



온라인쇼핑동향



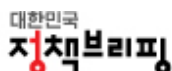
보도자료

다시 대한민국!
새로운 국민의 나라

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2024년 8월 온라인쇼핑동향

담당 부서	경제동향통계심의관 서비스업동향과	책임자	과 장	정은정 (042-481-2585)
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더 아픈 환자에게 양보해 주셔서 감사합니다

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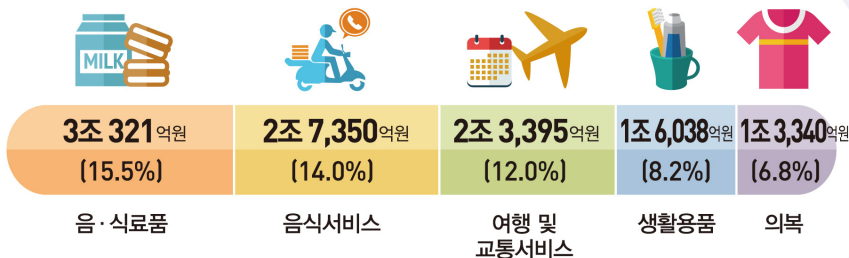
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2024년 8월 온라인쇼핑동향

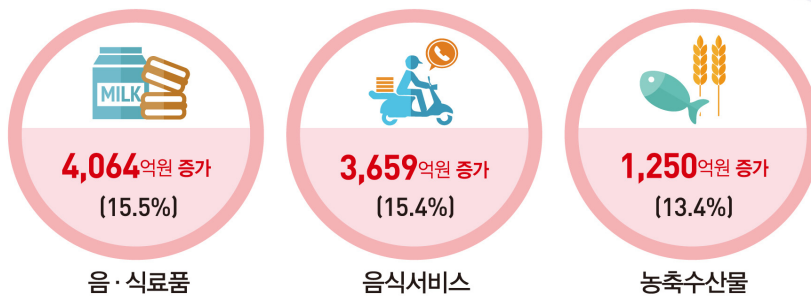
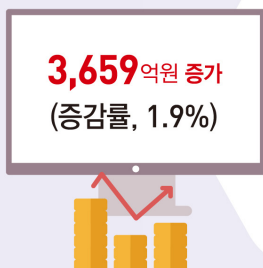


온라인쇼핑

온라인쇼핑 거래액

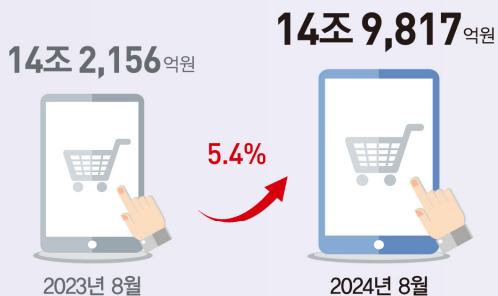


전년동월대비 증감

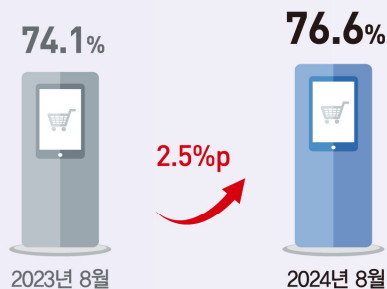


모바일쇼핑

모바일쇼핑 거래액



모바일 거래액 비중



2024년 8월 온라인쇼핑동향 (요약)

- (총 거래액) 19조 5,580억원으로 전년동월대비 1.9%(3,659억원) 증가
 - (상품군별) 음·식료품(15.5%), 음식서비스(15.4%), 농축수산물(13.4%) 등의 영향으로 증가
 - 상품군별 거래액 구성비는 음·식료품(15.5%, 3조 321억원), 음식서비스(14.0%, 2조 7,350억원), 여행 및 교통서비스(12.0%, 2조 3,395억원) 순으로 높음
 - (취급상품범위별) 종합몰의 거래액은 11조 3,992억원으로 전년동월대비 2.0% 감소하고, 전문몰의 거래액은 8조 1,589억원으로 전년동월대비 8.0% 증가
 - (운영형태별) 온라인몰의 거래액은 15조 65억원으로 전년동월대비 0.4% 증가하고, 온·오프라인병행몰의 거래액은 4조 5,516억원으로 전년동월대비 7.1% 증가

- (모바일 거래액) 14조 9,817억원으로 전년동월대비 5.4%(7,661억원) 증가
 - 총 거래액 중 모바일 거래액 비중*은 76.6%로 전년동월대비 2.5%p 증가
 - * 음식서비스(98.7%), 이쿠폰서비스(92.3%), 애완용품(82.8%) 순

참고

<소매판매액 중 온라인쇼핑 거래액 비중>

(경상금액, 억원, %)

	2023년		2024년		
	연간	8월	6월	7월 ^p	8월 ^p
○ 소매 판매액(A)	6,397,192	519,804	525,699	520,620	520,850
○ 온라인쇼핑 거래액	2,288,607	191,922	200,477	199,224	195,580
- 온라인쇼핑 상품 거래액(B) ¹⁾	1,627,028	132,192	140,614	140,720	135,279
○ 비중(B/A)	25.4	25.4	26.7	27.0	26.0

1) 「여행 및 교통서비스, 문화 및 레저서비스, 이쿠폰서비스, 음식서비스, 기타서비스 거래액」 제외

2024년 8월 온라인쇼핑동향

1. 개요

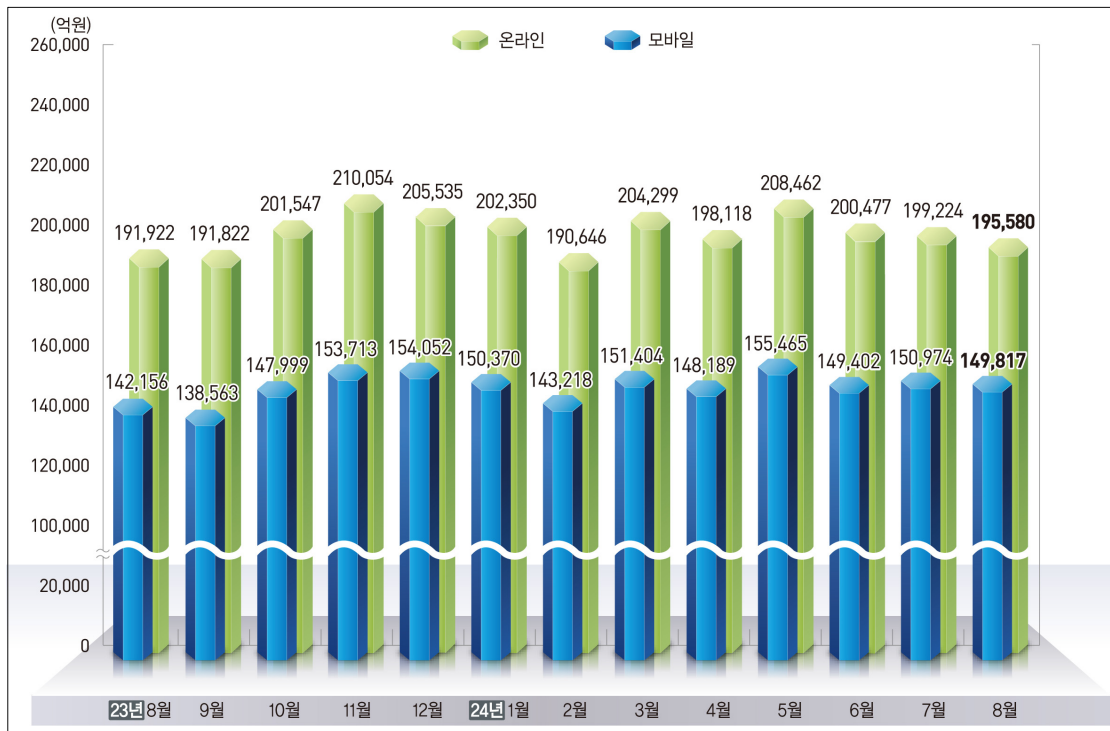
- 2024년 8월 온라인쇼핑 거래액은 19조 5,580억원으로 전년동월대비 1.9% 증가했으며, 온라인쇼핑 중 모바일쇼핑 거래액은 14조 9,817억원으로 5.4% 증가
- 전월대비 온라인쇼핑 거래액은 1.8%, 모바일쇼핑 거래액은 0.8% 각각 감소
- 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 76.6%로 전년동월(74.1%)에 비해 2.5%p 증가

< 온라인쇼핑 거래액 동향 >

(억원, %, %p)

	2023년		2024년		전월대비		전년동월대비	
	연간	8월	7월 ^p	8월 ^p	증감액	증감률(차)	증감액	증감률(차)
○ 총 거래액(A)	2,288,607	191,922	199,224	195,580	-3,643	-1.8	3,659	1.9
모바일 거래액(B)	1,690,320	142,156	150,974	149,817	-1,157	-0.8	7,661	5.4
비 중(B/A)	73.9	74.1	75.8	76.6	-	0.8	-	2.5

< 온라인쇼핑 거래액 동향 >

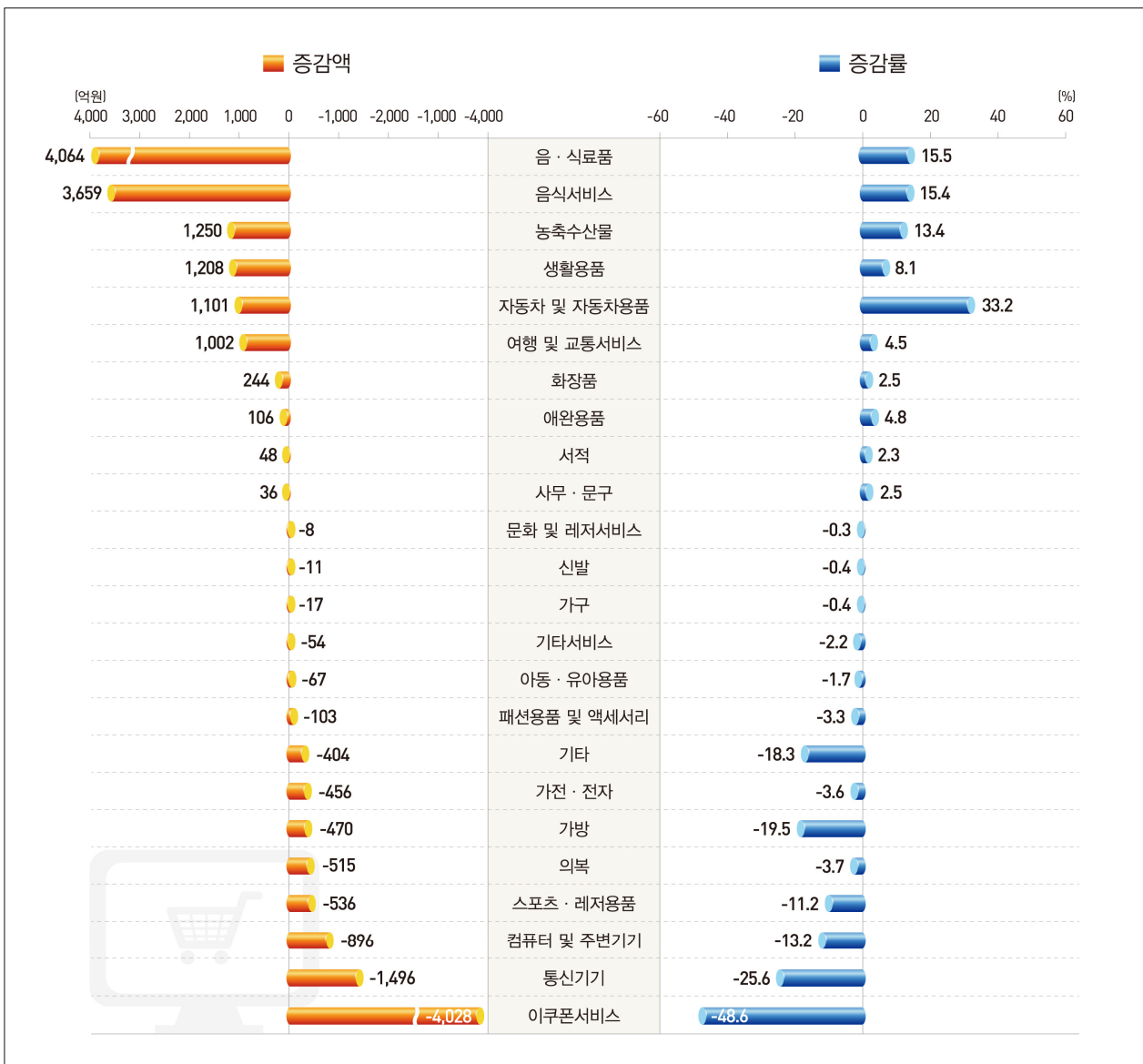


2. 상품군별 거래액

□ 상품군별 온라인쇼핑 거래액

- 상품군별 온라인쇼핑 거래액은 전년동월대비 이쿠폰서비스(-48.6%) 등에서 감소했으나, 음·식료품(15.5%), 음식서비스(15.4%), 농축수산물(13.4%) 등에서 증가
 - 전월대비로는 음·식료품(6.9%) 등에서 증가했으나, 의복(-18.0%), 가전·전자(-14.1%) 등에서 감소
- 상품군별 거래액 구성비는 음·식료품(15.5%), 음식서비스(14.0%), 여행 및 교통서비스(12.0%) 순으로 높음

< 상품군별 온라인쇼핑 거래액(전년동월비) 증감 >



< 상품군별 온라인쇼핑 거래액 >

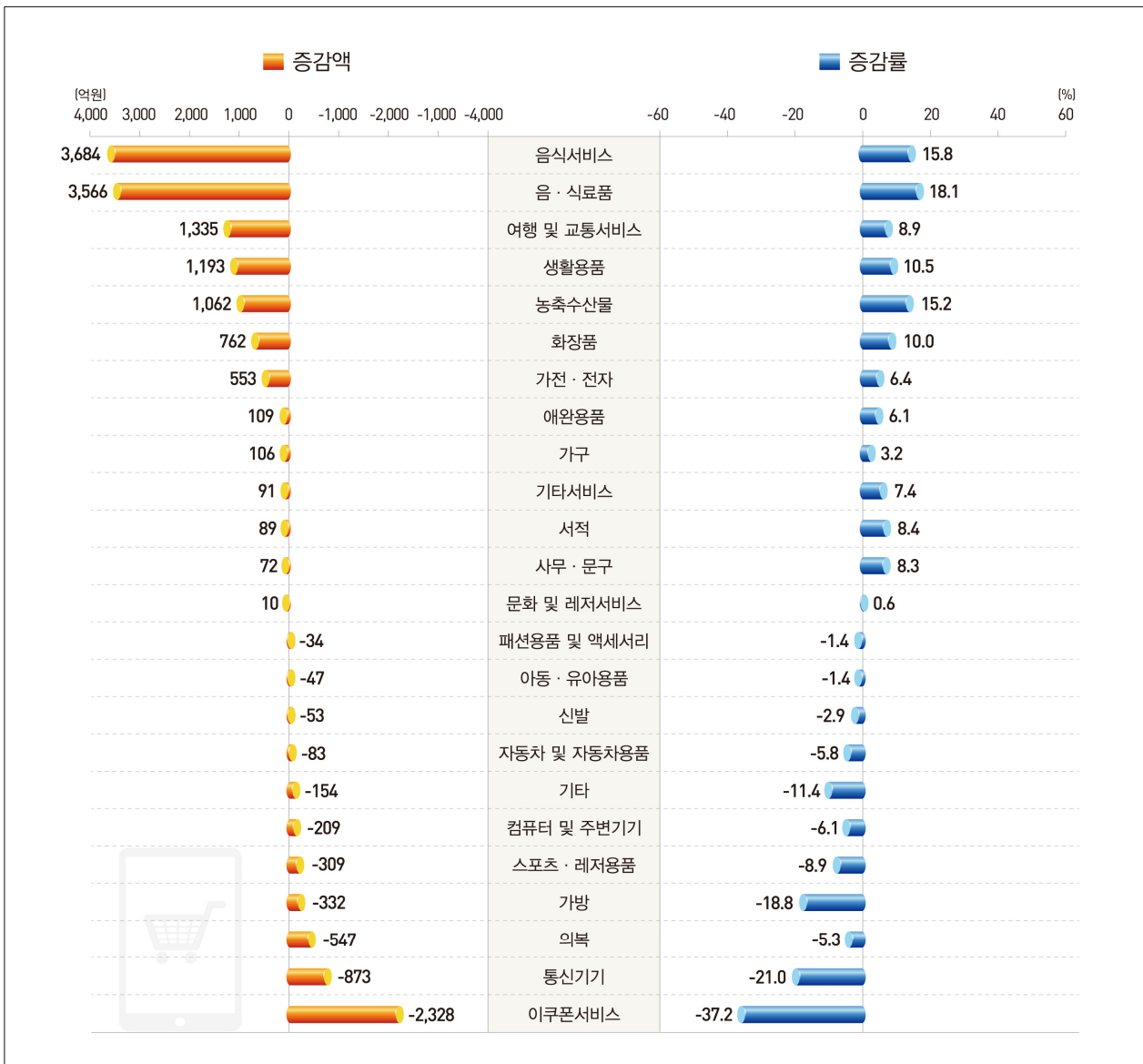
(억원, %)

