



Online Shopping



Statistics Korea

# Press Release

다시, 대한민국!  
새로운 국민의 나라

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## Online Shopping in June 2024

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# Online Shopping in June 2024

## 1. Overview

- The online shopping transaction value marked 20.0683 trillion won in June 2024, rising 7.8% from June 2023. The mobile shopping transaction value marked 14.9554 trillion won in June 2024, rising 10.2% from June 2023.
- Compared to May 2024, the online and mobile shopping transaction value fell by 3.8% and 3.8%, respectively.
- The mobile shopping transaction value accounted for 74.5% of the total online shopping transaction value, which went up by 1.6%p from 72.9% in June 2023.

### < Online Shopping Transaction Value >

(100 million won, %, %p)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Jun.	May <sup>p</sup>	Jun. <sup>p</sup>	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,288,607	186,140	208,571	200,683	-7,888	-3.8	14,543	7.8
○ Mobile shopping transaction value (B)	1,690,320	135,691	155,390	149,554	-5,836	-3.8	13,863	10.2
○ Share of mobile shopping transaction value (B/A)	73.9	72.9	74.5	74.5	-	0.0	-	1.6

## 2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
  - Compared to June 2023, the online shopping transaction value of 'Luggage' declined by 12.3%. Whereas, the online shopping transaction value of 'Food & beverages', 'Food services' and 'E-coupon services' grew by 11.9%, 12.5% and 27.1%, respectively.
  - Compared to May 2024, the online shopping transaction value of 'Motor vehicles, motor vehicle parts & accessories' rose by 19.9%. In the meantime, the online shopping transaction value of 'Travel arrangement and transportation services' and 'Food & beverages' fell by 11.6% and 6.9%, respectively.

## < Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Jun.	May <sup>p</sup>	Jun. <sup>p</sup>	Change	Percent change	Change	Percent change
○ Total	2,288,607	186,140	208,571	200,683	-7,888	-3.8	14,543	7.8
- Home electric appliances	299,879	23,580	24,813	24,892	80	0.3	1,312	5.6
• Computers and computer-related appliances	87,094	6,417	6,958	6,752	-206	-3.0	335	5.2
• Home electric appliances and electronic equipment	151,848	13,655	13,919	14,340	421	3.0	685	5.0
• Telecommunication equipment	60,937	3,509	3,935	3,801	-134	-3.4	292	8.3
- Books	43,455	3,086	3,535	3,163	-372	-10.5	77	2.5
• Books	24,284	1,696	1,978	1,775	-203	-10.3	79	4.7
• Office appliances and stationery	19,171	1,390	1,557	1,388	-169	-10.9	-2	-0.1
- Fashion	552,110	44,758	48,665	45,217	-3,448	-7.1	459	1.0
• Clothing	214,781	17,137	18,236	17,519	-717	-3.9	381	2.2
• Footwear	39,567	3,345	3,579	3,157	-422	-11.8	-188	-5.6
• Luggage	28,389	2,240	2,212	1,965	-247	-11.2	-276	-12.3
• Fashion and accessories	38,785	3,090	3,571	3,337	-234	-6.6	247	8.0
• Sports and leisure appliances	59,435	5,264	5,507	4,991	-517	-9.4	-273	-5.2
• Cosmetics	118,721	9,574	10,874	10,160	-713	-6.6	586	6.1
• Goods for infants and children	52,432	4,107	4,687	4,089	-598	-12.8	-17	-0.4
- Food products	406,904	32,309	39,377	36,697	-2,680	-6.8	4,388	13.6
• Food & beverages	298,415	24,070	28,934	26,944	-1,990	-6.9	2,874	11.9
• Agriculture, livestock and fishery products	108,489	8,239	10,442	9,753	-690	-6.6	1,514	18.4
- Household goods	296,302	26,010	28,388	28,868	480	1.7	2,858	11.0
• Household goods	173,058	14,487	16,052	15,651	-401	-2.5	1,163	8.0
• Motor vehicles, motor vehicle parts & accessories	44,746	5,170	5,386	6,458	1,073	19.9	1,289	24.9
• Furniture	53,363	4,266	4,691	4,544	-147	-3.1	278	6.5
• Pet products	25,134	2,087	2,260	2,214	-45	-2.0	127	6.1
- Services	661,579	54,142	61,736	60,045	-1,691	-2.7	5,903	10.9
• Travel arrangement and transportation services	241,373	20,062	23,647	20,897	-2,750	-11.6	835	4.2
• Culture and leisure services	29,791	3,340	2,437	3,304	867	35.6	-36	-1.1
• E-coupon services	100,649	7,481	9,623	9,506	-116	-1.2	2,026	27.1
• Food services	264,012	21,303	23,611	23,961	350	1.5	2,657	12.5
• Miscellaneous services	25,754	1,955	2,419	2,377	-42	-1.7	422	21.6
- Others	28,378	2,254	2,057	1,801	-257	-12.5	-454	-20.1