131,101
2023.1/4	568,280	339,154	229,126	436,514	131,765
2/4	591,623	346,050	245,572	456,068	135,554
3/4	607,976	350,008	257,968	474,919	133,057
4/4	654,189	380,427	273,762	505,268	148,921
2024.1/4	637,679	374,105	263,573	496,063	141,615
2/4	649,592	378,587	271,005	504,799	144,793
3/4	635,460	350,879	284,582	493,790	141,670
4/4p	671,682	375,639	296,043	519,756	151,926
2023. 1	190,505	115,175	75,331	146,959	43,546
2	180,295	107,632	72,663	138,962	41,333
3	197,479	116,347	81,132	150,593	46,886
4	189,666	111,607	78,059	146,061	43,605
5	204,968	120,917	84,052	157,322	47,647
6	196,988	113,527	83,462	152,686	44,302
7	201,296	115,626	85,670	157,859	43,437
8	203,591	117,021	86,570	160,184	43,407
9	203,089	117,361	85,728	156,876	46,214
10	213,607	123,453	90,154	164,028	49,579
11	221,954	130,829	91,124	171,615	50,338
12	218,629	126,145	92,484	169,624	49,004
2024. 1	215,818	128,112	87,706	168,409	47,409
2	203,465	119,377	84,088	159,609	43,856
3	218,395	126,616	91,779	168,045	50,350
4	211,506	125,401	86,104	164,938	46,568
5	222,900	129,764	93,136	172,158	50,742
6	215,186	123,422	91,765	167,703	47,484
7	214,622	119,081	95,541	166,876	47,746
8	210,875	114,838	96,037	164,082	46,793
9	209,964	116,960	93,004	162,833	47,131
10	216,584	120,612	95,972	166,694	49,890
11	226,307	128,416	97,890	175,864	50,442
12p	228,791	126,610	102,180	177,197	51,593
2025. 1p	218,674	124,485	94,189	171,599	47,076

※ p는 잠정치임

3-2. 취급상품범위별 및 운영형태별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	거래액	취급상품범위별		운영형태별	
		종합물	전문물	온라인물	온·오프라인병행물
2023	12.0	6.6	20.7	11.7	13.1
2024p	7.1	4.5	10.8	7.6	5.6
2023.1/4	9.8	5.5	17.0	7.5	18.4
2/4	11.5	6.3	19.8	11.4	11.7
3/4	12.1	6.7	20.3	12.9	9.2
4/4	14.5	8.0	25.1	14.8	13.6
2024.1/4	12.2	10.3	15.0	13.6	7.5
2/4	9.8	9.4	10.4	10.7	6.8
3/4	4.5	0.2	10.3	4.0	6.5
4/4p	2.7	-1.3	8.1	2.9	2.0
2023. 1	9.7	6.0	15.9	7.5	17.7
2	11.0	6.2	19.0	7.5	24.5
3	8.9	4.2	16.3	7.4	14.0
4	9.5	4.0	18.5	8.4	13.1
5	12.8	7.7	21.0	12.3	14.7
6	12.1	7.1	19.8	13.5	7.4
7	12.6	7.1	21.0	12.7	12.4
8	9.7	4.7	17.3	11.1	4.9
9	14.0	8.3	22.8	15.0	10.6
10	15.3	9.0	25.1	15.1	15.7
11	16.7	9.9	28.2	16.6	17.2
12	11.7	5.0	22.3	12.8	8.2
2024. 1	13.3	11.2	16.4	14.6	8.9
2	12.9	10.9	15.7	14.9	6.1
3	10.6	8.8	13.1	11.6	7.4
4	11.5	12.4	10.3	12.9	6.8
5	8.7	7.3	10.8	9.4	6.5
6	9.2	8.7	9.9	9.8	7.2
7	6.6	3.0	11.5	5.7	9.9
8	3.6	-1.9	10.9	2.4	7.8
9	3.4	-0.3	8.5	3.8	2.0
10	1.4	-2.3	6.5	1.6	0.6
11	2.0	-1.8	7.4	2.5	0.2
12p	4.6	0.4	10.5	4.5	5.3
2025. 1p	1.3	-2.8	7.4	1.9	-0.7

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

1) 종합몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 션	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복	
2022	1,327,723	249,931	67,742	134,947	47,242	24,149	8,850	15,300	355,011	90,052
2023	1,415,639	256,648	65,207	142,106	49,335	25,842	9,028	16,813	365,425	91,224
2024p	1,479,209	255,142	62,763	144,505	47,874	28,126	10,101	18,025	359,437	83,303
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	339,154	62,919	18,813	31,024	13,082	6,817	2,548	4,268	84,983	21,450
2/4	346,050	61,573	15,220	36,449	9,904	5,860	1,969	3,890	94,573	23,728
3/4	350,008	61,765	15,082	36,022	10,661	5,867	2,244	3,623	84,898	18,702
4/4	380,427	70,391	16,092	38,611	15,688	7,299	2,267	5,032	100,971	27,344
2024.1/4	374,105	66,597	18,893	34,679	13,025	7,500	2,893	4,607	86,996	20,136
2/4	378,587	65,075	16,106	38,800	10,168	6,305	2,138	4,167	94,479	22,261
3/4	350,879	60,725	13,065	35,258	12,402	6,439	2,490	3,949	81,153	16,153
4/4p	375,639	62,745	14,698	35,768	12,279	7,882	2,580	5,302	96,810	24,753
2023. 1	115,175	20,835	5,921	10,565	4,349	2,125	825	1,300	26,862	6,439
2	107,632	21,613	6,698	10,067	4,848	2,160	756	1,404	26,252	6,348
3	116,347	20,471	6,194	10,392	3,885	2,532	967	1,564	31,870	8,664
4	111,607	18,729	4,980	10,447	3,303	2,108	707	1,401	31,368	7,925
5	120,917	22,176	5,496	13,102	3,578	1,922	641	1,281	33,308	8,439
6	113,527	20,668	4,744	12,900	3,024	1,830	622	1,208	29,897	7,364
7	115,626	21,844	5,001	13,493	3,351	1,955	798	1,158	28,917	6,648
8	117,021	21,140	5,076	11,945	4,119	1,987	760	1,227	27,853	5,787
9	117,361	18,781	5,005	10,584	3,192	1,925	686	1,238	28,128	6,266
10	123,453	23,189	4,753	11,801	6,635	2,007	615	1,392	33,469	9,089
11	130,829	25,370	5,886	14,591	4,893	2,452	732	1,720	35,108	10,008
12	126,145	21,831	5,453	12,219	4,159	2,840	920	1,920	32,394	8,247
2024. 1	128,112	23,481	6,471	11,931	5,079	2,515	985	1,530	28,667	6,353
2	119,377	21,713	6,260	11,343	4,110	2,245	828	1,417	26,779	6,022
3	126,616	21,403	6,162	11,405	3,836	2,741	1,081	1,659	31,550	7,760
4	125,401	20,755	5,302	12,004	3,449	2,294	769	1,525	32,497	7,989
5	129,764	22,182	5,596	13,210	3,376	2,101	700	1,402	32,431	7,467
6	123,422	22,138	5,208	13,586	3,344	1,910	670	1,240	29,551	6,805
7	119,081	21,803	4,514	13,410	3,880	2,216	891	1,325	28,305	5,967
8	114,838	19,156	4,311	11,408	3,437	2,132	823	1,309	26,156	4,885
9	116,960	19,766	4,240	10,440	5,085	2,091	775	1,316	26,691	5,301
10	120,612	19,658	4,140	11,135	4,383	2,341	792	1,549	31,367	7,929
11	128,416	22,938	5,667	13,223	4,048	2,533	789	1,744	33,184	8,854
12p	126,610	20,150	4,892	11,410	3,848	3,008	999	2,009	32,259	7,970
2025. 1p	124,485	20,218	5,213	10,540	4,464	2,436	1,012	1,424	26,919	5,646