	2023년		2024년		전월대비		전년동월대비		구성비
	연간	8월	7월 ^o	8월 ^o	증감액	증감률	증감액	증감률	
○ 합 계	2,288,607	191,922	199,224	195,580	-3,643	-1.8	3,659	1.9	100.0
- 가 전	299,879	25,290	25,939	22,442	-3,497	-13.5	-2,848	-11.3	11.5
· 컴퓨터 및 주변기기	87,094	6,772	6,281	5,875	-405	-6.5	-896	-13.2	3.0
· 가전·전자	151,848	12,672	14,229	12,217	-2,013	-14.1	-456	-3.6	6.2
· 통신기기	60,937	5,845	5,429	4,350	-1,079	-19.9	-1,496	-25.6	2.2
- 도 서	43,455	3,496	3,762	3,580	-182	-4.8	84	2.4	1.8
· 서적	24,284	2,060	2,262	2,108	-154	-6.8	48	2.3	1.1
· 사무·문구	19,171	1,436	1,500	1,472	-28	-1.9	36	2.5	0.8
- 패 셴	552,110	40,813	43,618	39,356	-4,262	-9.8	-1,457	-3.6	20.1
· 의복	214,781	13,855	16,275	13,340	-2,935	-18.0	-515	-3.7	6.8
· 신발	39,567	2,692	3,163	2,681	-483	-15.3	-11	-0.4	1.4
· 가방	28,389	2,409	2,113	1,939	-174	-8.2	-470	-19.5	1.0
· 패션용품 및 액세서리	38,785	3,137	3,516	3,035	-482	-13.7	-103	-3.3	1.6
· 스포츠·레저용품	59,435	4,779	4,599	4,243	-356	-7.7	-536	-11.2	2.2
· 화장품	118,721	9,889	9,885	10,133	248	2.5	244	2.5	5.2
· 아동·유아용품	52,432	4,052	4,066	3,985	-82	-2.0	-67	-1.7	2.0
- 식 품	406,904	35,588	38,147	40,902	2,755	7.2	5,314	14.9	20.9
· 음·식료품	298,415	26,257	28,356	30,321	1,966	6.9	4,064	15.5	15.5
· 농축수산물	108,489	9,331	9,792	10,581	789	8.1	1,250	13.4	5.4
- 생 활	296,302	24,802	27,347	27,199	-148	-0.5	2,398	9.7	13.9
· 생활용품	173,058	14,831	16,404	16,038	-365	-2.2	1,208	8.1	8.2
· 자동차 및 자동차용품	44,746	3,313	4,145	4,414	269	6.5	1,101	33.2	2.3
· 가구	53,363	4,465	4,510	4,449	-62	-1.4	-17	-0.4	2.3
· 애완용품	25,134	2,192	2,288	2,298	10	0.5	106	4.8	1.2
- 서 비 스	661,579	59,730	58,504	60,301	1,797	3.1	572	1.0	30.8
· 여행 및 교통서비스	241,373	22,393	22,737	23,395	658	2.9	1,002	4.5	12.0
· 문화 및 레저서비스	29,791	2,918	2,731	2,910	180	6.6	-8	-0.3	1.5
· 이쿠폰서비스	100,649	8,290	5,178	4,262	-916	-17.7	-4,028	-48.6	2.2
· 음식서비스	264,012	23,692	25,526	27,350	1,825	7.1	3,659	15.4	14.0
· 기타서비스	25,754	2,437	2,333	2,383	50	2.2	-54	-2.2	1.2
- 기 타	28,378	2,204	1,907	1,800	-107	-5.6	-404	-18.3	0.9

□ 상품군별 모바일쇼핑 거래액

- 상품군별 모바일쇼핑 거래액은 전년동월대비 이쿠폰서비스(-37.2%) 등에서 감소했으나, 음식서비스(15.8%), 음·식료품(18.1%), 여행 및 교통서비스(8.9%) 등에서 증가
- 전월대비로는 음식서비스(7.2%) 등에서 증가했으나, 의복(-20.5%), 가전·전자(-11.7%) 등에서 감소
- 상품군별 거래액 구성비는 음식서비스(18.0%), 음·식료품(15.6%), 여행 및 교통서비스(10.9%) 순으로 높음

< 상품군별 모바일쇼핑 거래액(전년동월비) 증감 >



< 상품군별 모바일쇼핑 거래액 >

(억원, %)

	2023년		2024년		전월대비		전년동월대비		구성비
	연간	8월	7월 ^o	8월 ^o	증감액	증감률	증감액	증감률	
○ 합 계	1,690,320	142,156	150,974	149,817	-1,157	-0.8	7,661	5.4	100.0
- 가 전	192,007	16,185	17,428	15,656	-1,771	-10.2	-529	-3.3	10.5
· 컴퓨터 및 주변기기	43,831	3,410	3,128	3,201	73	2.3	-209	-6.1	2.1
· 가전·전자	103,191	8,610	10,376	9,164	-1,213	-11.7	553	6.4	6.1
· 통신기기	44,986	4,165	3,923	3,292	-631	-16.1	-873	-21.0	2.2
- 도 서	24,170	1,915	2,119	2,075	-44	-2.1	161	8.4	1.4
· 서적	12,393	1,052	1,180	1,141	-39	-3.3	89	8.4	0.8
· 사무·문구	11,777	862	939	934	-5	-0.6	72	8.3	0.6
- 패 션	415,638	30,711	33,599	30,151	-3,448	-10.3	-560	-1.8	20.1
· 의복	160,723	10,289	12,251	9,742	-2,510	-20.5	-547	-5.3	6.5
· 신발	27,186	1,840	2,329	1,787	-543	-23.3	-53	-2.9	1.2
· 가방	20,443	1,765	1,527	1,433	-94	-6.1	-332	-18.8	1.0
· 패션용품 및 액세서리	30,024	2,423	2,768	2,389	-379	-13.7	-34	-1.4	1.6
· 스포츠·레저용품	42,833	3,483	3,367	3,174	-193	-5.7	-309	-8.9	2.1
· 화장품	91,592	7,586	8,014	8,348	334	4.2	762	10.0	5.6
· 아동·유아용품	42,836	3,325	3,342	3,278	-64	-1.9	-47	-1.4	2.2
- 식 품	303,319	26,718	29,414	31,345	1,931	6.6	4,628	17.3	20.9
· 음·식료품	222,683	19,744	21,901	23,310	1,409	6.4	3,566	18.1	15.6
· 농축수산물	80,636	6,974	7,513	8,035	522	7.0	1,062	15.2	5.4
- 생 활	208,653	17,845	19,489	19,170	-320	-1.6	1,325	7.4	12.8
· 생활용품	131,561	11,324	12,769	12,517	-252	-2.0	1,193	10.5	8.4
· 자동차 및 자동차용품	17,094	1,435	1,419	1,351	-68	-4.8	-83	-5.8	0.9
· 가구	39,413	3,294	3,395	3,400	4	0.1	106	3.2	2.3
· 애완용품	20,585	1,793	1,906	1,902	-4	-0.2	109	6.1	1.3
- 서 비 스	528,189	47,429	47,749	50,219	2,470	5.2	2,791	5.9	33.5
· 여행 및 교통서비스	161,305	14,958	15,482	16,293	811	5.2	1,335	8.9	10.9
· 문화 및 레저서비스	17,315	1,667	1,601	1,676	75	4.7	10	0.6	1.1
· 이쿠폰서비스	77,246	6,264	4,380	3,935	-445	-10.2	-2,328	-37.2	2.6
· 음식서비스	259,610	23,314	25,187	26,997	1,810	7.2	3,684	15.8	18.0
· 기타서비스	12,714	1,227	1,098	1,317	219	19.9	91	7.4	0.9
- 기 타	18,344	1,354	1,175	1,200	25	2.1	-154	-11.4	0.8

□ 상품군별 모바일쇼핑 거래액 비중

- 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 음식서비스(98.7%), 이쿠폰서비스(92.3%), 애완용품(82.8%) 순으로 높음
- 전년동월대비 자동차 및 자동차용품(-12.7%p) 등에서 감소했으나, 이쿠폰서비스(16.7%p), 가전·전자(7.1%p) 등에서 증가
- 전월대비로는 신발(-7.0%p) 등에서 감소했으나, 이쿠폰서비스(7.7%p), 컴퓨터 및 주변기기(4.7%p) 등에서 증가

< 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중 >

(%, %p)

	2023년		2024년		증 감	
	연간	8월	7월 ^o	8월 ^o	전월차	전년동월차
○ 합 계	73.9	74.1	75.8	76.6	0.8	2.5
- 가 전	64.0	64.0	67.2	69.8	2.6	5.8
· 컴퓨터 및 주변기기	50.3	50.4	49.8	54.5	4.7	4.1
· 가전·전자	68.0	67.9	72.9	75.0	2.1	7.1
· 통신기기	73.8	71.3	72.3	75.7	3.4	4.4
- 도 서	55.6	54.8	56.3	58.0	1.7	3.2
· 서적	51.0	51.1	52.2	54.1	1.9	3.0
· 사무·문구	61.4	60.0	62.6	63.5	0.9	3.5
- 패 셴	75.3	75.2	77.0	76.6	-0.4	1.4
· 의복	74.8	74.3	75.3	73.0	-2.3	-1.3
· 신발	68.7	68.4	73.6	66.6	-7.0	-1.8
· 가방	72.0	73.3	72.3	73.9	1.6	0.6
· 패션용품 및 액세서리	77.4	77.2	78.7	78.7	0.0	1.5
· 스포츠·레저용품	72.1	72.9	73.2	74.8	1.6	1.9
· 화장품	77.1	76.7	81.1	82.4	1.3	5.7
· 아동·유아용품	81.7	82.1	82.2	82.3	0.1	0.2
- 식 품	74.5	75.1	77.1	76.6	-0.5	1.5
· 음·식료품	74.6	75.2	77.2	76.9	-0.3	1.7
· 농축수산물	74.3	74.7	76.7	75.9	-0.8	1.2
- 생 활	70.4	72.0	71.3	70.5	-0.8	-1.5
· 생활용품	76.0	76.4	77.8	78.0	0.2	1.6
· 자동차 및 자동차용품	38.2	43.3	34.2	30.6	-3.6	-12.7
· 가구	73.9	73.8	75.3	76.4	1.1	2.6
· 애완용품	81.9	81.8	83.3	82.8	-0.5	1.0
- 서 비 스	79.8	79.4	81.6	83.3	1.7	3.9
· 여행 및 교통서비스	66.8	66.8	68.1	69.6	1.5	2.8
· 문화 및 레저서비스	58.1	57.1	58.6	57.6	-1.0	0.5
· 이쿠폰서비스	76.7	75.6	84.6	92.3	7.7	16.7
· 음식서비스	98.3	98.4	98.7	98.7	0.0	0.3
· 기타서비스	49.4	50.3	47.1	55.3	8.2	5.0
- 기 타	64.6	61.4	61.6	66.7	5.1	5.3

3. 취급상품범위별 및 운영형태별 거래액

○ 온라인쇼핑 취급상품범위별 거래액은 전년동월대비 종합몰은 2.0% 감소한 11조 3,992억원을, 전문몰은 8.0% 증가한 8조 1,589억원을 기록

- 전월대비 종합몰은 3.6% 감소, 전문몰은 0.8% 증가

○ 온라인쇼핑 운영형태별 거래액은 전년동월대비 온라인몰은 0.4% 증가한 15조 65억원을, 온·오프라인병행몰은 7.1% 증가한 4조 5,516억원을 기록

- 전월대비 온라인몰은 1.9%, 온·오프라인병행몰은 1.5% 각각 감소

< 취급상품범위별 및 운영형태별 거래액 동향 >

(억원, %)

		2023년		2024년		전월대비		전년동월대비	
		연간	8월	7월 ¹⁾	8월 ¹⁾	증감액	증감률	증감액	증감률
○ 총 거래액		2,288,607	191,922	199,224	195,580	-3,643	-1.8	3,659	1.9
취급상품 범위별	종합몰 ¹⁾	1,409,580	116,352	118,266	113,992	-4,274	-3.6	-2,360	-2.0
	비 중	61.6	60.6	59.4	58.3	-	-	-	-
	전문몰 ²⁾	879,027	75,570	80,958	81,589	631	0.8	6,019	8.0
	비 중	38.4	39.4	40.6	41.7	-	-	-	-
운 영 형태별	온라인몰 ³⁾	1,747,319	149,442	153,027	150,065	-2,962	-1.9	622	0.4
	비 중	76.3	77.9	76.8	76.7	-	-	-	-
	온·오프라인 병행몰 ⁴⁾	541,289	42,479	46,197	45,516	-681	-1.5	3,036	7.1
	비 중	23.7	22.1	23.2	23.3	-	-	-	-

- 1) 인터넷상에서 취급하는 상품군이 다양하게 구성되어 여러 종류의 상품을 일괄 구매할 수 있는 온라인쇼핑몰
- 2) 인터넷상에서 하나의 상품군 또는 주된 상품군만을 구성하여 판매하는 온라인쇼핑몰
- 3) 컴퓨터 및 네트워크 기반(온라인)을 통해서만 상품 및 서비스를 최종소비자에게 판매하는 온라인쇼핑몰
- 4) 온라인 뿐만 아니라 기존의 상거래방식(오프라인)을 병행하여 상품 및 서비스를 최종소비자에게 판매

참고

<소매판매액 중 온라인쇼핑 거래액 비중>

(경상금액, 억원, %)

