



Online Shopping



Statistics Korea

Press Release

다시, 대한민국!
새로운 국민의 나라

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Online Shopping in October 2024

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Online Shopping in October 2024

1. Overview

- The online shopping transaction value marked 20.2845 trillion won in October 2024, rising 0.6% from October 2023. The mobile shopping transaction value marked 15.4227 trillion won in October 2024, rising 4.2% from October 2023.
- Compared to September 2024, the online shopping and mobile shopping transaction value grew by 3.5% and 3.2%, respectively.
- The mobile shopping transaction value accounted for 76.0% of the total online shopping transaction value, which went up by 2.6%p from 73.4% in October 2023.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Oct.	Sep. ^p	Oct. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,288,607	201,547	195,980	202,845	6,865	3.5	1,298	0.6
Mobile shopping transaction value (B)	1,690,320	147,999	149,449	154,227	4,777	3.2	6,227	4.2
Share of mobile shopping transaction value (B/A)	73.9	73.4	76.3	76.0	-	-0.3	-	2.6

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
 - Compared to October 2023, the online shopping transaction value of 'E-coupon services' declined by 51.0%. Whereas, the online shopping transaction value of 'Food & beverages', 'Food services' and 'Agriculture, livestock and fishery products' grew by 17.5%, 15.6% and 16.3%, respectively.
 - Compared to September 2024, the online shopping transaction value of 'Agriculture, livestock and fishery products' fell by 15.2%. In the meantime, the online shopping transaction value of 'Clothing' and 'Travel arrangement and transportation services' grew by 43.2% and 8.5%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Oct.	Sep. ^P	Oct. ^P	Change	Percent change	Change	Percent change
○ Total	2,288,607	201,547	195,980	202,845	6,865	3.5	1,298	0.6
- Home electric appliances	299,879	28,233	24,409	23,514	-895	-3.7	-4,718	-16.7
• Computers and computer-related appliances	87,094	6,378	5,760	5,696	-63	-1.1	-682	-10.7
• Home electric appliances and electronic equipment	151,848	12,582	11,265	11,974	709	6.3	-608	-4.8
• Telecommunication equipment	60,937	9,272	7,384	5,844	-1,540	-20.9	-3,428	-37.0
- Books	43,455	3,236	3,499	3,735	236	6.7	499	15.4
• Books	24,284	1,662	2,037	2,060	24	1.2	399	24.0
• Office appliances and stationery	19,171	1,574	1,462	1,674	212	14.5	100	6.4
- Fashion	552,110	51,134	41,468	50,068	8,600	20.7	-1,066	-2.1
• Clothing	214,781	21,554	15,283	21,891	6,608	43.2	336	1.6
• Footwear	39,567	3,628	2,713	3,092	379	14.0	-536	-14.8
• Luggage	28,389	2,219	1,987	1,941	-46	-2.3	-278	-12.5
• Fashion and accessories	38,785	2,925	2,979	3,153	173	5.8	228	7.8
• Sports and leisure appliances	59,435	5,900	4,443	5,311	868	19.5	-588	-10.0
• Cosmetics	118,721	10,468	10,158	10,330	172	1.7	-138	-1.3
• Goods for infants and children	52,432	4,441	3,905	4,351	446	11.4	-90	-2.0
- Food products	406,904	33,523	42,434	39,279	-3,155	-7.4	5,756	17.2
• Food & beverages	298,415	24,654	30,267	28,961	-1,307	-4.3	4,307	17.5
• Agriculture, livestock and fishery products	108,489	8,869	12,166	10,318	-1,848	-15.2	1,449	16.3
- Household goods	296,302	26,032	25,076	26,679	1,603	6.4	647	2.5
• Household goods	173,058	15,057	15,118	16,024	906	6.0	967	6.4
• Motor vehicles, motor vehicle parts & accessories	44,746	4,114	3,539	3,507	-31	-0.9	-606	-14.7
• Furniture	53,363	4,635	4,246	4,804	558	13.1	169	3.7
• Pet products	25,134	2,226	2,173	2,343	170	7.8	117	5.2
- Services	661,579	57,169	57,190	57,666	476	0.8	497	0.9
• Travel arrangement and transportation services	241,373	21,289	20,674	22,438	1,764	8.5	1,149	5.4
• Culture and leisure services	29,791	2,727	3,295	2,703	-592	-18.0	-24	-0.9
• E-coupon services	100,649	9,095	5,027	4,454	-573	-11.4	-4,641	-51.0
• Food services	264,012	21,896	25,127	25,311	184	0.7	3,415	15.6
• Miscellaneous services	25,754	2,161	3,066	2,760	-306	-10.0	598	27.7
- Others	28,378	2,221	1,905	1,905	-1	0.0	-317	-14.3