* p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

1) 종합몰 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품	음·식료품	농축수산물		생활용품	
2022	22,257	16,195	27,553	57,088	93,413	48,452	312,881	229,308	83,573	235,335	153,123
2023	23,092	17,376	27,903	54,309	101,548	49,974	356,145	259,437	96,708	249,609	162,481
2024p	22,010	15,783	28,216	52,056	108,604	49,465	416,811	302,231	114,580	271,075	177,694
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	5,298	4,479	6,748	11,353	23,663	11,991	84,718	61,353	23,366	58,818	37,756
2/4	6,266	4,405	7,140	14,685	25,504	12,844	84,551	62,887	21,664	61,295	40,089
3/4	5,080	4,359	6,729	13,385	25,035	11,609	95,225	68,675	26,550	62,688	41,160
4/4	6,448	4,133	7,286	14,885	27,345	13,530	91,651	66,522	25,129	66,808	43,475
2024.1/4	5,007	4,317	6,830	11,225	27,319	12,163	103,271	73,308	29,963	66,410	42,560
2/4	6,031	4,011	7,440	14,537	27,411	12,788	100,965	74,022	26,943	67,737	44,527
3/4	4,878	3,763	6,735	12,366	25,998	11,260	106,931	77,671	29,261	67,447	45,159
4/4p	6,094	3,692	7,211	13,928	27,876	13,254	105,643	77,230	28,413	69,480	45,449
2023. 1	1,528	1,483	2,255	3,393	7,939	3,826	31,707	21,985	9,722	19,117	12,383
2	1,610	1,455	2,095	3,416	7,563	3,765	24,873	18,448	6,424	18,754	11,909
3	2,161	1,541	2,398	4,545	8,161	4,400	28,139	20,920	7,219	20,947	13,465
4	2,012	1,526	2,330	4,718	8,456	4,401	27,158	20,219	6,939	19,528	12,662
5	2,193	1,514	2,502	5,174	8,951	4,534	29,026	21,623	7,403	21,091	13,825
6	2,062	1,365	2,307	4,792	8,097	3,909	28,367	21,045	7,322	20,676	13,603
7	1,840	1,469	2,380	4,507	8,157	3,915	29,220	21,698	7,522	21,186	13,929
8	1,584	1,466	2,278	4,393	8,481	3,863	31,370	23,073	8,298	21,367	14,017
9	1,656	1,423	2,071	4,485	8,397	3,830	34,635	23,905	10,730	20,135	13,214
10	2,068	1,393	2,168	5,344	9,170	4,237	29,477	21,652	7,825	21,841	14,193
11	2,327	1,346	2,421	5,344	9,314	4,348	30,862	22,573	8,289	22,717	14,798
12	2,053	1,394	2,697	4,198	8,861	4,945	31,313	22,297	9,015	22,251	14,484
2024. 1	1,526	1,422	2,291	3,557	9,632	3,885	36,497	25,670	10,827	22,213	14,221
2	1,535	1,405	2,076	3,334	8,547	3,860	32,728	22,879	9,849	21,004	13,383
3	1,946	1,490	2,462	4,334	9,140	4,418	34,046	24,759	9,287	23,194	14,957
4	2,012	1,372	2,469	4,865	9,291	4,499	33,411	24,541	8,870	22,311	14,542
5	2,072	1,390	2,504	5,068	9,498	4,431	34,942	25,600	9,342	23,042	15,202
6	1,947	1,248	2,466	4,604	8,622	3,858	32,613	23,881	8,732	22,385	14,783
7	1,852	1,281	2,506	4,288	8,628	3,783	33,734	24,996	8,738	23,214	15,577
8	1,465	1,235	2,167	3,960	8,712	3,732	35,807	26,308	9,500	22,721	15,243
9	1,561	1,247	2,062	4,118	8,658	3,745	37,390	26,367	11,023	21,511	14,339
10	1,868	1,244	2,242	4,956	9,041	4,086	34,683	25,533	9,150	23,133	15,131
11	2,246	1,238	2,379	4,924	9,301	4,244	34,964	25,725	9,239	23,391	15,227
12p	1,980	1,210	2,591	4,048	9,535	4,924	35,996	25,972	10,024	22,957	15,091
2025. 1p	1,324	1,169	2,183	3,135	9,658	3,804	41,757	28,316	13,441	21,533	13,946

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

1) 종합몰 거래액

(단위: 억원)