	소매 판매액(A)	온라인쇼핑 거래액	온라인쇼핑 상품 거래액(B) ¹⁾	비중(B/A)
2021	5,923,782	1,902,231	1,454,955	24.6
2022	6,255,518	2,111,236	1,552,633	24.8
2023	6,397,192	2,288,607	1,627,028	25.4
2021.3/4	1,495,492	473,872	355,108	23.7
4/4	1,570,695	520,323	397,578	25.3
2022.1/4	1,483,468	504,567	380,170	25.6
2/4	1,573,292	519,010	381,851	24.3
3/4	1,582,960	529,774	382,001	24.1
4/4	1,615,798	557,886	408,610	25.3
2023.1/4	1,553,057	539,233	388,618	25.0
2/4	1,600,698	559,051	397,583	24.8
3/4	1,588,107	573,187	398,519	25.1
4/4	1,655,330	617,136	442,308	26.7
2024.1/4	1,565,250	597,294	423,648	27.1
2/4	1,599,959	607,057	428,830	26.8
2022. 8	525,058	181,199	130,718	24.9
9	536,412	174,094	127,285	23.7
10	539,885	180,924	132,720	24.6
11	533,539	185,881	137,561	25.8
12	542,374	191,081	138,330	25.5
2023. 1	526,938	180,929	129,060	24.5
2	482,736	170,910	122,163	25.3
3	543,384	187,394	137,396	25.3
4	522,198	179,138	127,952	24.5
5	547,543	193,773	137,633	25.1
6	530,957	186,140	131,998	24.9
7	517,037	189,443	131,656	25.5
8	519,804	191,922	132,192	25.4
9	551,267	191,822	134,670	24.4
10	542,265	201,547	144,378	26.6
11	554,239	210,054	153,796	27.7
12	558,826	205,535	144,134	25.8
2024. 1	519,531	202,350	143,013	27.5
2	502,702	190,646	133,293	26.5
3	543,017	204,299	147,343	27.1
4	527,688	198,118	141,488	26.8
5	546,572	208,462	146,728	26.8
6	525,699	200,477	140,614	26.7
7p	520,620	199,224	140,720	27.0
8p	520,850	195,580	135,279	26.0

1) 「여행 및 교통서비스, 문화 및 레저서비스, 이쿠폰서비스, 음식서비스, 기타서비스 거래액」 제외

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1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

	합계	가 전				도 서			패 션	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복	
2021	1,902,231	302,111	95,171	155,070	51,871	41,817	26,075	15,742	500,548	173,739
2022	2,111,236	300,669	91,314	152,022	57,333	43,519	25,704	17,815	528,462	200,770
2023	2,288,607	299,879	87,094	151,848	60,937	43,455	24,284	19,171	552,110	214,781
2021.3/4	473,872	74,122	22,616	39,342	12,165	9,898	6,484	3,414	116,221	37,406
4/4	520,323	83,070	25,233	40,460	17,376	11,308	6,488	4,820	145,274	57,222
2022.1/4	504,567	78,074	26,964	37,710	13,400	11,892	7,593	4,299	120,705	43,148
2/4	519,010	70,443	20,895	38,766	10,781	9,933	5,879	4,054	136,417	51,565
3/4	529,774	72,952	21,099	37,193	14,660	10,396	6,332	4,064	123,631	44,517
4/4	557,886	79,200	22,355	38,353	18,492	11,298	5,900	5,399	147,709	61,539
2023.1/4	539,233	75,583	25,415	34,022	16,147	11,823	6,908	4,915	128,058	49,003
2/4	559,051	70,589	20,323	38,779	11,486	9,868	5,436	4,432	140,148	53,906
3/4	573,187	71,561	19,994	38,090	13,477	10,225	6,015	4,209	127,295	46,092
4/4	617,136	82,147	21,362	40,958	19,827	11,540	5,924	5,615	156,609	65,779
2024.1/4	597,294	78,443	25,641	36,664	16,139	12,319	7,111	5,208	131,761	49,471
2/4	607,057	73,347	20,581	41,022	11,744	10,223	5,619	4,604	142,675	55,200
2022. 8	181,199	25,175	7,260	12,456	5,459	3,571	2,192	1,379	39,524	13,202
9	174,094	23,045	6,848	10,808	5,389	3,413	2,022	1,391	42,558	16,115
10	180,924	27,459	6,718	12,181	8,561	3,262	1,719	1,543	47,820	20,128
11	185,881	26,634	8,010	13,437	5,187	3,743	1,988	1,755	49,459	20,878
12	191,081	25,108	7,628	12,735	4,745	4,294	2,193	2,101	50,429	20,533
2023. 1	180,929	24,590	7,866	11,745	4,979	3,669	2,151	1,518	39,995	14,771
2	170,910	26,490	8,893	11,070	6,527	3,780	2,166	1,615	39,662	14,801
3	187,394	24,503	8,655	11,207	4,641	4,373	2,591	1,782	48,401	19,431
4	179,138	21,871	6,788	11,227	3,856	3,416	1,838	1,579	46,320	17,858
5	193,773	25,137	7,119	13,897	4,122	3,366	1,902	1,463	49,070	18,911
6	186,140	23,580	6,417	13,655	3,509	3,086	1,696	1,390	44,758	17,137
7	189,443	24,831	6,766	14,222	3,843	3,452	2,088	1,365	43,724	16,253
8	191,922	25,290	6,772	12,672	5,845	3,496	2,060	1,436	40,813	13,855
9	191,822	21,440	6,456	11,195	3,789	3,277	1,868	1,409	42,758	15,984
10	201,547	28,233	6,378	12,582	9,272	3,236	1,662	1,574	51,134	21,554
11	210,054	28,833	7,579	15,428	5,825	3,857	1,945	1,912	55,038	23,996
12	205,535	25,081	7,405	12,947	4,729	4,447	2,318	2,130	50,438	20,229
2024. 1	202,350	28,191	8,886	12,662	6,643	4,072	2,328	1,745	42,360	15,272
2	190,646	25,518	8,431	11,978	5,110	3,710	2,099	1,612	41,405	15,470
3	204,299	24,734	8,324	12,024	4,385	4,536	2,684	1,852	47,995	18,728
4	198,118	23,606	6,904	12,694	4,009	3,582	1,912	1,670	48,838	19,189
5	208,462	24,841	6,944	13,962	3,935	3,524	1,972	1,552	48,547	18,262
6	200,477	24,900	6,734	14,366	3,800	3,117	1,735	1,382	45,290	17,749
7p	199,224	25,939	6,281	14,229	5,429	3,762	2,262	1,500	43,618	16,275
8p	195,580	22,442	5,875	12,217	4,350	3,580	2,108	1,472	39,356	13,340

* p는 잠정치임

1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		생활용품
2021	34,165	23,748	33,198	57,515	128,772	49,410	312,476	229,142	83,334	262,668	153,903
2022	38,730	27,559	37,998	60,798	110,640	51,968	361,408	266,613	94,795	283,582	166,297
2023	39,567	28,389	38,785	59,435	118,721	52,432	406,904	298,415	108,489	296,302	173,058
2021.3/4	7,636	5,896	8,028	14,819	30,894	11,543	81,705	59,657	22,049	65,082	38,826
4/4	9,838	6,843	9,653	16,301	31,694	13,723	79,862	58,989	20,873	69,186	41,083
2022.1/4	8,450	6,995	9,120	12,371	28,380	12,241	90,847	65,663	25,185	69,916	41,445
2/4	10,478	6,882	9,363	16,479	28,368	13,283	86,077	64,237	21,840	70,405	40,875
3/4	8,999	6,898	9,195	15,435	26,349	12,239	93,604	69,175	24,429	72,659	41,668
4/4	10,804	6,785	10,320	16,513	27,543	14,204	90,880	67,539	23,341	70,602	42,308
2023.1/4	9,522	7,391	9,219	12,502	27,789	12,632	97,685	71,503	26,182	68,113	40,474
2/4	10,482	7,179	9,508	16,141	29,512	13,420	96,976	72,547	24,429	72,788	42,830
3/4	8,780	7,122	9,240	14,592	29,309	12,160	107,961	78,389	29,572	74,973	43,607
4/4	10,783	6,697	10,818	16,200	32,110	14,221	104,282	75,976	28,306	80,427	46,148
2024.1/4	8,791	6,984	10,131	12,268	31,310	12,807	116,061	82,840	33,221	78,890	45,094
2/4	10,078	6,344	10,264	15,675	31,574	13,539	113,683	83,556	30,127	82,981	46,994
2022. 8	2,959	2,371	3,075	4,960	8,822	4,134	34,056	25,126	8,930	25,412	14,564
9	2,975	2,320	2,930	5,228	8,970	4,020	30,863	22,523	8,341	24,613	13,280
10	3,287	2,200	2,934	5,949	9,051	4,271	28,955	21,596	7,359	22,418	13,590
11	3,771	2,357	3,241	5,522	9,191	4,499	30,481	22,838	7,644	24,341	14,216
12	3,746	2,228	4,145	5,042	9,301	5,434	31,444	23,105	8,338	23,843	14,502
2023. 1	2,769	2,335	3,104	3,712	9,254	4,049	36,365	25,665	10,700	21,786	13,292
2	3,047	2,404	2,881	3,765	8,787	3,978	28,647	21,336	7,311	21,406	12,714
3	3,706	2,652	3,234	5,024	9,748	4,605	32,673	24,502	8,171	24,921	14,468
4	3,419	2,452	3,089	5,197	9,718	4,586	31,353	23,502	7,851	22,450	13,596
5	3,718	2,486	3,329	5,679	10,219	4,727	33,314	24,975	8,340	24,328	14,746
6	3,345	2,240	3,090	5,264	9,574	4,107	32,309	24,070	8,239	26,010	14,487
7	3,315	2,395	3,254	4,934	9,454	4,120	33,217	24,751	8,467	24,184	14,768
8	2,692	2,409	3,137	4,779	9,889	4,052	35,588	26,257	9,331	24,802	14,831
9	2,773	2,318	2,849	4,880	9,967	3,988	39,155	27,382	11,774	25,988	14,008
10	3,628	2,219	2,925	5,900	10,468	4,441	33,523	24,654	8,869	26,032	15,057
11	3,820	2,177	3,685	5,771	11,018	4,570	35,165	25,821	9,343	28,319	15,731
12	3,336	2,301	4,209	4,529	10,624	5,210	35,594	25,501	10,093	26,077	15,360
2024. 1	2,533	2,256	3,418	3,871	10,898	4,111	41,177	29,210	11,967	25,070	15,086
2	3,023	2,304	3,232	3,665	9,615	4,097	36,743	25,848	10,895	23,975	14,179
3	3,235	2,424	3,482	4,731	10,796	4,599	38,141	27,781	10,360	29,845	15,830
4	3,342	2,201	3,433	5,342	10,561	4,770	37,625	27,702	9,923	25,767	15,310
5	3,596	2,201	3,581	5,409	10,816	4,682	39,374	28,922	10,452	28,384	16,056
6	3,140	1,942	3,251	4,924	10,197	4,088	36,685	26,933	9,753	28,830	15,629
7p	3,163	2,113	3,516	4,599	9,885	4,066	38,147	28,356	9,792	27,347	16,404
8p	2,681	1,939	3,035	4,243	10,133	3,985	40,902	30,321	10,581	27,199	16,038

* p는 잠정치임

1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2021	35,420	53,716	19,629	447,276	91,051	11,567	60,997	261,597	22,064	35,335
2022	42,601	51,950	22,733	558,603	168,165	24,501	75,354	265,854	24,729	34,994
2023	44,746	53,363	25,134	661,579	241,373	29,791	100,649	264,012	25,754	28,378
2021.3/4	8,509	12,743	5,004	118,764	23,370	2,598	15,387	71,050	6,360	8,080
4/4	8,917	13,849	5,336	122,745	28,381	4,403	16,359	69,301	4,302	8,879
2022.1/4	9,197	13,935	5,339	124,397	26,367	3,238	17,935	71,355	5,502	8,735
2/4	11,313	12,674	5,542	137,158	43,220	7,322	16,958	63,681	5,977	8,578
3/4	12,729	12,445	5,816	147,773	48,901	7,266	19,009	65,723	6,874	8,759
4/4	9,362	12,897	6,036	149,275	49,677	6,675	21,452	65,095	6,376	8,921
2023.1/4	8,317	13,389	5,933	150,615	53,113	5,959	22,376	63,623	5,545	7,357
2/4	10,917	12,870	6,171	161,468	59,525	8,160	23,628	64,135	6,019	7,214
3/4	12,021	12,972	6,373	174,669	65,398	7,882	25,607	68,550	7,232	6,504
4/4	13,491	14,132	6,657	174,828	63,338	7,791	29,037	67,703	6,959	7,303
2024.1/4	12,062	15,216	6,518	173,646	65,671	7,018	27,442	66,763	6,752	6,173
2/4	15,269	14,061	6,657	178,227	65,345	8,355	27,792	69,659	7,076	5,921
2022. 8	4,503	4,339	2,006	50,482	17,140	2,459	6,128	22,747	2,008	2,980
9	5,366	4,041	1,927	46,809	15,024	2,152	6,988	20,005	2,640	2,794
10	2,556	4,309	1,963	48,204	16,333	2,296	6,172	21,374	2,029	2,805
11	3,770	4,348	2,007	48,320	15,756	2,028	7,432	20,734	2,369	2,903
12	3,036	4,240	2,066	52,752	17,588	2,351	7,848	22,987	1,978	3,213
2023. 1	2,342	4,153	1,999	51,870	18,140	1,991	7,583	22,289	1,867	2,655
2	2,365	4,475	1,852	48,748	17,568	1,918	7,184	20,258	1,819	2,177
3	3,610	4,761	2,082	49,997	17,405	2,049	7,609	21,077	1,858	2,526
4	2,672	4,204	1,979	51,187	18,224	2,196	7,649	21,019	2,098	2,542
5	3,076	4,401	2,105	56,139	21,239	2,624	8,499	21,813	1,966	2,417
6	5,170	4,266	2,087	54,142	20,062	3,340	7,481	21,303	1,955	2,254
7	2,910	4,377	2,129	57,787	22,011	2,736	7,499	23,438	2,103	2,247
8	3,313	4,465	2,192	59,730	22,393	2,918	8,290	23,692	2,437	2,204
9	5,798	4,130	2,052	57,152	20,994	2,228	9,818	21,421	2,692	2,053
10	4,114	4,635	2,226	57,169	21,289	2,727	9,095	21,896	2,161	2,221
11	5,539	4,861	2,188	56,257	20,341	2,576	9,325	21,612	2,403	2,585
12	3,838	4,636	2,243	61,401	21,707	2,487	10,617	24,195	2,394	2,497
2024. 1	2,771	4,975	2,237	59,337	23,219	2,070	9,039	22,461	2,549	2,142
2	2,820	4,925	2,052	57,353	21,490	2,378	9,725	21,519	2,242	1,940
3	6,471	5,316	2,229	56,956	20,963	2,570	8,678	22,784	1,962	2,091
4	3,425	4,844	2,188	56,630	20,889	2,614	8,674	22,087	2,365	2,071
5	5,386	4,685	2,257	61,734	23,689	2,437	9,620	23,611	2,377	2,058
6	6,458	4,532	2,212	59,863	20,767	3,304	9,498	23,961	2,334	1,791
7p	4,145	4,510	2,288	58,504	22,737	2,731	5,178	25,526	2,333	1,907
8p	4,414	4,449	2,298	60,301	23,395	2,910	4,262	27,350	2,383	1,800

