

# Online Shopping in May 2022

## 1. Overview

- The online shopping transaction value marked 17.2859 trillion won in May 2022, rising 10.5% from May 2021. The mobile shopping transaction value marked 12.8559 trillion won in May 2022, rising 14.6% from May 2021.
- Compared to April 2022, the online and mobile shopping transaction value grew by 5.0% and 4.7%, respectively.
- The mobile shopping transaction value accounted for 74.4% of the total online shopping transaction value, which went up by 2.7%p from 71.7% in May 2021.

### < Online Shopping Transaction Value >

(100 million won, %, %p)

	2021		2022		Month-on-month		Year-on-year	
	Annual	May	Apr. <sup>p</sup>	May <sup>p</sup>	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	1,870,784	156,463	164,601	172,859	8,257	5.0	16,396	10.5
○ Mobile shopping transaction value (B)	1,355,164	112,229	122,827	128,559	5,732	4.7	16,330	14.6
○ Share of mobile shopping transaction value (B/A)	72.4	71.7	74.6	74.4	-	-0.2	-	2.7

## 2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
  - Compared to May 2021, the online shopping transaction value of 'Cosmetics' declined by 20.9%. Whereas, the online shopping transaction value of 'Travel arrangement and transportation services', 'Food & beverages' and 'Clothing' grew by 97.5%, 16.8% and 17.1%, respectively.
  - Compared to April 2022, the online shopping transaction value of 'Food services' fell by 1.3%. In the meantime, the online shopping transaction value of 'Travel arrangement and transportation services', 'Home electric appliances, electronic and telecommunication equipment' and 'Motor vehicles, and motor vehicle parts & accessories' increased by 15.1%, 9.6% and 47.3%, respectively.

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

(100 million won, %)

	2021		2022		Month-on-month		Year-on-year	
	Annual	May	Apr. <sup>p</sup>	May <sup>p</sup>	Change	Percent change	Change	Percent change
○ Total	1,870,784	156,463	164,601	172,859	8,257	5.0	16,396	10.5
- Home electric appliances	301,209	23,977	22,567	24,445	1,878	8.3	468	2.0
• Computers and computer-related appliances	82,975	6,285	6,106	6,411	305	5.0	126	2.0
• Home electric appliances, electronic and telecommunication equipment	218,234	17,692	16,461	18,034	1,573	9.6	342	1.9
- Books	37,456	2,712	3,160	2,855	-305	-9.7	143	5.3
• Books	25,941	1,865	2,110	1,948	-162	-7.7	83	4.5
• Office appliances and stationery	11,515	847	1,050	907	-143	-13.7	60	7.0
- Fashion	482,164	42,168	42,740	43,762	1,022	2.4	1,594	3.8
• Clothing	166,428	13,750	16,269	16,098	-171	-1.1	2,347	17.1
• Footwear	28,833	2,732	2,814	3,020	206	7.3	288	10.5
• Luggage	32,418	2,685	2,853	2,858	6	0.2	173	6.4
• Fashion and accessories	24,295	2,112	2,097	2,213	116	5.5	102	4.8
• Sports and leisure appliances	58,616	5,132	5,559	5,974	415	7.5	842	16.4
• Cosmetics	121,734	11,468	8,472	9,068	596	7.0	-2,400	-20.9
• Goods for infants and children	49,841	4,289	4,677	4,532	-145	-3.1	243	5.7
- Food products	314,114	25,385	28,831	29,380	549	1.9	3,995	15.7
• Food & beverages	242,949	19,847	22,520	23,186	666	3.0	3,340	16.8
• Agriculture, livestock and fishery products	71,164	5,538	6,310	6,194	-116	-1.8	656	11.8
- Household goods	260,648	22,519	21,583	23,217	1,634	7.6	698	3.1
• Household goods	159,849	13,120	13,772	14,228	456	3.3	1,108	8.4
• Motor vehicles, and motor vehicle parts & accessories	34,053	3,968	2,420	3,565	1,145	47.3	-404	-10.2
• Furniture	53,976	4,382	4,214	4,223	9	0.2	-160	-3.6
• Pet products	12,770	1,048	1,178	1,201	24	2.0	153	14.6
- Services	442,921	36,844	42,965	46,341	3,376	7.9	9,498	25.8
• Travel arrangement and transportation services	93,421	7,919	13,594	15,642	2,048	15.1	7,723	97.5
• Culture and leisure services	12,582	994	1,732	2,636	905	52.2	1,642	165.2
• E-coupon services	59,534	4,973	5,195	5,909	714	13.7	936	18.8
• Food services	256,783	21,407	20,891	20,613	-278	-1.3	-794	-3.7
• Miscellaneous	20,601	1,551	1,553	1,541	-13	-0.8	-10	-0.7
- Others	32,273	2,859	2,755	2,858	103	3.8	-1	0.0