	생활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2022	14,165	47,518	20,530	123,560	25,654	11,448	71,227	1,170	14,062	26,855
2023	14,958	49,085	23,085	135,980	25,216	3,496	92,964	834	13,469	25,990
2024p	15,574	52,626	25,181	126,957	23,372	1,701	81,600	400	19,884	21,663
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	3,388	12,283	5,391	34,400	8,180	1,792	21,516	257	2,655	6,499
2/4	3,764	11,816	5,627	32,163	5,403	580	22,642	224	3,315	6,036
3/4	3,766	11,882	5,880	33,195	5,787	543	22,894	196	3,776	6,370
4/4	4,041	13,106	6,187	36,222	5,846	582	25,913	157	3,724	7,085
2024.1/4	3,781	13,994	6,076	38,088	7,166	502	26,501	135	3,784	5,242
2/4	4,040	12,962	6,209	38,529	6,706	487	26,946	96	4,295	5,497
3/4	3,708	12,284	6,295	22,975	4,590	374	13,601	97	4,312	5,209
4/4p	4,045	13,386	6,601	27,365	4,909	338	14,553	72	7,493	5,714
2023. 1	1,091	3,815	1,828	12,340	3,343	759	7,261	93	885	2,189
2	1,052	4,122	1,671	11,950	3,241	828	6,921	82	878	2,030
3	1,245	4,346	1,891	10,109	1,596	205	7,333	83	892	2,280
4	1,215	3,853	1,798	10,497	1,645	184	7,367	81	1,220	2,220
5	1,291	4,054	1,922	11,333	1,862	195	8,152	78	1,045	2,061
6	1,258	3,909	1,907	10,334	1,896	201	7,123	65	1,050	1,755
7	1,270	4,021	1,966	10,479	2,161	212	6,845	71	1,190	2,025
8	1,260	4,064	2,025	11,065	1,893	187	7,432	67	1,485	2,238
9	1,235	3,796	1,890	11,651	1,732	144	8,617	57	1,100	2,107
10	1,273	4,315	2,061	11,271	1,788	180	8,074	55	1,174	2,199
11	1,369	4,502	2,047	11,805	2,016	193	8,228	49	1,320	2,516
12	1,399	4,289	2,079	13,146	2,042	209	9,611	54	1,230	2,370
2024. 1	1,286	4,610	2,095	12,988	2,585	190	8,723	50	1,440	1,751
2	1,155	4,564	1,902	13,308	2,378	156	9,407	44	1,323	1,601
3	1,339	4,819	2,078	11,792	2,204	156	8,370	42	1,020	1,891
4	1,346	4,382	2,041	12,229	2,240	159	8,390	33	1,408	1,905
5	1,373	4,359	2,107	13,230	2,251	152	9,350	32	1,447	1,836
6	1,320	4,220	2,061	13,069	2,215	176	9,206	31	1,441	1,756
7	1,311	4,190	2,137	8,093	1,608	157	4,880	32	1,416	1,716
8	1,205	4,136	2,137	7,236	1,627	117	4,011	35	1,446	1,629
9	1,193	3,958	2,021	7,646	1,356	101	4,710	30	1,450	1,865
10	1,326	4,489	2,186	7,591	1,577	99	4,128	27	1,759	1,840
11	1,406	4,584	2,174	9,507	1,656	107	4,973	24	2,747	1,900
12p	1,313	4,313	2,241	10,267	1,676	132	5,452	20	2,987	1,974
2025. 1p	1,198	4,210	2,180	9,902	1,639	182	5,478	0	2,604	1,719

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

2) 전문몰 거래액

(단위: 억원)

	합계	가 전			도 서			패 셴		
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구	의복		
2022	834,029	50,738	23,571	17,075	10,092	19,370	16,854	2,516	173,451	110,718
2023	1,006,429	47,396	21,871	13,930	11,595	18,233	15,650	2,583	191,960	125,862
2024p	1,115,203	53,374	22,332	18,507	12,535	18,139	15,838	2,301	203,270	136,597
2022.1/4	195,850	14,578	7,175	4,928	2,476	5,451	4,840	611	39,257	23,732
2/4	205,030	10,696	5,207	4,106	1,383	4,454	3,876	579	44,309	28,028
3/4	214,384	11,831	5,472	3,926	2,432	4,943	4,302	641	40,432	25,091
4/4	218,764	13,633	5,717	4,115	3,800	4,521	3,836	686	49,452	33,866
2023.1/4	229,126	13,046	6,606	3,349	3,090	5,138	4,462	676	44,339	27,882
2/4	245,572	9,914	5,042	3,314	1,558	4,182	3,564	617	47,393	30,834
3/4	257,968	11,121	4,912	3,398	2,810	4,508	3,886	623	43,794	27,739
4/4	273,762	13,316	5,311	3,868	4,137	4,405	3,738	667	56,434	39,407
2024.1/4	263,573	13,854	7,095	3,610	3,149	4,914	4,297	617	46,115	30,381
2/4	271,005	10,787	4,680	4,519	1,588	4,106	3,570	536	49,998	33,641
3/4	284,582	14,972	5,089	5,108	4,776	4,597	4,009	588	45,245	29,141
4/4p	296,043	13,761	5,468	5,270	3,023	4,523	3,963	560	61,912	43,433
2023. 1	75,331	3,852	1,930	1,312	610	1,556	1,341	215	13,486	8,421
2	72,663	5,002	2,212	1,055	1,735	1,662	1,442	219	13,874	8,567
3	81,132	4,192	2,465	982	745	1,921	1,678	242	16,979	10,895
4	78,059	3,337	1,791	1,000	546	1,377	1,165	212	15,539	10,152
5	84,052	3,282	1,608	1,139	535	1,501	1,296	205	16,420	10,712
6	83,462	3,295	1,643	1,175	477	1,304	1,103	201	15,433	9,970
7	85,670	3,470	1,757	1,229	484	1,551	1,339	212	15,280	9,747
8	86,570	4,596	1,699	1,163	1,735	1,544	1,329	216	13,445	8,195
9	85,728	3,054	1,456	1,006	592	1,413	1,218	195	15,069	9,798
10	90,154	5,437	1,628	1,182	2,627	1,278	1,072	206	18,079	12,549
11	91,124	4,096	1,714	1,464	918	1,469	1,243	227	20,130	14,423
12	92,484	3,783	1,970	1,222	592	1,658	1,423	235	18,224	12,435
2024. 1	87,706	5,321	2,514	1,216	1,591	1,566	1,357	209	14,148	9,339
2	84,088	4,459	2,298	1,157	1,003	1,488	1,292	196	14,995	9,825
3	91,779	4,075	2,283	1,237	555	1,860	1,647	212	16,972	11,216
4	86,104	3,648	1,668	1,418	562	1,357	1,174	183	16,826	11,481
5	93,136	3,469	1,415	1,491	563	1,489	1,306	184	16,791	11,035
6	91,765	3,669	1,596	1,611	462	1,260	1,091	170	16,381	11,125
7	95,541	5,217	1,839	1,825	1,552	1,600	1,405	194	16,081	10,639
8	96,037	4,239	1,650	1,671	919	1,520	1,312	208	14,153	8,836
9	93,004	5,515	1,599	1,611	2,305	1,477	1,291	186	15,012	9,667
10	95,972	4,781	1,647	1,666	1,468	1,466	1,282	184	18,389	13,080
11	97,890	4,530	1,730	1,963	837	1,451	1,279	172	21,878	15,655
12p	102,180	4,450	2,091	1,641	718	1,605	1,401	204	21,645	14,698
2025. 1p	94,189	4,464	2,310	1,571	583	1,464	1,311	154	15,072	9,731