* p는 잠정치임

1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	합계	가 전			도 서			패 셴		
		컴퓨터 및 주변기기	가전·전자	통신기기	서적	사무·문구	의복			
2022	11.0	-0.5	-4.1	-2.0	10.5	4.1	-1.4	13.2	5.6	15.6
2023	8.4	-0.3	-4.6	-0.1	6.3	-0.1	-5.5	7.6	4.5	7.0
2022.3/4	11.8	-1.6	-6.7	-5.5	20.5	5.0	-2.3	19.1	6.4	19.0
4/4	7.2	-4.7	-11.4	-5.2	6.4	-0.1	-9.1	12.0	1.7	7.5
2023.1/4	6.9	-3.2	-5.7	-9.8	20.5	-0.6	-9.0	14.3	6.1	13.6
2/4	7.7	0.2	-2.7	0.0	6.5	-0.7	-7.5	9.3	2.7	4.5
3/4	8.2	-1.9	-5.2	2.4	-8.1	-1.7	-5.0	3.6	3.0	3.5
4/4	10.6	3.7	-4.4	6.8	7.2	2.1	0.4	4.0	6.0	6.9
2024.1/4	10.8	3.8	0.9	7.8	0.0	4.2	2.9	6.0	2.9	1.0
2/4	8.6	3.9	1.3	5.8	2.2	3.6	3.4	3.9	1.8	2.4
2022. 8	16.7	3.2	-6.2	4.0	16.8	7.5	0.2	21.6	10.4	22.6
9	9.3	-0.1	-7.0	-5.1	24.7	5.0	-2.4	18.0	5.5	18.0
10	8.4	-0.3	-7.9	-3.3	12.0	1.6	-6.3	12.2	2.5	10.0
11	7.5	-6.0	-3.8	-9.1	-0.4	4.7	-3.9	16.5	-0.1	4.6
12	5.9	-7.7	-20.7	-2.6	5.0	-5.1	-15.1	8.4	2.6	8.3
2023. 1	6.8	-1.8	-8.2	-6.3	26.3	-4.1	-11.1	7.9	2.2	6.0
2	8.0	-3.5	-5.8	-12.9	22.8	2.9	-5.4	16.7	7.5	18.4
3	6.0	-4.2	-3.4	-10.2	12.1	-0.5	-10.2	18.2	8.4	16.3
4	5.8	-3.7	-5.3	-6.6	9.6	-3.9	-12.6	8.7	1.5	1.0
5	9.0	2.6	-3.1	3.5	10.1	1.8	-4.8	11.9	4.5	8.2
6	8.3	1.6	0.6	2.5	-0.3	0.5	-4.6	7.5	2.1	4.5
7	8.6	0.4	-3.2	2.1	0.8	1.2	-1.5	5.5	5.2	6.9
8	5.9	0.5	-6.7	1.7	7.1	-2.1	-6.0	4.1	3.3	4.9
9	10.2	-7.0	-5.7	3.6	-29.7	-4.0	-7.6	1.3	0.5	-0.8
10	11.4	2.8	-5.0	3.3	8.3	-0.8	-3.3	2.0	6.9	7.1
11	13.0	8.3	-5.4	14.8	12.3	3.1	-2.2	9.0	11.3	14.9
12	7.6	-0.1	-2.9	1.7	-0.3	3.6	5.7	1.4	0.0	-1.5
2024. 1	11.8	14.6	13.0	7.8	33.4	11.0	8.2	14.9	5.9	3.4
2	11.5	-3.7	-5.2	8.2	-21.7	-1.9	-3.1	-0.2	4.4	4.5
3	9.0	0.9	-3.8	7.3	-5.5	3.7	3.6	3.9	-0.8	-3.6
4	10.6	7.9	1.7	13.1	4.0	4.9	4.0	5.8	5.4	7.5
5	7.6	-1.2	-2.5	0.5	-4.5	4.7	3.7	6.1	-1.1	-3.4
6	7.7	5.6	4.9	5.2	8.3	1.0	2.3	-0.6	1.2	3.6
7p	5.2	4.5	-7.2	0.0	41.3	9.0	8.3	9.9	-0.2	0.1
8p	1.9	-11.3	-13.2	-3.6	-25.6	2.4	2.3	2.5	-3.6	-3.7

* p는 잠정치임

1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	패션						식품	생활		생활용품	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		
2022	13.4	16.0	14.5	5.7	-14.1	5.2	15.7	16.4	13.8	8.0	8.1
2023	2.2	3.0	2.1	-2.2	7.3	0.9	12.6	11.9	14.4	4.5	4.1
2022.3/4	17.8	17.0	14.5	4.2	-14.7	6.0	14.6	16.0	10.8	11.6	7.3
4/4	9.8	-0.8	6.9	1.3	-13.1	3.5	13.8	14.5	11.8	2.0	3.0
2023.1/4	12.7	5.7	1.1	1.1	-2.1	3.2	7.5	8.9	4.0	-2.6	-2.3
2/4	0.0	4.3	1.5	-2.0	4.0	1.0	12.7	12.9	11.9	3.4	4.8
3/4	-2.4	3.3	0.5	-5.5	11.2	-0.6	15.3	13.3	21.1	3.2	4.7
4/4	-0.2	-1.3	4.8	-1.9	16.6	0.1	14.7	12.5	21.3	13.9	9.1
2024.1/4	-7.7	-5.5	9.9	-1.9	12.7	1.4	18.8	15.9	26.9	15.8	11.4
2/4	-3.8	-11.6	7.9	-2.9	7.0	0.9	17.2	15.2	23.3	14.0	9.7
2022. 8	25.5	23.1	17.8	6.7	-9.5	10.2	26.7	26.7	26.4	15.7	12.9
9	16.8	12.5	12.4	3.6	-15.5	5.8	5.4	8.3	-1.6	10.8	3.9
10	8.9	-2.8	2.3	1.9	-12.1	4.9	13.4	13.6	13.0	2.9	2.4
11	10.8	4.2	6.3	2.0	-17.9	7.1	17.5	18.0	16.1	3.8	6.4
12	9.6	-3.9	10.9	-0.1	-8.8	-0.3	10.7	12.1	7.2	-0.4	0.4
2023. 1	5.1	2.2	-2.3	-5.3	-0.1	3.1	8.3	10.5	3.6	-2.0	-1.7
2	19.8	5.5	-1.7	2.5	-3.3	2.2	8.9	8.6	9.8	-3.3	-4.6
3	13.3	9.1	7.4	5.2	-2.8	4.2	5.4	7.5	-0.3	-2.5	-0.9
4	0.5	7.9	3.9	-5.2	6.3	-2.2	9.1	10.2	5.9	1.1	1.6
5	0.7	6.8	3.0	-2.8	4.1	4.0	13.8	13.9	13.3	2.1	6.8
6	-1.2	-1.8	-2.1	2.1	1.7	1.5	15.2	14.7	16.5	6.8	5.8
7	8.2	8.5	2.0	-6.0	10.5	0.9	15.8	15.0	18.3	6.8	6.8
8	-9.0	1.6	2.0	-3.7	12.1	-2.0	4.5	4.5	4.5	-2.4	1.8
9	-6.8	-0.1	-2.8	-6.7	11.1	-0.8	26.9	21.6	41.2	5.6	5.5
10	10.4	0.8	-0.3	-0.8	15.6	4.0	15.8	14.2	20.5	16.1	10.8
11	1.3	-7.6	13.7	4.5	19.9	1.6	15.4	13.1	22.2	16.3	10.7
12	-10.9	3.3	1.5	-10.2	14.2	-4.1	13.2	10.4	21.0	9.4	5.9
2024. 1	-8.5	-3.4	10.1	4.3	17.8	1.5	13.2	13.8	11.8	15.1	13.5
2	-0.8	-4.2	12.2	-2.7	9.4	3.0	28.3	21.1	49.0	12.0	11.5
3	-12.7	-8.6	7.6	-5.8	10.8	-0.1	16.7	13.4	26.8	19.8	9.4
4	-2.2	-10.3	11.1	2.8	8.7	4.0	20.0	17.9	26.4	14.8	12.6
5	-3.3	-11.5	7.5	-4.8	5.8	-1.0	18.2	15.8	25.3	16.7	8.9
6	-6.1	-13.3	5.2	-6.5	6.5	-0.5	13.5	11.9	18.4	10.8	7.9
7p	-4.6	-11.8	8.1	-6.8	4.6	-1.3	14.8	14.6	15.6	13.1	11.1
8p	-0.4	-19.5	-3.3	-11.2	2.5	-1.7	14.9	15.5	13.4	9.7	8.1

※ p는 잠정치임

1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2022	20.3	-3.3	15.8	24.9	84.7	111.8	23.5	1.6	12.1	-1.0
2023	5.0	2.7	10.6	18.4	43.5	21.6	33.6	-0.7	4.1	-18.9
2022.3/4	49.6	-2.3	16.2	24.4	109.2	179.7	23.5	-7.5	8.1	8.4
4/4	5.0	-6.9	13.1	21.6	75.0	51.6	31.1	-6.1	48.2	0.5
2023.1/4	-9.6	-3.9	11.1	21.1	101.4	84.0	24.8	-10.8	0.8	-15.8
2/4	-3.5	1.6	11.4	17.7	37.7	11.4	39.3	0.7	0.7	-15.9
3/4	-5.6	4.2	9.6	18.2	33.7	8.5	34.7	4.3	5.2	-25.8
4/4	44.1	9.6	10.3	17.1	27.5	16.7	35.4	4.0	9.1	-18.1
2024.1/4	45.0	13.6	9.9	15.3	23.6	17.8	22.6	4.9	21.8	-16.1
2/4	39.9	9.3	7.9	10.4	9.8	2.4	17.6	8.6	17.6	-17.9
2022. 8	45.8	1.4	18.0	25.2	117.5	172.1	23.9	-7.4	-1.3	13.5
9	50.0	-3.9	16.6	21.6	97.7	142.3	28.3	-10.3	17.4	6.7
10	13.8	-4.7	12.1	22.4	83.6	72.6	32.9	-7.4	42.7	1.4
11	-1.0	-4.2	15.1	22.7	60.6	17.0	42.0	-2.4	73.4	3.3
12	6.0	-11.5	12.2	19.9	81.8	75.5	21.1	-8.0	30.7	-2.7
2023. 1	-6.4	-6.3	12.6	21.0	94.2	61.3	20.3	-8.3	10.9	-5.1
2	-1.5	-5.1	9.8	25.3	124.9	120.3	27.8	-11.2	1.5	-24.8
3	-15.9	-0.6	10.9	17.3	88.9	80.9	26.5	-13.0	-8.3	-17.0
4	-5.4	-0.4	10.8	17.7	40.4	30.7	37.8	-1.6	8.4	-13.6
5	-20.7	2.8	12.5	19.3	40.3	3.9	36.0	2.9	0.1	-16.3
6	12.1	2.2	10.8	16.2	32.9	7.2	45.1	0.8	-5.9	-17.9
7	1.7	7.7	13.0	14.5	31.5	3.0	27.3	2.0	-5.5	-24.7
8	-26.4	2.9	9.3	18.3	30.6	18.7	35.3	4.2	21.4	-26.1
9	8.1	2.2	6.5	22.1	39.7	3.5	40.5	7.1	2.0	-26.5
10	61.0	7.6	13.4	18.6	30.3	18.8	47.4	2.4	6.5	-20.8
11	46.9	11.8	9.0	16.4	29.1	27.0	25.5	4.2	1.4	-11.0
12	26.4	9.3	8.6	16.4	23.4	5.8	35.3	5.3	21.0	-22.3
2024. 1	18.3	19.8	11.9	14.4	28.0	4.0	19.2	0.8	36.5	-19.3
2	19.2	10.0	10.8	17.7	22.3	23.9	35.4	6.2	23.2	-10.9
3	79.3	11.7	7.0	13.9	20.4	25.4	14.1	8.1	5.6	-17.2
4	28.2	15.2	10.6	10.6	14.6	19.0	13.4	5.1	12.7	-18.5
5	75.1	6.5	7.2	10.0	11.5	-7.1	13.2	8.2	20.9	-14.9
6	24.9	6.2	6.0	10.6	3.5	-1.1	27.0	12.5	19.3	-20.5
7p	42.4	3.1	7.5	1.2	3.3	-0.2	-31.0	8.9	10.9	-15.1
8p	33.2	-0.4	4.8	1.0	4.5	-0.3	-48.6	15.4	-2.2	-18.3

* p는 잠정치임

2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

	합계	가 전				도 서			패 션	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복	
2021	1,387,082	181,905	46,111	99,929	35,866	21,569	12,397	9,172	345,550	129,675
2022	1,580,448	186,538	45,720	99,086	41,732	23,654	12,605	11,048	400,150	154,563
2023	1,690,320	192,007	43,831	103,191	44,986	24,170	12,393	11,777	415,638	160,723
2021.3/4	348,798	44,971	10,958	25,529	8,484	5,181	3,183	1,998	81,171	28,060
4/4	384,904	50,282	11,881	26,097	12,304	5,868	3,044	2,825	104,156	43,053
2022.1/4	381,769	47,592	13,907	24,029	9,657	6,578	3,861	2,718	91,325	33,601
2/4	387,117	43,089	10,385	24,798	7,905	5,333	2,807	2,526	102,876	39,703
3/4	397,930	46,329	10,612	24,778	10,939	5,629	3,092	2,537	94,916	34,742
4/4	413,632	49,528	10,816	25,481	13,232	6,114	2,846	3,268	111,034	46,516
2023.1/4	400,530	47,618	13,046	22,453	12,118	6,627	3,538	3,089	97,294	37,400
2/4	411,849	44,809	10,144	26,106	8,559	5,405	2,676	2,729	104,688	40,291
3/4	422,177	45,951	10,060	25,974	9,917	5,626	3,092	2,535	95,531	34,106
4/4	455,764	53,630	10,580	28,658	14,391	6,511	3,087	3,424	118,126	48,926
2024.1/4	444,992	51,194	13,222	25,836	12,136	7,207	3,888	3,319	101,025	37,143
2/4	453,056	47,585	10,224	28,729	8,633	5,858	2,923	2,934	109,792	41,930
2022. 8	135,373	15,721	3,682	8,190	3,849	1,922	1,058	864	30,165	10,235
9	129,800	15,083	3,477	7,391	4,215	1,875	1,008	867	32,621	12,576
10	134,649	17,478	3,276	8,225	5,978	1,771	837	935	36,000	15,355
11	137,165	16,787	4,037	8,898	3,852	1,973	923	1,049	36,940	15,698
12	141,819	15,263	3,503	8,358	3,402	2,370	1,086	1,284	38,094	15,464
2023. 1	136,110	15,767	4,107	7,873	3,787	2,134	1,165	970	30,865	11,457
2	126,736	16,737	4,658	7,247	4,831	2,087	1,058	1,029	29,931	11,169
3	137,684	15,114	4,281	7,333	3,500	2,406	1,316	1,091	36,498	14,774
4	132,272	13,607	3,310	7,424	2,873	1,905	933	972	34,362	13,356
5	143,886	16,203	3,701	9,415	3,086	1,808	893	915	37,012	14,345
6	135,691	15,000	3,133	9,267	2,601	1,692	851	842	33,314	12,589
7	141,458	16,021	3,378	9,759	2,885	1,897	1,079	818	32,970	12,322
8	142,156	16,185	3,410	8,610	4,165	1,915	1,052	862	30,711	10,289
9	138,563	13,744	3,272	7,605	2,868	1,814	961	854	31,850	11,495
10	147,999	18,387	3,118	8,795	6,474	1,804	856	948	38,418	16,238
11	153,713	18,918	3,843	10,763	4,312	2,122	969	1,154	41,077	17,635
12	154,052	16,325	3,620	9,100	3,606	2,585	1,263	1,322	38,631	15,053
2024. 1	150,370	18,193	4,490	8,831	4,872	2,423	1,322	1,101	32,412	11,475
2	143,218	16,817	4,408	8,471	3,938	2,160	1,121	1,038	31,399	11,232
3	151,404	16,184	4,324	8,534	3,325	2,625	1,445	1,180	37,215	14,437
4	148,189	15,204	3,463	8,808	2,933	2,076	1,020	1,057	37,408	14,708
5	155,465	16,216	3,618	9,715	2,883	1,976	975	1,002	37,390	13,990
6	149,402	16,166	3,143	10,205	2,817	1,805	929	876	34,994	13,231
7p	150,974	17,428	3,128	10,376	3,923	2,119	1,180	939	33,599	12,251
8p	149,817	15,656	3,201	9,164	3,292	2,075	1,141	934	30,151	9,742

