

Online Shopping in October 2021

1. Overview

- The online shopping transaction value marked 16.9023 trillion won in October 2021, rising 21.7% from October 2020. The mobile shopping transaction value marked 12.2254 trillion won in October 2021, rising 28.6% from October 2020.
- Compared to September 2021, the online and mobile shopping transaction value grew by 4.3% and 4.4%, respectively.
- The mobile shopping transaction value accounted for 72.3% of the total online shopping transaction value, which went up by 3.8%p from 68.5% in October 2020.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2020		2021		Month-on-month		Year-on-year	
	Annual	Oct.	Sep. ^p	Oct. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	1,594,384	138,842	162,048	169,023	6,975	4.3	30,180	21.7
Mobile shopping transaction value (B)	1,082,659	95,038	117,059	122,254	5,194	4.4	27,216	28.6
Share of mobile shopping transaction value (B/A)	67.9	68.5	72.2	72.3	-	0.1	-	3.8

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
- Compared to October 2020, the online shopping transaction value of 'Cosmetics' declined by 5.8%. Whereas, the online shopping transaction value of 'Food services', 'Home electric appliances, electronic and telecommunication equipment', and 'Food & beverages' grew by 46.7%, 36.5% and 22.8%, respectively.
- Compared to September 2021, the online shopping transaction value of 'Food & beverages' fell by 9.4%. In the meantime, the online shopping transaction value of 'Clothing' and 'Home electric appliances, electronic and telecommunication equipment' increased by 33.3% and 23.6%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2020		2021		Month-on-month		Year-on-year	
	Annual	Oct.	Sep. ^p	Oct. ^p	Change	Percent change	Change	Percent change
○ Total	1,594,384	138,842	162,048	169,023	6,975	4.3	30,180	21.7
– Home electric appliances	254,877	21,644	24,707	28,830	4,122	16.7	7,185	33.2
• Computers and computer-related appliances	73,495	5,517	6,893	6,814	-79	-1.1	1,297	23.5
• Home electric appliances, electronic and telecommunication equipment	181,382	16,127	17,815	22,015	4,201	23.6	5,888	36.5
– Books	35,024	2,647	3,005	2,964	-41	-1.4	318	12.0
• Books	24,150	1,702	2,054	1,875	-179	-8.7	173	10.2
• Office appliances and stationery	10,874	945	952	1,090	138	14.5	145	15.4
– Fashion	455,356	42,486	39,847	45,919	6,073	15.2	3,433	8.1
• Clothing	150,154	15,978	13,249	17,662	4,414	33.3	1,684	10.5
• Footwear	28,794	2,560	2,196	2,581	385	17.5	21	0.8
• Luggage	27,301	2,348	2,614	2,861	247	9.5	513	21.9
• Fashion and accessories	22,545	1,689	1,930	2,072	142	7.4	383	22.7
• Sports and leisure appliances	53,696	5,631	5,484	6,378	894	16.3	747	13.3
• Cosmetics	124,311	10,319	10,112	9,720	-392	-3.9	-598	-5.8
• Goods for infants and children	48,557	3,961	4,262	4,645	382	9.0	683	17.2
– Food products	258,925	21,439	30,415	26,479	-3,936	-12.9	5,040	23.5
• Food & beverages	196,794	16,492	22,358	20,259	-2,099	-9.4	3,767	22.8
• Agriculture, livestock and fishery products	62,131	4,947	8,057	6,220	-1,837	-22.8	1,274	25.7
– Household goods	228,137	19,142	23,305	22,943	-362	-1.6	3,801	19.9
• Household goods	145,052	12,038	14,286	15,149	863	6.0	3,111	25.8
• Motor vehicles, and motor vehicle parts & accessories	21,845	1,535	3,501	1,919	-1,582	-45.2	385	25.1
• Furniture	49,944	4,563	4,418	4,736	318	7.2	173	3.8
• Pet products	11,296	1,007	1,100	1,139	39	3.5	132	13.1
– Services	323,629	28,609	38,155	39,245	1,090	2.9	10,636	37.2
• Travel arrangement and transportation services	82,347	6,904	7,762	9,258	1,496	19.3	2,354	34.1
• Culture and leisure services	8,926	1,023	971	1,422	451	46.5	399	39.1
• E-coupon services	42,662	3,567	5,314	4,549	-765	-14.4	983	27.6
• Food services	173,336	15,463	21,930	22,688	758	3.5	7,225	46.7
• Miscellaneous	16,357	1,653	2,178	1,327	-851	-39.1	-326	-19.7
– Others	38,435	2,875	2,613	2,642	29	1.1	-233	-8.1