* p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

2) 전문몰 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품	음·식료품	농축수산물	생활용품		
2022	16,473	11,364	10,445	3,710	17,227	3,515	48,526	37,305	11,222	48,246	13,174
2023	16,609	12,505	11,237	4,217	18,243	3,286	55,566	42,834	12,732	52,936	12,587
2024p	15,924	11,373	12,157	4,179	19,640	3,399	56,758	43,043	13,714	61,456	12,317
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	4,284	3,290	2,655	890	4,533	805	13,705	10,631	3,074	10,422	2,994
2/4	4,299	3,189	2,653	1,196	4,388	835	13,578	10,600	2,978	13,039	3,215
3/4	3,723	3,137	2,834	1,085	4,541	736	14,192	10,863	3,329	13,861	3,035
4/4	4,304	2,889	3,096	1,047	4,781	910	14,091	10,739	3,352	15,614	3,342
2024.1/4	3,795	3,145	2,672	892	4,496	734	13,951	10,486	3,466	14,798	3,162
2/4	4,074	2,826	2,861	1,128	4,640	828	13,657	10,352	3,305	17,550	3,037
3/4	3,740	2,734	3,032	1,072	4,704	821	15,083	11,654	3,429	14,619	2,902
4/4p	4,315	2,668	3,593	1,087	5,800	1,016	14,066	10,552	3,514	14,489	3,216
2023. 1	1,262	944	909	235	1,481	235	4,973	3,851	1,122	2,985	991
2	1,470	1,078	842	285	1,378	255	4,023	3,080	943	3,065	920
3	1,551	1,267	904	371	1,675	315	4,708	3,700	1,009	4,372	1,083
4	1,434	1,056	853	373	1,374	299	4,484	3,502	982	3,425	1,048
5	1,555	1,112	927	419	1,420	275	4,778	3,756	1,022	3,792	1,129
6	1,310	1,022	872	404	1,594	261	4,315	3,342	973	5,822	1,038
7	1,490	1,053	979	385	1,384	242	4,424	3,418	1,006	3,490	1,018
8	1,124	1,075	968	347	1,497	238	4,670	3,560	1,110	4,009	1,026
9	1,109	1,009	886	352	1,659	255	5,098	3,885	1,213	6,362	991
10	1,556	929	856	464	1,432	293	4,528	3,435	1,093	4,801	1,074
11	1,485	945	1,008	324	1,636	310	4,769	3,656	1,113	6,300	1,176
12	1,263	1,015	1,232	259	1,712	308	4,794	3,648	1,147	4,513	1,091
2024. 1	998	979	913	272	1,431	215	5,109	3,877	1,232	3,658	1,110
2	1,492	1,064	820	280	1,279	234	4,341	3,228	1,113	3,686	988
3	1,306	1,101	938	339	1,786	285	4,501	3,380	1,120	7,453	1,064
4	1,346	989	943	381	1,370	315	4,543	3,431	1,112	4,214	963
5	1,535	991	1,054	379	1,526	270	4,763	3,618	1,145	6,131	1,043
6	1,192	845	863	368	1,744	243	4,352	3,304	1,048	7,205	1,032
7	1,307	980	1,073	365	1,436	280	4,666	3,582	1,084	4,943	1,010
8	1,263	869	947	346	1,600	292	5,140	3,980	1,161	5,339	965
9	1,170	886	1,012	361	1,667	248	5,277	4,092	1,185	4,336	926
10	1,212	882	1,023	415	1,455	322	4,763	3,591	1,172	4,268	1,038
11	1,671	840	1,060	342	1,975	335	4,706	3,543	1,164	5,653	1,034
12p	1,432	946	1,510	330	2,370	358	4,596	3,418	1,178	4,569	1,144
2025. 1p	936	840	1,079	388	1,856	242	5,293	3,947	1,346	2,970	937

* p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

2) 전문몰 거래액

(단위: 억원)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2022	28,436	4,432	2,203	485,559	142,511	13,053	4,128	315,200	10,667	8,139
2023	33,107	4,435	2,808	630,831	268,704	26,573	4,459	322,888	8,207	9,506
2024p	42,471	4,041	2,626	714,914	301,377	29,916	4,918	369,491	9,211	7,293
2022.1/4	5,989	1,252	521	111,526	22,688	1,476	1,102	83,924	2,336	1,716
2/4	7,733	1,077	545	118,899	36,684	3,972	945	75,037	2,260	2,115
3/4	9,187	1,092	584	128,438	41,875	4,198	1,128	78,125	3,111	2,230
4/4	5,528	1,012	554	126,696	41,264	3,407	951	78,114	2,960	2,078
2023.1/4	5,613	1,092	723	140,414	56,671	4,206	953	76,721	1,862	2,062
2/4	8,002	1,084	738	154,901	66,855	7,656	1,030	77,679	1,682	2,565
3/4	8,993	1,148	684	168,091	73,394	7,426	1,174	83,726	2,370	2,402
4/4	10,499	1,111	662	167,425	71,784	7,285	1,301	84,762	2,294	2,477
2024.1/4	9,871	1,131	634	168,188	71,975	6,537	1,309	86,290	2,077	1,753
2/4	12,834	1,030	649	173,034	73,640	7,892	1,133	88,362	2,007	1,874
3/4	10,154	888	675	188,397	78,318	8,589	1,189	97,657	2,643	1,670
4/4p	9,613	992	668	185,295	77,444	6,897	1,287	97,183	2,484	1,996
2023. 1	1,425	331	239	47,726	18,672	1,242	341	26,782	689	753
2	1,549	360	237	44,433	17,985	1,105	301	24,437	605	604
3	2,640	402	247	48,255	20,014	1,859	312	25,503	567	706
4	1,784	353	240	49,002	20,714	2,031	312	25,421	525	894
5	2,052	361	250	53,489	23,684	2,455	364	26,402	584	789
6	4,165	370	248	52,410	22,457	3,170	354	25,857	573	882
7	1,873	375	223	56,512	24,486	2,561	393	28,498	573	943
8	2,325	420	237	57,522	25,035	2,762	376	28,765	584	784
9	4,795	353	223	54,057	23,873	2,103	404	26,462	1,214	676
10	3,153	346	226	55,122	24,098	2,566	407	27,330	720	910
11	4,522	387	214	53,504	22,953	2,398	427	26,982	744	856
12	2,824	377	222	58,800	24,733	2,320	467	30,450	830	711
2024. 1	1,985	355	208	57,349	25,112	1,886	457	29,089	806	555
2	2,147	340	211	54,537	23,348	2,228	439	27,882	640	581
3	5,739	435	215	56,302	23,515	2,423	413	29,319	631	617
4	2,633	409	210	54,806	23,337	2,462	373	27,964	670	710
5	4,554	319	215	59,847	26,385	2,294	370	30,112	687	646
6	5,647	302	224	58,380	23,917	3,136	390	30,286	650	518
7	3,404	308	221	62,452	26,752	2,583	391	32,070	657	581
8	3,837	303	234	65,144	27,053	2,805	370	34,261	656	502
9	2,913	277	220	60,800	24,514	3,202	428	31,327	1,330	587
10	2,682	331	216	61,626	26,408	2,604	446	31,376	792	678
11	4,059	332	229	58,998	24,641	2,414	420	30,726	797	673
12p	2,872	329	223	64,672	26,395	1,880	422	35,080	894	644
2025. 1p	1,530	299	203	64,452	27,038	1,765	379	34,437	833	475