※ p는 잠정치임

2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품	음·식료품	농축수산물	생활용품		
2021	23,241	17,557	25,337	40,652	69,127	39,961	235,553	171,701	63,853	180,910	114,450
2022	27,029	20,711	29,852	44,104	81,071	42,819	272,824	201,384	71,440	200,796	126,995
2023	27,186	20,443	30,024	42,833	91,592	42,836	303,319	222,683	80,636	208,653	131,561
2021.3/4	5,146	4,352	6,141	10,613	17,410	9,449	61,320	44,555	16,765	45,094	29,144
4/4	6,861	5,159	7,430	11,509	19,140	11,004	60,484	44,351	16,133	49,144	30,511
2022.1/4	5,869	5,353	7,243	8,915	20,150	10,194	69,464	50,108	19,356	50,351	31,835
2/4	7,268	5,131	7,421	12,057	20,286	11,011	65,272	48,837	16,435	49,674	31,329
3/4	6,251	5,253	7,287	11,423	19,727	10,232	71,258	52,768	18,490	50,686	32,528
4/4	7,641	4,975	7,901	11,709	20,909	11,382	66,830	49,671	17,159	50,085	31,302
2023.1/4	6,263	5,288	7,046	8,944	21,987	10,365	72,167	52,826	19,341	49,281	30,697
2/4	7,203	5,141	7,250	11,682	22,179	10,943	72,051	53,876	18,174	51,154	32,388
3/4	6,061	5,191	7,083	10,611	22,495	9,984	80,553	58,629	21,924	52,476	33,372
4/4	7,660	4,823	8,645	11,597	24,931	11,545	78,548	57,352	21,196	55,742	35,104
2024.1/4	6,032	5,044	7,807	9,028	25,299	10,672	88,256	63,111	25,145	55,782	34,952
2/4	7,170	4,643	7,821	11,655	25,443	11,130	87,309	64,492	22,817	57,167	36,555
2022. 8	1,905	1,805	2,416	3,663	6,695	3,447	25,653	19,005	6,647	17,387	11,349
9	2,121	1,764	2,314	3,865	6,648	3,333	23,684	17,274	6,410	16,397	10,380
10	2,417	1,651	2,196	4,274	6,663	3,445	21,469	15,989	5,480	16,295	10,120
11	2,545	1,707	2,472	3,874	7,054	3,589	22,420	16,826	5,594	16,870	10,456
12	2,679	1,617	3,233	3,561	7,192	4,348	22,941	16,856	6,085	16,920	10,726
2023. 1	1,806	1,702	2,389	2,668	7,485	3,357	26,584	18,741	7,843	16,194	10,172
2	1,931	1,711	2,214	2,686	6,938	3,282	21,454	15,970	5,484	15,752	9,694
3	2,525	1,875	2,442	3,591	7,565	3,726	24,129	18,115	6,015	17,335	10,831
4	2,271	1,756	2,338	3,739	7,222	3,679	23,169	17,359	5,810	16,221	10,183
5	2,560	1,798	2,562	4,153	7,680	3,915	24,813	18,578	6,235	17,673	11,225
6	2,371	1,587	2,350	3,791	7,277	3,349	24,069	17,939	6,130	17,260	10,980
7	2,252	1,747	2,506	3,590	7,156	3,396	24,901	18,591	6,310	17,750	11,320
8	1,840	1,765	2,423	3,483	7,586	3,325	26,718	19,744	6,974	17,845	11,324
9	1,969	1,679	2,154	3,538	7,753	3,263	28,935	20,294	8,641	16,881	10,728
10	2,417	1,622	2,283	4,258	7,965	3,635	25,135	18,557	6,577	18,201	11,485
11	2,725	1,548	2,943	4,115	8,391	3,720	26,412	19,455	6,957	18,929	11,822
12	2,518	1,652	3,419	3,224	8,575	4,190	27,002	19,340	7,662	18,613	11,797
2024. 1	1,814	1,614	2,740	2,794	8,556	3,420	30,775	21,864	8,911	18,449	11,566
2	1,916	1,665	2,486	2,697	7,958	3,445	28,275	19,906	8,369	17,834	11,120
3	2,302	1,765	2,582	3,538	8,784	3,807	29,206	21,341	7,865	19,500	12,267
4	2,352	1,597	2,561	3,971	8,350	3,869	28,884	21,353	7,531	18,632	11,822
5	2,470	1,613	2,692	4,025	8,730	3,871	30,213	22,296	7,917	19,512	12,499
6	2,347	1,433	2,568	3,660	8,363	3,391	28,212	20,842	7,370	19,024	12,233
7p	2,329	1,527	2,768	3,367	8,014	3,342	29,414	21,901	7,513	19,489	12,769
8p	1,787	1,433	2,389	3,174	8,348	3,278	31,345	23,310	8,035	19,170	12,517

※ p는 잠정치임

2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2021	11,545	39,203	15,711	399,422	70,184	7,243	54,452	254,772	12,771	22,173
2022	16,476	38,522	18,803	471,827	119,374	14,606	63,848	260,693	13,306	24,659
2023	17,094	39,413	20,585	528,189	161,305	17,315	77,246	259,610	12,714	18,344
2021.3/4	2,572	9,348	4,030	106,062	17,809	1,689	13,754	69,281	3,530	5,000
4/4	4,215	10,133	4,285	109,278	21,581	2,685	14,777	67,749	2,486	5,692
2022.1/4	3,701	10,396	4,419	110,229	19,860	1,880	15,582	69,852	3,054	6,229
2/4	4,322	9,382	4,641	114,774	29,901	4,337	14,638	62,399	3,499	6,100
3/4	3,952	9,311	4,895	122,837	34,383	4,459	15,991	64,499	3,505	6,276
4/4	4,501	9,434	4,848	123,987	35,230	3,930	17,637	63,944	3,247	6,054
2023.1/4	3,857	9,898	4,829	122,575	35,720	3,696	17,773	62,514	2,872	4,968
2/4	4,297	9,430	5,038	129,013	39,830	4,541	18,325	63,035	3,282	4,730
3/4	4,266	9,594	5,245	138,081	43,500	4,567	19,313	67,446	3,255	3,960
4/4	4,674	10,491	5,473	138,521	42,255	4,511	21,835	66,615	3,306	4,686
2024.1/4	4,006	11,425	5,399	137,626	44,259	4,059	20,018	65,739	3,550	3,901
2/4	4,463	10,607	5,542	141,555	44,282	4,575	20,134	68,720	3,845	3,789
2022. 8	1,120	3,243	1,676	42,386	12,190	1,578	5,120	22,320	1,178	2,140
9	1,352	3,041	1,624	38,123	10,449	1,157	5,808	19,639	1,070	2,017
10	1,416	3,185	1,574	39,737	11,394	1,266	5,049	20,995	1,033	1,897
11	1,615	3,183	1,616	40,208	11,244	1,166	6,169	20,368	1,261	1,969
12	1,470	3,066	1,658	44,043	12,592	1,497	6,419	22,581	953	2,189
2023. 1	1,290	3,096	1,635	42,684	12,300	1,311	6,243	21,898	933	1,881
2	1,230	3,326	1,503	39,347	11,676	1,195	5,617	19,910	950	1,428
3	1,337	3,476	1,691	40,544	11,745	1,190	5,914	20,706	989	1,658
4	1,357	3,061	1,619	41,326	12,420	1,252	5,852	20,645	1,157	1,683
5	1,472	3,254	1,722	44,761	14,045	1,497	6,678	21,439	1,101	1,617
6	1,468	3,115	1,697	42,926	13,365	1,792	5,795	20,951	1,023	1,430
7	1,435	3,239	1,756	46,574	14,812	1,682	5,922	23,053	1,105	1,345
8	1,435	3,294	1,793	47,429	14,958	1,667	6,264	23,314	1,227	1,354
9	1,396	3,061	1,696	44,078	13,730	1,219	7,127	21,079	923	1,261
10	1,429	3,465	1,821	44,651	13,889	1,522	6,658	21,536	1,046	1,405
11	1,721	3,590	1,796	44,556	13,700	1,425	7,004	21,266	1,161	1,699
12	1,524	3,436	1,856	49,314	14,667	1,564	8,173	23,812	1,099	1,582
2024. 1	1,324	3,714	1,845	46,771	15,524	1,240	6,609	22,109	1,290	1,348
2	1,263	3,750	1,701	45,508	14,526	1,440	7,147	21,186	1,209	1,226
3	1,418	3,961	1,854	45,347	14,210	1,378	6,263	22,445	1,052	1,328
4	1,421	3,569	1,819	44,695	14,180	1,432	6,070	21,780	1,233	1,290
5	1,554	3,577	1,882	48,814	15,759	1,402	7,005	23,298	1,350	1,344
6	1,489	3,461	1,841	48,046	14,342	1,741	7,059	23,642	1,261	1,156
7p	1,419	3,395	1,906	47,749	15,482	1,601	4,380	25,187	1,098	1,175
8p	1,351	3,400	1,902	50,219	16,293	1,676	3,935	26,997	1,317	1,200

* p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	합계	가 전			도 서			패 션		
		컴퓨터 및 주변기기	가전·전자	통신기기	서적	사무·문구	의복			
2022	13.9	2.5	-0.8	-0.8	16.4	9.7	1.7	20.5	15.8	19.2
2023	7.0	2.9	-4.1	4.1	7.8	2.2	-1.7	6.6	3.9	4.0
2022.3/4	14.1	3.0	-3.2	-2.9	28.9	8.6	-2.8	27.0	16.9	23.8
4/4	7.5	-1.5	-9.0	-2.4	7.5	4.2	-6.5	15.7	6.6	8.0
2023.1/4	4.9	0.1	-6.2	-6.6	25.5	0.7	-8.4	13.7	6.5	11.3
2/4	6.4	4.0	-2.3	5.3	8.3	1.4	-4.7	8.0	1.8	1.5
3/4	6.1	-0.8	-5.2	4.8	-9.3	0.0	0.0	-0.1	0.6	-1.8
4/4	10.2	8.3	-2.2	12.5	8.8	6.5	8.5	4.8	6.4	5.2
2024.1/4	11.1	7.5	1.3	15.1	0.1	8.7	9.9	7.4	3.8	-0.7
2/4	10.0	6.2	0.8	10.0	0.9	8.4	9.2	7.5	4.9	4.1
2022. 8	18.1	7.9	-0.2	5.9	22.0	12.9	1.8	30.5	19.3	26.4
9	10.9	5.4	-7.3	-0.9	35.8	8.2	-2.6	24.3	14.7	21.8
10	8.9	2.6	-3.5	-1.2	12.6	4.8	-5.1	15.7	9.1	11.2
11	8.7	-3.9	2.9	-9.7	4.3	11.4	1.3	22.2	6.0	4.9
12	5.0	-3.3	-23.2	5.5	3.1	-1.6	-13.1	10.8	5.0	8.3
2023. 1	5.9	2.5	-4.7	-3.3	29.0	-1.0	-8.9	10.5	4.1	5.4
2	4.6	-1.8	-7.0	-12.5	29.0	2.4	-7.8	15.4	6.6	14.6
3	4.2	-0.4	-6.7	-3.6	17.5	0.9	-8.3	14.9	8.6	13.8
4	4.4	0.5	-6.9	-0.6	14.4	-0.6	-9.0	9.1	0.1	-2.0
5	8.5	7.2	-1.0	9.2	12.2	3.1	-2.7	9.5	4.5	6.5
6	6.1	3.9	1.4	6.5	-1.7	1.7	-1.6	5.3	0.6	-0.2
7	6.6	3.2	-2.2	6.1	0.4	3.6	5.1	1.6	2.6	3.3
8	5.0	3.0	-7.4	5.1	8.2	-0.4	-0.5	-0.2	1.8	0.5
9	6.8	-8.9	-5.9	2.9	-32.0	-3.2	-4.7	-1.5	-2.4	-8.6
10	9.9	5.2	-4.8	6.9	8.3	1.8	2.3	1.4	6.7	5.8
11	12.1	12.7	-4.8	21.0	11.9	7.6	4.9	9.9	11.2	12.3
12	8.6	7.0	3.3	8.9	6.0	9.1	16.3	3.0	1.4	-2.7
2024. 1	10.5	15.4	9.3	12.2	28.7	13.5	13.5	13.5	5.0	0.2
2	13.0	0.5	-5.4	16.9	-18.5	3.5	6.0	0.9	4.9	0.6
3	10.0	7.1	1.0	16.4	-5.0	9.1	9.8	8.2	2.0	-2.3
4	12.0	11.7	4.6	18.7	2.1	9.0	9.3	8.7	8.9	10.1
5	8.0	0.1	-2.2	3.2	-6.6	9.3	9.2	9.5	1.0	-2.5
6	10.1	7.8	0.3	10.1	8.3	6.6	9.1	4.1	5.0	5.1
7p	6.7	8.8	-7.4	6.3	36.0	11.7	9.4	14.7	1.9	-0.6
8p	5.4	-3.3	-6.1	6.4	-21.0	8.4	8.4	8.3	-1.8	-5.3

