



Online Shopping



Statistics Korea

# Press Release

다시, 대한민국!  
새로운 국민의 나라

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## Online Shopping in September 2024

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# Online Shopping in September 2024

## 1. Overview

- The online shopping transaction value marked 19.5602 trillion won in September 2024, rising 2.0% from September 2023. The mobile shopping transaction value marked 14.9247 trillion won in September 2024, rising 7.7% from September 2023.
- Compared to August 2024, the online shopping transaction value remained flat at 0.0% and mobile shopping transaction value fell by 0.4%.
- The mobile shopping transaction value accounted for 76.3% of the total online shopping transaction value, which went up by 4.1%p from 72.2% in September 2023.

### < Online Shopping Transaction Value >

(100 million won, %, %p)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Sep.	Aug. <sup>p</sup>	Sep. <sup>p</sup>	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,288,607	191,822	195,629	195,602	-28	0.0	3,779	2.0
○ Mobile shopping transaction value (B)	1,690,320	138,563	149,895	149,247	-648	-0.4	10,684	7.7
○ Share of mobile shopping transaction value (B/A)	73.9	72.2	76.6	76.3	-	-0.3	-	4.1

## 2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
  - Compared to September 2023, the online shopping transaction value of 'E-coupon services' declined by 48.8%. Whereas, the online shopping transaction value of 'Food services', 'Telecommunication equipment', 'Food & beverages' grew by 17.3%, 94.9% and 10.5%, respectively.
  - Compared to August 2024, the online shopping transaction value of 'Telecommunication equipment' rose by 69.8%. In the meantime, the online shopping transaction value of 'Travel arrangement and transportation services' and 'Food services' fell by 12.7% and 7.7%, respectively.

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

(100 million won, %)

	2023		2024		Month-on-month		Year-on-year	
	Annual	Sep.	Aug. <sup>P</sup>	Sep. <sup>P</sup>	Change	Percent change	Change	Percent change
○ Total	2,288,607	191,822	195,629	195,602	-28	0.0	3,779	2.0
- Home electric appliances	299,879	21,440	22,376	24,398	2,022	9.0	2,958	13.8
• Computers and computer-related appliances	87,094	6,456	5,873	5,756	-117	-2.0	-700	-10.8
• Home electric appliances and electronic equipment	151,848	11,195	12,154	11,257	-896	-7.4	62	0.6
• Telecommunication equipment	60,937	3,789	4,350	7,385	3,036	69.8	3,596	94.9
- Books	43,455	3,277	3,595	3,491	-104	-2.9	214	6.5
• Books	24,284	1,868	2,109	2,032	-77	-3.6	165	8.8
• Office appliances and stationery	19,171	1,409	1,485	1,458	-27	-1.8	49	3.5
- Fashion	552,110	42,758	39,588	41,391	1,802	4.6	-1,367	-3.2
• Clothing	214,781	15,984	13,493	15,203	1,710	12.7	-781	-4.9
• Footwear	39,567	2,773	2,732	2,714	-17	-0.6	-59	-2.1
• Luggage	28,389	2,318	1,964	1,988	25	1.3	-329	-14.2
• Fashion and accessories	38,785	2,849	3,016	2,975	-42	-1.4	126	4.4
• Sports and leisure appliances	59,435	4,880	4,256	4,444	188	4.4	-436	-8.9
• Cosmetics	118,721	9,967	10,143	10,154	11	0.1	187	1.9
• Goods for infants and children	52,432	3,988	3,985	3,913	-72	-1.8	-75	-1.9
- Food products	406,904	39,155	40,956	42,439	1,484	3.6	3,284	8.4
• Food & beverages	298,415	27,382	30,328	30,268	-60	-0.2	2,886	10.5
• Agriculture, livestock and fishery products	108,489	11,774	10,628	12,172	1,544	14.5	398	3.4
- Household goods	296,302	25,988	27,205	25,083	-2,123	-7.8	-905	-3.5
• Household goods	173,058	14,008	16,034	15,117	-916	-5.7	1,109	7.9
• Motor vehicles, motor vehicle parts & accessories	44,746	5,798	4,417	3,539	-878	-19.9	-2,259	-39.0
• Furniture	53,363	4,130	4,458	4,254	-203	-4.6	125	3.0
• Pet products	25,134	2,052	2,298	2,172	-126	-5.5	120	5.8
- Services	661,579	57,152	60,106	56,890	-3,216	-5.4	-263	-0.5
• Travel arrangement and transportation services	241,373	20,994	23,323	20,365	-2,958	-12.7	-629	-3.0
• Culture and leisure services	29,791	2,228	2,910	3,303	392	13.5	1,075	48.2
• E-coupon services	100,649	9,818	4,268	5,027	759	17.8	-4,791	-48.8
• Food services	264,012	21,421	27,213	25,127	-2,085	-7.7	3,707	17.3
• Miscellaneous services	25,754	2,692	2,392	3,068	676	28.3	376	14.0
- Others	28,378	2,053	1,803	1,911	107	6.0	-142	-6.9