* p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

1) 온라인몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구	의복		
2022	1,676,192	243,210	70,217	122,003	50,990	25,906	10,591	15,315	358,147	125,176
2023	1,872,770	255,135	68,798	130,989	55,349	27,394	10,023	17,371	373,461	132,189
2024p	2,014,408	255,549	66,393	134,147	55,009	29,590	11,006	18,584	369,206	127,917
2022.1/4	406,164	61,424	20,458	28,915	12,051	6,962	3,274	3,687	80,963	27,350
2/4	409,315	57,132	16,247	31,276	9,609	6,034	2,523	3,511	93,290	32,807
3/4	420,644	59,930	16,217	30,257	13,456	5,956	2,503	3,454	85,554	28,374
4/4	440,069	64,725	17,295	31,554	15,875	6,954	2,290	4,663	98,340	36,644
2023.1/4	436,514	63,033	19,679	28,358	14,996	7,143	2,812	4,331	87,248	30,279
2/4	456,068	60,204	16,134	33,408	10,661	6,215	2,193	4,022	96,277	33,953
3/4	474,919	61,774	15,958	33,375	12,442	6,318	2,487	3,831	86,992	29,058
4/4	505,268	70,124	17,027	35,847	17,250	7,718	2,531	5,186	102,944	38,899
2024.1/4	496,063	67,089	20,038	31,946	15,105	7,899	3,140	4,758	87,905	30,131
2/4	504,799	64,156	16,848	36,271	11,037	6,687	2,366	4,321	95,705	33,004
3/4	493,790	61,544	13,876	32,776	14,892	6,828	2,714	4,113	83,041	26,452
4/4p	519,756	62,761	15,630	33,155	13,975	8,176	2,785	5,391	102,554	38,330
2023. 1	146,959	20,408	6,173	9,683	4,552	2,190	872	1,318	27,490	9,116
2	138,962	22,331	6,973	9,238	6,120	2,322	919	1,402	26,860	9,067
3	150,593	20,294	6,533	9,437	4,324	2,632	1,020	1,612	32,898	12,096
4	146,061	18,393	5,295	9,518	3,580	2,180	737	1,442	31,596	11,154
5	157,322	21,770	5,801	12,123	3,846	2,120	788	1,333	33,865	12,004
6	152,686	20,042	5,038	11,768	3,235	1,915	668	1,247	30,816	10,795
7	157,859	21,360	5,326	12,465	3,569	2,077	843	1,234	29,872	10,303
8	160,184	21,824	5,396	11,103	5,325	2,201	909	1,292	28,038	8,696
9	156,876	18,590	5,235	9,807	3,547	2,040	734	1,306	29,082	10,058
10	164,028	23,354	5,007	10,839	7,508	2,108	651	1,457	33,698	12,812
11	171,615	25,251	6,222	13,729	5,300	2,643	874	1,769	36,510	14,524
12	169,624	21,519	5,798	11,279	4,443	2,967	1,007	1,960	32,736	11,563
2024. 1	168,409	24,065	6,920	10,995	6,149	2,605	1,033	1,572	28,248	9,282
2	159,609	21,837	6,606	10,412	4,818	2,430	971	1,459	27,647	9,586
3	168,045	21,188	6,512	10,538	4,138	2,864	1,136	1,727	32,010	11,263
4	164,938	20,460	5,564	11,145	3,752	2,384	810	1,575	32,532	11,453
5	172,158	21,933	5,830	12,403	3,700	2,292	841	1,451	32,708	10,978
6	167,703	21,762	5,454	12,724	3,584	2,011	715	1,296	30,465	10,573
7	166,876	22,337	4,801	12,532	5,004	2,311	926	1,385	29,197	9,712
8	164,082	19,332	4,579	10,652	4,101	2,330	969	1,361	26,702	8,154
9	162,833	19,875	4,496	9,592	5,786	2,186	819	1,367	27,142	8,587
10	166,694	19,781	4,401	10,235	5,146	2,396	817	1,580	32,358	11,921
11	175,864	22,916	5,998	12,368	4,550	2,690	913	1,777	36,093	14,134
12p	177,197	20,063	5,231	10,552	4,279	3,089	1,056	2,034	34,104	12,276
2025. 1p	171,599	20,193	5,663	9,829	4,701	2,497	1,045	1,452	27,477	8,904