※ p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	패션						식품	생활		생활용품	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		
2022	16.3	18.0	17.8	8.5	17.3	7.2	15.8	17.3	11.9	11.0	11.0
2023	0.6	-1.3	0.6	-2.9	13.0	0.0	11.2	10.6	12.9	3.9	3.6
2022.3/4	21.5	20.7	18.7	7.6	13.3	8.3	16.2	18.4	10.3	12.4	11.6
4/4	11.4	-3.6	6.3	1.7	9.2	3.4	10.5	12.0	6.4	1.9	2.6
2023.1/4	6.7	-1.2	-2.7	0.3	9.1	1.7	3.9	5.4	-0.1	-2.1	-3.6
2/4	-0.9	0.2	-2.3	-3.1	9.3	-0.6	10.4	10.3	10.6	3.0	3.4
3/4	-3.0	-1.2	-2.8	-7.1	14.0	-2.4	13.0	11.1	18.6	3.5	2.6
4/4	0.2	-3.0	9.4	-1.0	19.2	1.4	17.5	15.5	23.5	11.3	12.1
2024.1/4	-3.7	-4.6	10.8	0.9	15.1	3.0	22.3	19.5	30.0	13.2	13.9
2/4	-0.4	-9.7	7.9	-0.2	14.7	1.7	21.2	19.7	25.5	11.8	12.9
2022. 8	26.0	26.7	20.8	10.0	14.5	12.3	26.6	28.6	21.4	16.1	17.2
9	18.5	14.2	15.1	5.6	11.2	6.8	8.7	11.2	2.5	8.8	7.5
10	11.5	-2.6	0.7	2.1	17.3	4.7	11.9	12.7	9.8	3.5	2.6
11	10.1	-0.8	5.2	1.8	11.4	6.6	14.1	15.6	9.7	5.3	6.4
12	12.5	-7.3	11.5	1.3	0.8	0.0	6.0	8.1	0.7	-2.6	-0.9
2023. 1	1.3	-2.8	-4.6	-4.3	11.6	3.9	6.3	8.4	1.6	0.2	-0.2
2	7.3	-2.2	-5.2	1.4	6.3	0.0	3.6	4.3	1.7	-4.3	-6.6
3	10.4	1.3	1.7	3.2	9.3	1.2	1.6	3.4	-3.7	-2.2	-3.8
4	-5.3	2.8	-0.6	-6.9	12.6	-4.0	6.3	7.2	3.8	0.3	-0.4
5	4.5	3.5	0.2	-2.4	7.2	3.1	11.9	11.4	13.3	5.7	6.9
6	-2.0	-5.8	-6.5	0.2	8.5	-1.0	13.0	12.3	14.9	2.9	3.6
7	1.2	3.8	-2.0	-7.8	12.1	-1.6	13.6	12.7	16.1	5.0	4.8
8	-3.4	-2.2	0.3	-4.9	13.3	-3.5	4.2	3.9	4.9	2.6	-0.2
9	-7.2	-4.8	-6.9	-8.5	16.6	-2.1	22.2	17.5	34.8	2.9	3.4
10	0.0	-1.7	4.0	-0.4	19.5	5.5	17.1	16.1	20.0	11.7	13.5
11	7.0	-9.3	19.0	6.2	19.0	3.7	17.8	15.6	24.4	12.2	13.1
12	-6.0	2.2	5.7	-9.5	19.2	-3.6	17.7	14.7	25.9	10.0	10.0
2024. 1	0.4	-5.2	14.7	4.7	14.3	1.9	15.8	16.7	13.6	13.9	13.7
2	-0.8	-2.7	12.2	0.4	14.7	5.0	31.8	24.6	52.6	13.2	14.7
3	-8.8	-5.9	5.7	-1.5	16.1	2.2	21.0	17.8	30.8	12.5	13.3
4	3.6	-9.1	9.5	6.2	15.6	5.2	24.7	23.0	29.6	14.9	16.1
5	-3.5	-10.3	5.1	-3.1	13.7	-1.1	21.8	20.0	27.0	10.4	11.4
6	-1.0	-9.7	9.3	-3.4	14.9	1.3	17.2	16.2	20.2	10.2	11.4
7p	3.4	-12.6	10.4	-6.2	12.0	-1.6	18.1	17.8	19.1	9.8	12.8
8p	-2.9	-18.8	-1.4	-8.9	10.0	-1.4	17.3	18.1	15.2	7.4	10.5

※ p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2022	42.7	-1.7	19.7	18.1	70.1	101.6	17.3	2.3	4.2	11.2
2023	3.8	2.3	9.5	11.9	35.1	18.5	21.0	-0.4	-4.4	-25.6
2022.3/4	53.7	-0.4	21.5	15.8	93.1	164.0	16.3	-6.9	-0.7	25.5
4/4	6.8	-6.9	13.1	13.5	63.2	46.4	19.3	-5.6	30.6	6.4
2023.1/4	4.2	-4.8	9.3	11.2	79.9	96.5	14.1	-10.5	-6.0	-20.3
2/4	-0.6	0.5	8.6	12.4	33.2	4.7	25.2	1.0	-6.2	-22.4
3/4	7.9	3.0	7.1	12.4	26.5	2.4	20.8	4.6	-7.1	-36.9
4/4	3.9	11.2	12.9	11.7	19.9	14.8	23.8	4.2	1.8	-22.6
2024.1/4	3.9	15.4	11.8	12.3	23.9	9.8	12.6	5.2	23.6	-21.5
2/4	3.9	12.5	10.0	9.7	11.2	0.7	9.9	9.0	17.2	-19.9
2022. 8	39.2	3.7	23.1	17.0	103.3	165.8	16.3	-6.9	-7.0	31.4
9	45.6	-2.9	20.6	12.0	80.0	98.9	17.6	-9.6	7.6	19.7
10	21.7	-4.2	12.8	12.8	66.3	57.2	20.3	-6.8	23.2	6.8
11	7.1	-3.5	16.2	16.0	54.2	14.0	29.6	-2.0	59.2	9.1
12	-4.8	-12.7	10.6	11.8	69.4	74.9	10.3	-7.6	11.4	3.6
2023. 1	1.4	-5.2	13.9	11.7	69.5	72.3	13.1	-8.0	7.0	-4.7
2	8.4	-6.0	6.6	13.4	96.4	133.5	15.0	-10.8	-7.3	-31.9
3	3.3	-3.2	7.4	8.6	76.4	95.8	14.2	-12.7	-14.6	-23.2
4	0.3	-1.3	8.0	12.2	37.6	26.2	22.7	-1.3	2.2	-18.8
5	-2.1	3.2	10.3	13.8	34.0	-1.4	23.6	3.4	-7.4	-21.5
6	0.2	-0.4	7.3	11.2	28.6	-1.8	29.7	1.0	-13.1	-27.4
7	-3.0	7.0	10.0	10.0	26.1	-2.5	17.0	2.3	-12.1	-36.5
8	28.1	1.6	7.0	11.9	22.7	5.7	22.3	4.4	4.2	-36.7
9	3.2	0.6	4.5	15.6	31.4	5.3	22.7	7.3	-13.7	-37.5
10	0.9	8.8	15.7	12.4	21.9	20.2	31.9	2.6	1.2	-25.9
11	6.6	12.8	11.2	10.8	21.8	22.2	13.6	4.4	-7.9	-13.7
12	3.7	12.0	11.9	12.0	16.5	4.4	27.3	5.5	15.3	-27.7
2024. 1	2.7	19.9	12.8	9.6	26.2	-5.4	5.9	1.0	38.3	-28.4
2	2.7	12.8	13.2	15.7	24.4	20.6	27.2	6.4	27.2	-14.2
3	6.1	14.0	9.6	11.8	21.0	15.8	5.9	8.4	6.3	-19.9
4	4.7	16.6	12.4	8.2	14.2	14.3	3.7	5.5	6.6	-23.4
5	5.5	9.9	9.3	9.1	12.2	-6.3	4.9	8.7	22.6	-16.9
6	1.4	11.1	8.5	11.9	7.3	-2.8	21.8	12.8	23.3	-19.2
7p	-1.1	4.8	8.6	2.5	4.5	-4.8	-26.0	9.3	-0.6	-12.6
8p	-5.8	3.2	6.1	5.9	8.9	0.6	-37.2	15.8	7.4	-11.4

※ p는 잠정치임

3-1. 취급상품범위별 및 운영형태별 온라인쇼핑 거래액

(단위: 억원)

	거래액	취급상품범위별		운영형태별	
		종합몰	전문몰	온라인몰	온·오프라인병행몰
2021	1,902,231	1,238,518	663,714	1,465,296	436,935
2022	2,111,236	1,327,723	783,513	1,625,677	485,559
2023	2,288,607	1,409,580	879,027	1,747,319	541,289
2021.3/4	473,872	305,228	168,644	370,207	103,665
4/4	520,323	332,405	187,919	402,732	117,591
2022.1/4	504,567	321,616	182,950	393,264	111,303
2/4	519,010	325,621	193,389	397,674	121,336
3/4	529,774	328,079	201,694	407,954	121,820
4/4	557,886	352,406	205,479	426,785	131,101
2023.1/4	539,233	338,225	201,009	408,498	130,735
2/4	559,051	343,671	215,379	425,653	133,398
3/4	573,187	348,311	224,876	442,694	130,493
4/4	617,136	379,372	237,764	470,473	146,663
2024.1/4	597,294	371,802	225,492	458,577	138,717
2/4	607,057	375,631	231,426	465,732	141,325
2022. 8	181,199	111,782	69,417	139,829	41,370
9	174,094	108,332	65,762	132,298	41,796
10	180,924	113,266	67,658	138,078	42,846
11	185,881	119,027	66,854	142,933	42,948
12	191,081	120,114	70,967	145,774	45,308
2023. 1	180,929	115,018	65,911	137,717	43,212
2	170,910	107,150	63,760	130,072	40,838
3	187,394	116,056	71,338	140,709	46,685
4	179,138	110,884	68,255	136,122	43,016
5	193,773	119,923	73,850	146,945	46,828
6	186,140	112,865	73,275	142,586	43,554
7	189,443	114,873	74,570	146,896	42,547
8	191,922	116,352	75,570	149,442	42,479
9	191,822	117,086	74,736	146,355	45,467
10	201,547	123,091	78,456	152,660	48,887
11	210,054	130,503	79,551	160,465	49,589
12	205,535	125,778	79,757	157,348	48,187
2024. 1	202,350	127,466	74,884	156,058	46,291
2	190,646	118,725	71,920	147,543	43,102
3	204,299	125,611	78,688	154,976	49,323
4	198,118	124,354	73,764	152,341	45,777
5	208,462	128,814	79,648	158,843	49,619
6	200,477	122,463	78,014	154,548	45,929
7p	199,224	118,266	80,958	153,027	46,197
8p	195,580	113,992	81,589	150,065	45,516

* p는 잠정치임

3-2. 취급상품범위별 및 운영형태별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	거래액	취급상품범위별		운영형태별	
		종합몰	전문몰	온라인몰	온·오프라인병행몰
2022	11.0	7.2	18.0	10.9	11.1
2023	8.4	6.2	12.2	7.5	11.5
2022.3/4	11.8	7.5	19.6	10.2	17.5
4/4	7.2	6.0	9.3	6.0	11.5
2023.1/4	6.9	5.2	9.9	3.9	17.5
2/4	7.7	5.5	11.4	7.0	9.9
3/4	8.2	6.2	11.5	8.5	7.1
4/4	10.6	7.7	15.7	10.2	11.9
2024.1/4	10.8	9.9	12.2	12.3	6.1
2/4	8.6	9.3	7.5	9.4	5.9
2022. 8	16.7	13.3	22.5	14.9	23.0
9	9.3	5.3	16.6	7.1	16.8
10	8.4	6.1	12.6	7.1	13.0
11	7.5	7.2	7.9	8.2	5.0
12	5.9	4.8	7.8	2.9	16.9
2023. 1	6.8	5.9	8.3	4.0	16.8
2	8.0	5.7	12.0	4.0	23.0
3	6.0	4.0	9.4	3.7	13.5
4	5.8	3.3	10.2	4.1	11.6
5	9.0	6.8	12.6	7.8	12.7
6	8.3	6.4	11.3	9.2	5.6
7	8.6	6.4	12.1	8.2	10.1
8	5.9	4.1	8.9	6.9	2.7
9	10.2	8.1	13.6	10.6	8.8
10	11.4	8.7	16.0	10.6	14.1
11	13.0	9.6	19.0	12.3	15.5
12	7.6	4.7	12.4	7.9	6.4
2024. 1	11.8	10.8	13.6	13.3	7.1
2	11.5	10.8	12.8	13.4	5.5
3	9.0	8.2	10.3	10.1	5.7
4	10.6	12.1	8.1	11.9	6.4
5	7.6	7.4	7.9	8.1	6.0
6	7.7	8.5	6.5	8.4	5.5
7p	5.2	3.0	8.6	4.2	8.6
8p	1.9	-2.0	8.0	0.4	7.1

* p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

1) 종합몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 션	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구	의복		
2021	1,238,518	247,621	69,500	136,926	41,194	22,279	9,238	13,041	355,739	83,997
2022	1,327,723	249,931	67,742	134,947	47,242	24,149	8,850	15,300	355,011	90,052
2023	1,409,580	255,741	65,437	140,959	49,345	25,717	8,902	16,815	365,243	89,193
2021.3/4	305,228	61,386	16,619	35,299	9,468	5,189	2,379	2,809	82,905	17,702
4/4	332,405	68,274	18,177	36,007	14,090	6,324	2,238	4,086	98,658	26,925
2022.1/4	321,616	63,496	19,790	32,782	10,924	6,441	2,753	3,688	81,448	19,416
2/4	325,621	59,747	15,688	34,660	9,398	5,478	2,003	3,475	92,108	23,537
3/4	328,079	61,121	15,627	33,267	12,228	5,453	2,030	3,423	83,198	19,426
4/4	352,406	65,568	16,638	34,237	14,692	6,777	2,064	4,713	98,256	27,672
2023.1/4	338,225	62,809	18,845	30,907	13,057	6,812	2,511	4,301	85,062	21,149
2/4	343,671	61,375	15,315	36,130	9,930	5,826	1,936	3,890	94,104	23,095
3/4	348,311	61,458	15,141	35,648	10,669	5,843	2,213	3,631	84,918	18,508
4/4	379,372	70,099	16,135	38,275	15,689	7,236	2,242	4,994	101,158	26,440
2024.1/4	371,802	66,398	18,940	34,465	12,992	7,478	2,866	4,613	86,734	19,261
2/4	375,631	64,903	16,115	38,632	10,156	6,243	2,112	4,130	93,841	21,824
2022. 8	111,782	20,670	5,391	11,164	4,115	1,849	704	1,145	26,738	5,702
9	108,332	19,508	5,156	9,655	4,696	1,832	647	1,185	28,335	6,889
10	113,266	21,912	5,048	10,697	6,168	1,917	586	1,331	31,949	9,039
11	119,027	22,788	6,118	12,153	4,516	2,186	664	1,523	32,294	9,201
12	120,114	20,868	5,472	11,388	4,008	2,674	814	1,860	34,013	9,433
2023. 1	115,018	20,819	5,945	10,506	4,369	2,147	826	1,321	26,894	6,324
2	107,150	21,567	6,695	10,079	4,793	2,153	738	1,415	26,259	6,259
3	116,056	20,423	6,205	10,322	3,896	2,512	946	1,566	31,910	8,566
4	110,884	18,692	5,009	10,373	3,310	2,086	691	1,395	31,238	7,737
5	119,923	22,089	5,522	12,980	3,587	1,913	631	1,282	33,081	8,181
6	112,865	20,593	4,784	12,777	3,033	1,827	614	1,213	29,785	7,177
7	114,873	21,736	5,024	13,353	3,360	1,950	782	1,168	28,886	6,541
8	116,352	21,040	5,099	11,830	4,111	1,985	753	1,232	27,857	5,710
9	117,086	18,681	5,018	10,465	3,198	1,908	678	1,230	28,175	6,257
10	123,091	23,107	4,769	11,695	6,644	1,991	607	1,383	33,504	9,032
11	130,503	25,276	5,894	14,474	4,907	2,423	724	1,699	35,173	9,587
12	125,778	21,716	5,472	12,106	4,138	2,822	911	1,911	32,481	7,822
2024. 1	127,466	23,426	6,489	11,883	5,055	2,527	984	1,542	28,610	5,952
2	118,725	21,655	6,275	11,274	4,107	2,242	819	1,423	26,715	5,670
3	125,611	21,317	6,177	11,309	3,831	2,710	1,062	1,648	31,409	7,639
4	124,354	20,675	5,315	11,914	3,446	2,263	755	1,508	32,342	7,804
5	128,814	22,140	5,593	13,175	3,372	2,082	692	1,390	32,175	7,339
6	122,463	22,088	5,206	13,543	3,339	1,897	664	1,232	29,324	6,682
7p	118,266	21,758	4,512	13,370	3,876	2,204	884	1,320	28,113	5,867
8p	113,992	19,165	4,308	11,424	3,433	2,103	815	1,289	25,878	4,746

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

1) 종합몰 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품	음·식료품	농축수산물	생활용품		
2021	20,759	15,622	25,561	53,774	110,172	45,855	271,338	197,099	74,239	221,668	141,392
2022	22,257	16,195	27,553	57,088	93,413	48,452	312,881	229,308	83,573	235,335	153,123
2023	23,155	17,530	28,630	55,574	102,009	49,153	354,809	258,309	96,500	248,834	161,816
2021.3/4	4,510	3,882	6,165	13,848	26,040	10,758	70,943	51,238	19,705	55,098	35,700
4/4	5,926	4,067	7,145	15,293	26,635	12,667	69,046	50,685	18,360	59,230	37,725
2022.1/4	4,708	3,938	6,589	11,586	23,783	11,427	78,745	56,521	22,225	58,697	37,988
2/4	6,083	3,983	6,868	15,408	23,869	12,360	74,182	55,110	19,072	57,741	37,567
3/4	5,014	4,091	6,588	14,506	22,171	11,403	81,150	59,463	21,688	58,602	38,474
4/4	6,453	4,184	7,508	15,587	23,589	13,263	78,803	58,214	20,589	60,295	39,093
2023.1/4	5,276	4,527	6,771	11,689	23,800	11,851	84,839	61,540	23,299	58,856	37,757
2/4	6,248	4,440	7,119	15,032	25,592	12,579	84,216	62,591	21,626	61,141	39,960
3/4	5,097	4,389	6,721	13,599	25,180	11,423	94,681	68,252	26,429	62,386	40,908
4/4	6,534	4,174	8,018	15,254	27,437	13,300	91,072	65,926	25,146	66,451	43,191
2024.1/4	5,024	4,353	7,367	11,425	27,274	12,030	102,528	72,596	29,933	66,031	42,235
2/4	6,017	4,022	7,404	14,633	27,376	12,566	100,434	73,449	26,985	67,391	44,248
2022. 8	1,531	1,406	2,179	4,638	7,427	3,855	29,545	21,575	7,971	20,390	13,469
9	1,687	1,372	2,083	4,931	7,647	3,725	26,774	19,355	7,419	18,819	12,233
10	1,971	1,390	2,164	5,570	7,843	3,971	25,156	18,686	6,471	19,462	12,559
11	2,148	1,384	2,292	5,214	7,865	4,190	26,493	19,745	6,748	20,378	13,129
12	2,333	1,410	3,052	4,803	7,880	5,102	27,154	19,784	7,370	20,455	13,405
2023. 1	1,524	1,496	2,257	3,499	7,974	3,819	31,732	22,084	9,648	19,139	12,389
2	1,600	1,461	2,107	3,505	7,594	3,733	24,883	18,461	6,421	18,720	11,878
3	2,152	1,570	2,407	4,685	8,232	4,299	28,224	20,995	7,229	20,998	13,490
4	2,005	1,538	2,324	4,852	8,497	4,284	27,160	20,230	6,930	19,528	12,660
5	2,184	1,523	2,487	5,292	8,961	4,453	28,820	21,445	7,376	20,998	13,746
6	2,058	1,379	2,308	4,888	8,134	3,842	28,236	20,916	7,319	20,615	13,555
7	1,833	1,479	2,380	4,577	8,203	3,872	29,060	21,547	7,514	21,097	13,858
8	1,585	1,479	2,273	4,462	8,531	3,816	31,197	22,919	8,279	21,248	13,915
9	1,679	1,431	2,068	4,560	8,446	3,735	34,423	23,786	10,637	20,041	13,135
10	2,090	1,402	2,158	5,478	9,200	4,142	29,309	21,472	7,837	21,726	14,099
11	2,358	1,363	2,777	5,482	9,343	4,263	30,669	22,377	8,292	22,599	14,706
12	2,086	1,409	3,083	4,293	8,894	4,894	31,095	22,077	9,017	22,126	14,387
2024. 1	1,537	1,433	2,569	3,609	9,633	3,876	36,245	25,443	10,802	22,067	14,100
2	1,542	1,418	2,353	3,402	8,475	3,856	32,516	22,679	9,837	20,894	13,285
3	1,946	1,502	2,446	4,414	9,165	4,297	33,767	24,473	9,294	23,069	14,849
4	2,005	1,386	2,443	4,989	9,327	4,389	33,209	24,342	8,867	22,193	14,437
5	2,069	1,389	2,499	5,056	9,461	4,363	34,764	25,396	9,368	22,920	15,109
6	1,943	1,247	2,462	4,588	8,588	3,814	32,461	23,710	8,751	22,279	14,702
7p	1,848	1,279	2,500	4,276	8,598	3,746	33,605	24,846	8,759	23,103	15,490
8p	1,456	1,211	2,176	3,933	8,686	3,670	35,608	26,138	9,470	22,633	15,175

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

1) 종합몰 거래액

(단위: 억원)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2021	13,835	48,774	17,668	94,038	12,119	5,650	58,975	2,159	15,136	25,834
2022	14,165	47,518	20,530	123,560	25,654	11,448	71,227	1,170	14,062	26,855
2023	14,922	49,013	23,082	139,713	25,166	3,466	96,790	835	13,456	19,524
2021.3/4	3,307	11,586	4,505	23,877	3,066	1,074	14,900	534	4,304	5,830
4/4	4,011	12,697	4,797	24,431	3,803	2,099	15,822	388	2,319	6,442
2022.1/4	3,208	12,683	4,818	25,770	3,679	1,762	16,833	330	3,166	7,019
2/4	3,581	11,597	4,997	29,901	6,536	3,350	16,012	286	3,717	6,463
3/4	3,542	11,353	5,233	32,025	7,025	3,068	17,880	288	3,763	6,529
4/4	3,834	11,885	5,482	35,864	8,413	3,268	20,501	266	3,416	6,843
2023.1/4	3,381	12,314	5,405	34,369	8,165	1,786	21,510	257	2,651	5,477
2/4	3,754	11,802	5,625	32,169	5,388	571	22,688	224	3,299	4,840
3/4	3,759	11,846	5,873	34,864	5,774	532	24,593	196	3,769	4,161
4/4	4,028	13,051	6,181	38,311	5,838	578	28,000	157	3,737	5,046
2024.1/4	3,767	13,965	6,065	38,088	7,173	498	26,433	135	3,849	4,544
2/4	4,028	12,916	6,199	38,550	6,695	481	26,921	96	4,357	4,268
2022. 8	1,178	3,944	1,799	10,352	2,303	975	5,791	100	1,182	2,237
9	1,163	3,705	1,718	10,982	2,203	1,023	6,549	85	1,122	2,082
10	1,166	3,954	1,783	10,798	2,641	1,168	5,855	85	1,049	2,072
11	1,395	4,026	1,828	12,630	2,855	1,159	7,137	87	1,393	2,257
12	1,273	3,905	1,871	12,436	2,917	941	7,509	94	975	2,515
2023. 1	1,089	3,828	1,833	12,330	3,337	757	7,258	93	885	1,958
2	1,048	4,121	1,673	11,933	3,236	826	6,911	82	877	1,636
3	1,243	4,365	1,899	10,107	1,593	202	7,340	83	889	1,883
4	1,211	3,857	1,800	10,476	1,643	181	7,363	81	1,208	1,702
5	1,288	4,044	1,920	11,334	1,857	192	8,165	78	1,042	1,687
6	1,255	3,901	1,904	10,359	1,889	197	7,160	65	1,048	1,450
7	1,268	4,008	1,964	10,773	2,154	209	7,151	71	1,188	1,370
8	1,258	4,053	2,021	11,597	1,889	183	7,973	67	1,484	1,427
9	1,234	3,785	1,887	12,493	1,731	140	9,469	57	1,096	1,365
10	1,269	4,299	2,059	11,944	1,786	178	8,758	55	1,168	1,511
11	1,366	4,484	2,044	12,575	2,012	191	8,990	49	1,332	1,788
12	1,393	4,268	2,078	13,792	2,040	208	10,252	54	1,237	1,747
2024. 1	1,280	4,596	2,092	12,976	2,583	189	8,697	50	1,457	1,614
2	1,151	4,559	1,899	13,304	2,387	155	9,371	44	1,347	1,399
3	1,335	4,811	2,074	11,808	2,203	153	8,365	42	1,045	1,531
4	1,342	4,375	2,039	12,236	2,240	157	8,383	33	1,423	1,435
5	1,369	4,339	2,103	13,239	2,247	150	9,340	32	1,470	1,495
6	1,317	4,202	2,058	13,076	2,208	175	9,198	31	1,464	1,338
7p	1,307	4,173	2,133	8,107	1,601	156	4,872	32	1,446	1,375
8p	1,201	4,122	2,135	7,228	1,615	116	3,998	35	1,464	1,377

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

2) 전문몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구	의복		
2021	663,714	54,490	25,670	18,143	10,676	19,538	16,836	2,701	144,809	89,743
2022	783,513	50,738	23,571	17,075	10,092	19,370	16,854	2,516	173,451	110,718
2023	879,027	44,138	21,657	10,889	11,592	17,738	15,382	2,356	186,868	125,588
2021.3/4	168,644	12,736	5,997	4,043	2,696	4,709	4,105	604	33,316	19,704
4/4	187,919	14,795	7,056	4,453	3,286	4,985	4,250	735	46,616	30,297
2022.1/4	182,950	14,578	7,175	4,928	2,476	5,451	4,840	611	39,257	23,732
2/4	193,389	10,696	5,207	4,106	1,383	4,454	3,876	579	44,309	28,028
3/4	201,694	11,831	5,472	3,926	2,432	4,943	4,302	641	40,432	25,091
4/4	205,479	13,633	5,717	4,115	3,800	4,521	3,836	686	49,452	33,866
2023.1/4	201,009	12,774	6,570	3,115	3,089	5,011	4,397	614	42,995	27,853
2/4	215,379	9,214	5,008	2,649	1,557	4,042	3,500	542	46,044	30,811
3/4	224,876	10,103	4,852	2,442	2,808	4,381	3,803	579	42,377	27,584
4/4	237,764	12,047	5,227	2,683	4,137	4,304	3,682	622	55,452	39,339
2024.1/4	225,492	12,046	6,700	2,199	3,146	4,841	4,245	595	45,027	30,210
2/4	231,426	8,444	4,467	2,390	1,587	3,980	3,507	474	48,833	33,376
2022. 8	69,417	4,504	1,869	1,292	1,344	1,722	1,488	234	12,786	7,500
9	65,762	3,537	1,692	1,153	693	1,581	1,375	205	14,223	9,226
10	67,658	5,547	1,670	1,484	2,392	1,345	1,133	213	15,872	11,089
11	66,854	3,846	1,892	1,284	670	1,556	1,324	232	17,165	11,677
12	70,967	4,240	2,155	1,348	737	1,620	1,379	241	16,415	11,100
2023. 1	65,911	3,770	1,922	1,238	610	1,522	1,325	197	13,101	8,447
2	63,760	4,923	2,198	991	1,734	1,628	1,427	200	13,403	8,542
3	71,338	4,080	2,450	885	745	1,861	1,645	216	16,491	10,865
4	68,255	3,179	1,778	855	546	1,330	1,146	184	15,082	10,121
5	73,850	3,048	1,597	917	535	1,453	1,272	181	15,989	10,730
6	73,275	2,987	1,633	878	476	1,259	1,082	177	14,973	9,960
7	74,570	3,095	1,742	869	483	1,502	1,305	196	14,838	9,712
8	75,570	4,250	1,673	843	1,734	1,511	1,307	204	12,956	8,145
9	74,736	2,759	1,437	730	591	1,369	1,190	179	14,583	9,727
10	78,456	5,125	1,610	888	2,628	1,245	1,054	191	17,630	12,522
11	79,551	3,557	1,685	954	918	1,434	1,222	212	19,865	14,410
12	79,757	3,365	1,933	841	592	1,625	1,406	218	17,957	12,407
2024. 1	74,884	4,765	2,397	780	1,589	1,546	1,344	202	13,750	9,320
2	71,920	3,863	2,156	704	1,003	1,468	1,279	189	14,690	9,801
3	78,688	3,417	2,147	715	555	1,826	1,622	204	16,586	11,089
4	73,764	2,931	1,589	780	563	1,319	1,156	163	16,495	11,385
5	79,648	2,701	1,351	788	563	1,442	1,280	162	16,372	10,924
6	78,014	2,812	1,527	823	462	1,220	1,070	149	15,966	11,067
7p	80,958	4,180	1,768	859	1,552	1,558	1,378	180	15,505	10,408
8p	81,589	3,277	1,567	793	917	1,476	1,293	183	13,478	8,594

* p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

2) 전문몰 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품	음·식료품	농축수산물	생활용품		
2021	13,406	8,127	7,637	3,741	18,600	3,556	41,138	32,043	9,095	41,000	12,512
2022	16,473	11,364	10,445	3,710	17,227	3,515	48,526	37,305	11,222	48,246	13,174
2023	16,412	10,859	10,156	3,861	16,712	3,279	52,095	40,106	11,989	47,468	11,242
2021.3/4	3,126	2,014	1,863	971	4,853	785	10,762	8,418	2,344	9,984	3,126
4/4	3,912	2,777	2,508	1,007	5,059	1,056	10,816	8,303	2,513	9,956	3,358
2022.1/4	3,742	3,057	2,531	786	4,596	814	12,102	9,142	2,960	11,219	3,457
2/4	4,395	2,898	2,495	1,070	4,499	924	11,895	9,127	2,768	12,664	3,309
3/4	3,985	2,807	2,607	928	4,178	836	12,454	9,712	2,742	14,056	3,194
4/4	4,351	2,601	2,812	926	3,954	942	12,076	9,324	2,752	10,307	3,214
2023.1/4	4,246	2,865	2,448	813	3,989	781	12,846	9,963	2,883	9,257	2,717
2/4	4,234	2,739	2,389	1,109	3,920	841	12,760	9,957	2,804	11,647	2,869
3/4	3,683	2,733	2,518	993	4,130	736	13,280	10,137	3,143	12,587	2,699
4/4	4,249	2,523	2,800	946	4,673	921	13,209	10,050	3,160	13,977	2,957
2024.1/4	3,766	2,631	2,764	842	4,036	777	13,533	10,244	3,289	12,859	2,860
2/4	4,061	2,323	2,860	1,042	4,198	973	13,249	10,108	3,142	15,590	2,746
2022. 8	1,429	965	896	323	1,395	279	4,510	3,551	959	5,021	1,094
9	1,288	948	847	297	1,323	295	4,089	3,167	922	5,794	1,047
10	1,316	810	770	378	1,208	300	3,799	2,910	888	2,956	1,031
11	1,623	974	949	309	1,325	310	3,988	3,093	895	3,963	1,087
12	1,412	818	1,093	239	1,421	332	4,290	3,321	968	3,389	1,096
2023. 1	1,244	839	848	213	1,280	230	4,633	3,581	1,052	2,648	902
2	1,447	943	773	260	1,193	245	3,764	2,875	889	2,686	836
3	1,555	1,083	827	339	1,516	306	4,449	3,507	942	3,923	979
4	1,413	914	765	346	1,221	302	4,193	3,272	921	2,922	936
5	1,533	963	842	387	1,259	274	4,494	3,530	964	3,330	1,001
6	1,287	861	782	376	1,440	265	4,073	3,154	919	5,395	933
7	1,483	916	873	356	1,250	248	4,157	3,204	953	3,087	911
8	1,107	930	864	316	1,358	236	4,391	3,338	1,052	3,554	915
9	1,094	887	781	320	1,521	253	4,732	3,595	1,137	5,947	873
10	1,537	816	767	421	1,267	299	4,214	3,182	1,032	4,306	958
11	1,462	814	908	289	1,676	307	4,496	3,445	1,051	5,720	1,025
12	1,250	892	1,125	236	1,730	315	4,500	3,423	1,076	3,951	973
2024. 1	996	823	849	262	1,265	235	4,932	3,767	1,165	3,002	986
2	1,481	886	879	263	1,140	240	4,227	3,169	1,058	3,081	893
3	1,289	922	1,036	317	1,631	302	4,374	3,308	1,066	6,776	980
4	1,337	815	990	354	1,233	381	4,415	3,359	1,056	3,574	873
5	1,528	812	1,082	353	1,355	319	4,610	3,526	1,084	5,465	948
6	1,197	695	789	335	1,609	273	4,224	3,222	1,002	6,552	926
7p	1,315	834	1,017	324	1,287	320	4,542	3,510	1,032	4,243	914
8p	1,225	728	859	310	1,447	315	5,294	4,183	1,110	4,567	863