* p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

1) 온라인몰 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품	음·식료품	농축수산물	생활용품		
2022	20,887	16,589	25,433	51,002	70,994	48,066	297,988	218,574	79,415	230,436	148,298
2023	20,678	15,867	24,175	50,253	80,220	50,080	342,702	250,030	92,672	248,528	157,510
2024p	19,060	14,320	22,316	48,325	87,011	50,257	410,532	297,084	113,448	272,964	173,211
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	4,787	4,086	5,982	10,516	19,699	11,899	77,679	56,726	20,953	58,249	36,492
2/4	5,684	4,035	6,248	13,733	19,795	12,828	80,311	59,918	20,393	61,285	39,056
3/4	4,624	3,972	5,716	12,616	19,324	11,681	93,495	67,439	26,056	62,366	39,799
4/4	5,583	3,774	6,229	13,388	21,401	13,671	91,217	65,947	25,269	66,629	42,162
2024.1/4	4,400	3,972	5,443	10,207	21,516	12,237	101,158	71,823	29,334	66,886	41,576
2/4	5,272	3,582	5,859	13,530	21,535	12,925	99,595	72,724	26,872	68,194	43,484
3/4	4,199	3,383	5,076	11,783	20,670	11,478	105,206	76,446	28,760	67,832	43,833
4/4p	5,189	3,384	5,938	12,805	23,290	13,618	104,574	76,091	28,483	70,052	44,319
2023. 1	1,391	1,309	1,995	3,134	6,768	3,778	28,793	20,288	8,505	18,817	11,928
2	1,458	1,317	1,847	3,189	6,247	3,737	22,943	17,029	5,913	18,607	11,489
3	1,939	1,460	2,140	4,193	6,685	4,385	25,943	19,408	6,534	20,824	13,076
4	1,831	1,357	2,049	4,323	6,486	4,397	25,226	18,880	6,345	19,565	12,357
5	1,990	1,413	2,199	4,872	6,875	4,511	27,075	20,300	6,775	21,036	13,462
6	1,863	1,265	2,000	4,539	6,434	3,921	28,011	20,737	7,273	20,683	13,237
7	1,700	1,333	2,047	4,267	6,295	3,926	28,807	21,285	7,523	21,014	13,470
8	1,441	1,360	1,911	4,183	6,562	3,884	30,908	22,646	8,262	21,288	13,556
9	1,482	1,279	1,758	4,166	6,467	3,871	33,780	23,508	10,272	20,065	12,773
10	1,795	1,247	1,824	4,783	6,951	4,285	29,213	21,303	7,911	21,691	13,694
11	2,028	1,278	2,121	4,844	7,307	4,408	30,859	22,507	8,352	22,720	14,407
12	1,760	1,249	2,283	3,761	7,143	4,978	31,145	22,138	9,007	22,218	14,061
2024. 1	1,354	1,289	1,795	3,253	7,393	3,882	35,552	25,103	10,449	22,271	13,869
2	1,345	1,300	1,661	3,032	6,832	3,891	32,178	22,458	9,720	21,137	13,069
3	1,701	1,382	1,987	3,922	7,291	4,463	33,428	24,263	9,165	23,478	14,638
4	1,763	1,248	1,973	4,451	7,096	4,548	32,925	24,065	8,860	22,467	14,202
5	1,784	1,237	1,978	4,736	7,522	4,474	34,413	25,114	9,299	23,226	14,873
6	1,725	1,097	1,909	4,342	6,917	3,903	32,258	23,544	8,713	22,501	14,410
7	1,634	1,142	1,923	4,058	6,875	3,853	33,274	24,580	8,693	23,332	15,130
8	1,254	1,101	1,609	3,813	6,947	3,825	35,247	25,876	9,371	22,860	14,769
9	1,311	1,141	1,544	3,912	6,848	3,800	36,685	25,990	10,695	21,639	13,933
10	1,580	1,123	1,766	4,541	7,224	4,203	34,357	25,164	9,193	23,140	14,737
11	1,941	1,170	2,004	4,526	7,937	4,381	34,793	25,498	9,295	23,572	14,896
12p	1,668	1,091	2,168	3,739	8,128	5,034	35,424	25,430	9,994	23,341	14,686
2025. 1p	1,141	1,051	1,660	3,026	7,852	3,843	40,600	27,653	12,947	21,662	13,505

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

1) 온라인몰 거래액

(단위: 억원)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2022	15,436	45,102	21,600	488,969	76,786	14,242	75,141	302,559	20,240	31,535
2023	19,186	47,117	24,716	593,239	150,761	19,196	97,088	308,077	18,117	32,310
2024p	22,634	50,336	26,783	651,308	164,943	21,553	86,260	352,257	26,295	25,258
2022.1/4	3,397	11,974	5,055	117,668	12,466	2,138	17,875	80,854	4,335	7,847
2/4	3,937	10,959	5,235	117,582	19,766	4,313	16,911	71,822	4,770	7,750
3/4	4,118	10,811	5,521	126,646	23,177	3,818	18,948	74,997	5,706	7,848
4/4	3,985	11,358	5,788	127,073	21,377	3,973	21,408	74,886	5,429	8,089
2023.1/4	4,167	11,794	5,795	135,326	32,382	3,724	22,395	73,164	3,660	7,835
2/4	4,804	11,370	6,054	143,911	36,748	5,386	23,596	74,207	3,972	7,866
3/4	4,835	11,442	6,290	155,948	41,722	4,966	23,972	80,036	5,251	8,026
4/4	5,380	12,510	6,577	158,054	39,908	5,119	27,125	80,669	5,232	8,582
2024.1/4	5,479	13,376	6,456	159,054	39,144	4,608	27,743	82,371	5,187	6,073
2/4	5,703	12,413	6,594	164,037	40,446	5,921	28,010	84,077	5,582	6,424
3/4	5,507	11,775	6,717	163,334	43,075	6,089	14,724	93,219	6,226	6,007
4/4p	5,945	12,773	7,016	164,884	42,278	4,934	15,783	92,591	9,299	6,755
2023. 1	1,273	3,659	1,958	46,557	11,025	1,145	7,567	25,545	1,275	2,703
2	1,328	3,982	1,810	43,496	10,539	1,269	7,201	23,279	1,208	2,403
3	1,566	4,154	2,028	45,272	10,818	1,309	7,627	24,341	1,177	2,730
4	1,572	3,707	1,928	46,260	11,384	1,516	7,660	24,313	1,386	2,842
5	1,603	3,908	2,063	48,855	12,256	1,597	8,485	25,250	1,268	2,600
6	1,628	3,755	2,063	48,796	13,109	2,273	7,450	24,645	1,318	2,424
7	1,576	3,871	2,097	51,991	14,475	1,652	7,206	27,268	1,389	2,738
8	1,635	3,928	2,169	53,164	14,294	1,781	7,774	27,519	1,797	2,762
9	1,624	3,643	2,024	50,793	12,953	1,533	8,992	25,249	2,065	2,527
10	1,725	4,080	2,192	51,177	13,125	1,887	8,455	26,081	1,629	2,787
11	1,826	4,315	2,173	50,600	12,738	1,818	8,626	25,607	1,811	3,033
12	1,829	4,116	2,212	56,277	14,045	1,414	10,044	28,981	1,793	2,763
2024. 1	1,787	4,398	2,217	53,665	13,327	1,384	9,160	27,791	2,003	2,004
2	1,643	4,389	2,036	52,506	12,799	1,541	9,823	26,602	1,742	1,874
3	2,049	4,589	2,203	52,882	13,018	1,684	8,760	27,978	1,442	2,195
4	1,921	4,184	2,160	51,850	12,785	1,834	8,742	26,648	1,841	2,320
5	1,934	4,187	2,233	55,443	13,670	1,606	9,697	28,598	1,871	2,143
6	1,848	4,042	2,201	56,744	13,991	2,481	9,571	28,831	1,870	1,962
7	1,891	4,037	2,274	54,418	14,829	1,815	5,245	30,685	1,843	2,007
8	1,842	3,966	2,284	55,762	14,953	1,853	4,361	32,745	1,849	1,848
9	1,774	3,773	2,159	53,154	13,293	2,421	5,118	29,788	2,534	2,152
10	1,839	4,247	2,317	52,475	13,820	1,878	4,556	29,920	2,300	2,188
11	1,975	4,383	2,318	53,550	13,792	1,829	5,373	29,208	3,347	2,251
12p	2,131	4,143	2,382	58,860	14,666	1,227	5,853	33,463	3,652	2,316
2025. 1p	1,809	4,044	2,303	57,220	14,034	1,380	5,837	32,768	3,201	1,950

* p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 션	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복	
2022	485,559	57,459	21,097	30,019	6,343	17,613	15,113	2,500	170,315	75,594
2023	549,298	48,909	18,280	25,047	5,582	16,681	14,655	2,026	183,923	84,898
2024p	580,004	52,966	18,701	28,864	5,400	16,676	14,934	1,742	193,502	91,983
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	131,765	12,932	5,740	6,015	1,177	4,811	4,198	613	42,074	19,054
2/4	135,554	11,283	4,128	6,354	801	3,826	3,341	485	45,689	20,609
3/4	133,057	11,112	4,036	6,046	1,030	4,057	3,643	414	41,701	17,383
4/4	148,921	13,583	4,376	6,632	2,575	3,987	3,474	513	54,460	27,852
2024.1/4	141,615	13,363	5,950	6,343	1,070	4,515	4,050	466	45,206	20,386
2/4	144,793	11,705	3,938	7,049	719	3,724	3,343	381	48,771	22,899
3/4	141,670	14,153	4,277	7,590	2,286	4,208	3,784	424	43,357	18,842
4/4p	151,926	13,746	4,536	7,883	1,327	4,229	3,757	471	56,167	29,856
2023. 1	43,546	4,279	1,678	2,193	407	1,491	1,293	197	12,858	5,743
2	41,333	4,284	1,936	1,884	464	1,500	1,279	221	13,266	5,848
3	46,886	4,369	2,125	1,938	306	1,820	1,625	195	15,950	7,463
4	43,605	3,673	1,475	1,929	269	1,305	1,134	171	15,311	6,923
5	47,647	3,689	1,303	2,119	267	1,303	1,150	153	15,863	7,147
6	44,302	3,921	1,349	2,306	265	1,218	1,057	161	14,514	6,540
7	43,437	3,954	1,431	2,258	265	1,430	1,293	137	14,324	6,092
8	43,407	3,912	1,379	2,005	528	1,330	1,179	151	13,261	5,286
9	46,214	3,245	1,225	1,783	236	1,297	1,170	127	14,115	6,006
10	49,579	5,272	1,374	2,144	1,754	1,177	1,036	141	17,850	8,826
11	50,338	4,215	1,377	2,326	512	1,279	1,101	178	18,727	9,907
12	49,004	4,096	1,625	2,162	308	1,531	1,336	194	17,883	9,119
2024. 1	47,409	4,737	2,065	2,152	521	1,476	1,309	167	14,567	6,410
2	43,856	4,335	1,952	2,087	295	1,303	1,149	154	14,127	6,262
3	50,350	4,290	1,933	2,104	254	1,737	1,592	144	16,513	7,714
4	46,568	3,943	1,406	2,277	259	1,266	1,133	133	16,791	8,016
5	50,742	3,718	1,181	2,298	239	1,299	1,164	134	16,513	7,525
6	47,484	4,045	1,351	2,473	221	1,159	1,045	114	15,466	7,357
7	47,746	4,683	1,552	2,703	428	1,504	1,370	135	15,190	6,894
8	46,793	4,063	1,382	2,427	254	1,322	1,166	155	13,606	5,567
9	47,131	5,406	1,343	2,460	1,604	1,382	1,248	134	14,561	6,381
10	49,890	4,657	1,386	2,566	705	1,411	1,257	154	17,398	9,088
11	50,442	4,552	1,398	2,818	335	1,294	1,155	139	18,970	10,376
12p	51,593	4,536	1,751	2,499	286	1,524	1,345	179	19,800	10,392
2025. 1p	47,076	4,489	1,860	2,283	346	1,403	1,277	126	14,514	6,473

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품	음·식료품	농축수산물	생활용품		
2022	17,842	10,970	12,565	9,796	39,646	3,901	63,419	48,040	15,380	53,145	17,999
2023	19,023	14,014	14,965	8,273	39,571	3,179	69,009	52,241	16,768	54,017	17,558
2024p	18,874	12,835	18,057	7,910	41,234	2,608	63,036	48,189	14,846	59,566	16,800
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	4,795	3,683	3,422	1,727	8,497	897	20,744	15,258	5,487	10,992	4,259
2/4	4,881	3,559	3,544	2,148	10,097	851	17,817	13,569	4,248	13,050	4,248
3/4	4,179	3,524	3,846	1,854	10,252	663	15,922	12,100	3,822	14,182	4,396
4/4	5,168	3,248	4,153	2,544	10,725	769	14,525	11,314	3,211	15,794	4,655
2024.1/4	4,403	3,490	4,058	1,910	10,299	661	16,065	11,970	4,095	14,322	4,146
2/4	4,833	3,255	4,442	2,135	10,516	692	15,027	11,650	3,377	17,093	4,080
3/4	4,419	3,114	4,692	1,655	10,032	603	16,809	12,879	3,930	14,234	4,228
4/4p	5,219	2,977	4,865	2,211	10,387	652	15,135	11,690	3,445	13,918	4,346
2023. 1	1,399	1,118	1,169	494	2,652	283	7,886	5,548	2,339	3,285	1,446
2	1,622	1,217	1,090	511	2,694	284	5,953	4,499	1,454	3,212	1,340
3	1,773	1,348	1,162	722	3,151	330	6,905	5,211	1,694	4,494	1,472
4	1,614	1,224	1,134	768	3,344	304	6,416	4,841	1,576	3,388	1,353
5	1,758	1,213	1,231	722	3,496	298	6,729	5,078	1,651	3,847	1,491
6	1,509	1,122	1,179	658	3,257	249	4,672	3,650	1,022	5,815	1,404
7	1,630	1,189	1,312	625	3,246	231	4,837	3,831	1,006	3,662	1,476
8	1,267	1,182	1,335	558	3,416	218	5,133	3,987	1,146	4,088	1,487
9	1,282	1,153	1,199	672	3,589	214	5,953	4,282	1,671	6,432	1,432
10	1,828	1,075	1,200	1,025	3,651	244	4,791	3,785	1,007	4,951	1,573
11	1,784	1,013	1,308	823	3,643	250	4,772	3,723	1,050	6,296	1,568
12	1,556	1,160	1,645	697	3,431	274	4,962	3,807	1,155	4,547	1,514
2024. 1	1,169	1,112	1,409	577	3,670	218	6,055	4,444	1,610	3,600	1,462
2	1,683	1,169	1,235	582	2,994	203	4,892	3,649	1,242	3,553	1,302
3	1,551	1,209	1,414	751	3,635	240	5,119	3,876	1,243	7,169	1,383
4	1,596	1,114	1,440	795	3,564	266	5,029	3,906	1,123	4,058	1,303
5	1,823	1,145	1,581	711	3,502	227	5,291	4,103	1,188	5,946	1,372
6	1,414	996	1,421	630	3,449	199	4,707	3,640	1,067	7,088	1,405
7	1,525	1,119	1,657	594	3,189	211	5,126	3,998	1,128	4,826	1,457
8	1,474	1,003	1,505	493	3,365	199	5,701	4,412	1,289	5,200	1,439
9	1,420	992	1,530	568	3,477	193	5,982	4,469	1,512	4,208	1,332
10	1,501	1,002	1,498	831	3,272	206	5,090	3,961	1,129	4,261	1,433
11	1,975	908	1,434	740	3,338	198	4,877	3,769	1,107	5,472	1,364
12p	1,744	1,066	1,933	640	3,777	248	5,168	3,960	1,208	4,185	1,549
2025. 1p	1,120	958	1,602	497	3,662	202	6,451	4,610	1,840	2,841	1,377

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2022	27,165	6,848	1,134	120,149	91,379	10,259	213	13,810	4,489	3,458
2023	28,879	6,404	1,177	173,572	143,159	10,873	334	15,645	3,560	3,187
2024p	35,412	6,330	1,024	190,562	159,805	10,064	258	17,634	2,801	3,697
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	4,834	1,580	320	39,487	32,469	2,274	74	3,814	856	726
2/4	6,962	1,530	311	43,154	35,509	2,849	76	3,696	1,024	735
3/4	7,924	1,588	274	45,338	37,459	3,003	96	3,885	895	746
4/4	9,160	1,706	272	45,593	37,722	2,747	89	4,250	785	980
2024.1/4	8,172	1,749	255	47,222	39,997	2,431	67	4,054	673	922
2/4	11,171	1,579	263	47,526	39,899	2,457	68	4,381	720	948
3/4	8,355	1,397	253	48,038	39,834	2,874	66	4,536	729	872
4/4p	7,713	1,605	253	47,776	40,075	2,302	58	4,663	678	955
2023. 1	1,242	487	110	13,509	10,990	856	35	1,329	299	239
2	1,273	500	99	12,886	10,687	664	20	1,240	275	231
3	2,319	593	111	13,091	10,792	754	18	1,245	282	255
4	1,427	499	110	13,239	10,976	698	18	1,189	358	272
5	1,739	507	109	15,966	13,290	1,054	31	1,230	362	250
6	3,795	524	92	13,949	11,243	1,097	27	1,277	304	214
7	1,568	525	92	15,000	12,172	1,121	32	1,301	374	231
8	1,950	557	94	15,423	12,635	1,168	34	1,313	272	260
9	4,406	506	88	14,915	12,652	714	30	1,271	249	256
10	2,701	582	95	15,215	12,762	859	26	1,304	265	323
11	4,065	575	89	14,710	12,231	773	29	1,423	253	338
12	2,394	550	89	15,668	12,730	1,115	34	1,522	267	319
2024. 1	1,484	568	86	16,673	14,370	692	21	1,347	243	302
2	1,659	515	77	15,339	12,926	844	23	1,324	221	308
3	5,030	665	91	15,211	12,701	895	23	1,383	209	312
4	2,058	607	91	15,185	12,792	787	21	1,348	237	296
5	3,994	492	89	17,635	14,965	839	23	1,546	262	340
6	5,119	480	84	14,705	12,142	831	25	1,486	221	313
7	2,824	461	84	16,127	13,531	925	26	1,416	229	290
8	3,200	473	87	16,618	13,726	1,068	20	1,550	254	283
9	2,331	463	82	15,293	12,577	881	19	1,569	246	299
10	2,169	574	85	16,743	14,165	826	17	1,483	251	330
11	3,490	533	85	14,955	12,505	691	19	1,542	197	323
12p	2,054	499	82	16,079	13,405	785	21	1,638	230	302
2025. 1p	919	465	80	17,134	14,643	567	19	1,669	236	244

* 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) • 전자상거래통계조사 공표주기 변경(월 → 분기)
2013년 4월	• 모바일 거래액 공표 • 2013년에 모바일 거래액 총액 공표 • 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) • 2014년 1분기 자료부터 제공
2018년 3월	• 모집단 정비 및 표본개편 등 실시 • 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	조 사 범 위
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 (장롱, 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) 종합몰: 절사법(연간거래액 일정규모 이상)
 - 2) 전문몰: 응용절사법
 - 전수층: 대표상품군별 연간거래액 일정규모 이상
 - 표본층: 대표상품군별 거래액 기준으로 내림차순 정렬하여 표본 크기만큼 층화 계통추출