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

2) 전문몰 거래액

(단위: 억원)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2021	21,585	4,942	1,961	353,238	78,933	5,917	2,022	259,438	6,928	9,501
2022	28,436	4,432	2,203	435,043	142,511	13,053	4,128	264,684	10,667	8,139
2023	29,824	4,350	2,052	521,866	216,207	26,325	3,859	263,177	12,299	8,854
2021.3/4	5,202	1,157	498	94,887	20,304	1,524	487	70,517	2,056	2,250
4/4	4,907	1,153	539	98,314	24,578	2,304	537	68,913	1,982	2,437
2022.1/4	5,989	1,252	521	98,627	22,688	1,476	1,102	71,024	2,336	1,716
2/4	7,733	1,077	545	107,257	36,684	3,972	945	63,395	2,260	2,115
3/4	9,187	1,092	584	115,748	41,875	4,198	1,128	65,435	3,111	2,230
4/4	5,528	1,012	554	113,411	41,264	3,407	951	64,829	2,960	2,078
2023.1/4	4,937	1,075	529	116,246	44,947	4,173	866	63,365	2,894	1,880
2/4	7,163	1,068	546	129,299	54,137	7,589	941	63,911	2,721	2,374
3/4	8,262	1,125	501	139,805	59,624	7,350	1,015	68,354	3,462	2,342
4/4	9,463	1,081	476	136,517	57,500	7,213	1,037	67,546	3,222	2,258
2024.1/4	8,296	1,251	453	135,558	58,498	6,520	1,009	66,628	2,903	1,630
2/4	11,240	1,145	458	139,676	58,649	7,873	871	69,563	2,719	1,652
2022. 8	3,325	395	207	40,130	14,837	1,483	337	22,647	826	743
9	4,203	336	209	35,827	12,821	1,129	439	19,920	1,518	711
10	1,390	355	180	37,407	13,692	1,128	317	21,290	980	734
11	2,375	322	179	35,690	12,901	869	296	20,647	977	646
12	1,763	335	194	40,315	14,671	1,410	338	22,893	1,003	698
2023. 1	1,254	325	167	39,540	14,803	1,234	325	22,196	982	697
2	1,316	354	179	36,815	14,332	1,092	273	20,176	942	540
3	2,366	395	183	39,891	15,812	1,847	268	20,994	969	643
4	1,461	347	179	40,710	16,581	2,015	286	20,938	890	840
5	1,788	356	185	44,805	19,382	2,431	334	21,734	923	730
6	3,914	365	183	43,783	18,174	3,143	321	21,238	907	804
7	1,642	369	165	47,014	19,857	2,527	349	23,367	915	878
8	2,056	412	171	48,132	20,504	2,735	317	23,624	953	777
9	4,564	344	165	44,659	19,263	2,088	349	21,364	1,595	688
10	2,844	336	167	45,225	19,503	2,549	337	21,841	994	710
11	4,173	378	144	43,682	18,329	2,385	335	21,563	1,071	797
12	2,446	368	165	47,610	19,667	2,279	365	24,142	1,157	750
2024. 1	1,491	380	145	46,361	20,636	1,881	342	22,411	1,092	528
2	1,669	366	153	44,049	19,102	2,222	354	21,475	895	541
3	5,136	505	155	45,148	18,760	2,417	313	22,742	917	560
4	2,083	468	150	44,394	18,649	2,457	291	22,055	942	636
5	4,016	346	154	48,495	21,441	2,287	280	23,579	908	563
6	5,141	330	154	46,787	18,559	3,129	300	23,929	869	453
7p	2,837	337	155	50,397	21,137	2,574	306	25,494	886	532
8p	3,213	326	164	53,073	21,780	2,794	264	27,315	920	423

* p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

1) 온라인몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복	
2021	1,465,296	239,974	73,986	120,458	45,530	24,451	11,043	13,408	326,557	113,448
2022	1,625,677	243,210	70,217	122,003	50,990	25,906	10,591	15,315	358,147	125,176
2023	1,747,319	254,695	68,797	130,507	55,391	26,799	9,831	16,967	368,523	130,780
2021.3/4	370,207	59,716	17,814	31,064	10,838	5,728	2,819	2,909	77,020	24,589
4/4	402,732	66,884	19,449	32,310	15,125	6,855	2,752	4,103	96,721	36,454
2022.1/4	393,264	61,424	20,458	28,915	12,051	6,962	3,274	3,687	80,963	27,350
2/4	397,674	57,132	16,247	31,276	9,609	6,034	2,523	3,511	93,290	32,807
3/4	407,954	59,930	16,217	30,257	13,456	5,956	2,503	3,454	85,554	28,374
4/4	426,785	64,725	17,295	31,554	15,875	6,954	2,290	4,663	98,340	36,644
2023.1/4	408,498	62,977	19,669	28,317	14,990	7,008	2,752	4,256	86,066	30,021
2/4	425,653	60,131	16,151	33,293	10,688	6,065	2,144	3,921	94,818	33,497
3/4	442,694	61,631	15,957	33,212	12,463	6,179	2,441	3,738	85,768	28,747
4/4	470,473	69,956	17,020	35,685	17,251	7,546	2,494	5,052	101,872	38,516
2024.1/4	458,577	67,054	20,044	31,920	15,091	7,770	3,094	4,676	86,871	29,794
2/4	465,732	64,080	16,819	36,235	11,026	6,537	2,313	4,224	94,086	32,208
2022. 8	139,829	20,689	5,593	10,159	4,938	2,124	958	1,167	27,562	8,490
9	132,298	19,252	5,331	8,837	5,084	1,873	686	1,187	28,591	9,922
10	138,078	21,867	5,255	9,649	6,962	1,959	621	1,338	31,690	12,082
11	142,933	22,432	6,360	11,367	4,705	2,311	809	1,501	32,816	12,322
12	145,774	20,426	5,679	10,539	4,208	2,684	860	1,824	33,834	12,241
2023. 1	137,717	20,398	6,180	9,648	4,570	2,169	865	1,305	27,173	9,072
2	130,072	22,308	6,967	9,256	6,085	2,281	895	1,386	26,501	8,980
3	140,709	20,270	6,522	9,413	4,335	2,558	992	1,566	32,393	11,969
4	136,122	18,388	5,302	9,498	3,588	2,119	718	1,400	31,095	11,003
5	146,945	21,740	5,805	12,079	3,856	2,072	771	1,301	33,368	11,849
6	142,586	20,003	5,043	11,716	3,244	1,874	655	1,219	30,354	10,645
7	146,896	21,302	5,327	12,397	3,578	2,028	824	1,205	29,489	10,193
8	149,442	21,781	5,397	11,053	5,331	2,160	897	1,264	27,635	8,599
9	146,355	18,548	5,233	9,762	3,553	1,990	721	1,270	28,644	9,955
10	152,660	23,303	5,005	10,782	7,516	2,057	639	1,418	33,250	12,723
11	160,465	25,199	6,218	13,668	5,313	2,577	860	1,718	36,121	14,327
12	157,348	21,454	5,797	11,236	4,421	2,912	996	1,916	32,501	11,467
2024. 1	156,058	24,085	6,942	10,999	6,143	2,576	1,024	1,552	28,063	9,348
2	147,543	21,813	6,598	10,401	4,815	2,396	959	1,438	27,268	9,396
3	154,976	21,156	6,503	10,519	4,133	2,797	1,111	1,687	31,541	11,050
4	152,341	20,443	5,555	11,137	3,750	2,323	791	1,531	31,983	11,187
5	158,843	21,905	5,820	12,388	3,696	2,244	822	1,421	32,184	10,708
6	154,548	21,732	5,443	12,709	3,580	1,971	699	1,272	29,919	10,312
7p	153,027	22,309	4,792	12,517	5,000	2,276	909	1,367	28,437	9,262
8p	150,065	19,317	4,567	10,653	4,097	2,287	952	1,334	25,977	7,767

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

1) 온라인몰 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품	음·식료품	농축수산물	생활용품		
2021	19,711	15,857	23,564	48,278	60,293	45,405	250,293	180,547	69,746	212,514	134,485
2022	20,887	16,589	25,433	51,002	70,994	48,066	297,988	218,574	79,415	230,436	148,298
2023	20,579	15,523	23,911	49,985	78,670	49,075	338,851	246,709	92,142	243,186	155,933
2021.3/4	4,303	3,893	5,509	12,930	15,130	10,666	65,451	47,149	18,302	52,810	33,932
4/4	5,720	4,759	7,014	13,315	16,792	12,667	65,284	47,337	17,948	57,140	36,136
2022.1/4	4,483	4,290	6,122	10,243	17,229	11,246	74,313	53,382	20,931	56,987	36,560
2/4	5,725	4,153	6,385	13,954	17,969	12,298	70,873	52,552	18,320	56,654	36,522
3/4	4,779	4,176	6,049	13,441	17,322	11,413	76,963	56,624	20,339	57,745	37,295
4/4	5,901	3,970	6,878	13,364	18,473	13,109	75,839	56,015	19,824	59,050	37,920
2023.1/4	4,755	4,013	5,923	10,477	19,203	11,674	77,073	56,269	20,804	57,275	36,279
2/4	5,671	3,935	6,166	13,672	19,349	12,528	79,388	59,128	20,260	59,994	38,705
3/4	4,599	3,875	5,659	12,534	18,886	11,469	92,331	66,404	25,927	61,004	39,312
4/4	5,553	3,700	6,164	13,302	21,233	13,404	90,059	64,908	25,151	64,914	41,637
2024.1/4	4,350	3,847	5,707	10,123	21,001	12,049	99,911	70,676	29,235	64,818	41,045
2/4	5,202	3,452	6,046	13,413	21,047	12,718	98,488	71,793	26,696	65,929	42,997
2022. 8	1,456	1,420	2,002	4,366	5,961	3,866	27,861	20,511	7,351	20,147	13,050
9	1,578	1,393	1,904	4,474	5,593	3,728	25,399	18,422	6,976	18,529	11,851
10	1,857	1,304	1,943	4,759	5,795	3,951	24,056	17,834	6,222	18,998	12,134
11	1,955	1,423	2,141	4,536	6,311	4,128	25,602	19,084	6,519	20,044	12,809
12	2,089	1,243	2,794	4,070	6,367	5,030	26,181	19,098	7,083	20,009	12,977
2023. 1	1,378	1,294	1,982	3,123	6,579	3,743	28,544	20,101	8,443	18,549	11,867
2	1,448	1,292	1,826	3,178	6,085	3,692	22,777	16,904	5,872	18,274	11,409
3	1,930	1,426	2,115	4,176	6,538	4,239	25,752	19,264	6,488	20,452	13,003
4	1,828	1,333	2,020	4,306	6,344	4,261	25,033	18,727	6,306	19,145	12,279
5	1,983	1,380	2,168	4,848	6,716	4,424	26,665	19,951	6,714	20,598	13,324
6	1,860	1,223	1,978	4,518	6,288	3,842	27,690	20,450	7,240	20,252	13,102
7	1,696	1,307	2,026	4,242	6,156	3,869	28,453	20,966	7,487	20,587	13,317
8	1,429	1,320	1,897	4,154	6,411	3,826	30,530	22,307	8,223	20,790	13,382
9	1,474	1,249	1,736	4,138	6,318	3,773	33,348	23,131	10,217	19,626	12,613
10	1,785	1,225	1,805	4,745	6,777	4,191	28,844	20,966	7,878	21,155	13,521
11	2,016	1,248	2,092	4,819	7,321	4,299	30,486	22,175	8,311	22,135	14,230
12	1,752	1,227	2,266	3,738	7,136	4,915	30,729	21,767	8,963	21,624	13,885
2024. 1	1,360	1,254	1,801	3,227	7,208	3,866	35,114	24,694	10,420	21,550	13,674
2	1,319	1,253	1,763	3,002	6,673	3,862	31,801	22,121	9,680	20,472	12,901
3	1,671	1,340	2,144	3,894	7,121	4,322	32,996	23,861	9,135	22,796	14,470
4	1,730	1,199	2,073	4,418	6,941	4,434	32,556	23,729	8,827	21,699	14,041
5	1,757	1,188	2,077	4,698	7,335	4,421	34,019	24,793	9,226	22,464	14,707
6	1,715	1,065	1,896	4,297	6,771	3,863	31,913	23,271	8,642	21,766	14,249
7p	1,617	1,100	1,910	4,008	6,717	3,823	32,950	24,333	8,617	22,534	14,963
8p	1,237	1,061	1,596	3,770	6,788	3,758	34,940	25,644	9,296	22,012	14,612

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

1) 온라인몰 거래액

(단위: 억원)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2021	14,103	45,403	18,523	379,949	41,438	7,055	60,771	254,452	16,233	31,559
2022	15,436	45,102	21,600	438,454	76,786	14,242	75,141	252,044	20,240	31,535
2023	15,907	47,210	24,137	489,773	99,919	19,115	100,329	248,367	22,044	25,491
2021.3/4	3,369	10,808	4,702	102,333	11,439	1,404	15,306	69,235	4,950	7,149
4/4	4,092	11,867	5,044	102,013	12,996	2,624	16,320	67,474	2,598	7,835
2022.1/4	3,397	11,974	5,055	104,768	12,466	2,138	17,875	67,954	4,335	7,847
2/4	3,937	10,959	5,235	105,941	19,766	4,313	16,911	60,181	4,770	7,750
3/4	4,118	10,811	5,521	113,957	23,177	3,818	18,948	62,307	5,706	7,848
4/4	3,985	11,358	5,788	113,788	21,377	3,973	21,408	61,601	5,429	8,089
2023.1/4	3,490	11,845	5,661	111,441	20,961	3,704	22,313	59,809	4,654	6,659
2/4	3,963	11,407	5,920	118,740	24,403	5,368	23,558	60,439	4,972	6,516
3/4	4,103	11,450	6,139	129,955	28,558	4,944	25,507	64,665	6,280	5,826
4/4	4,351	12,509	6,417	129,636	25,997	5,099	28,950	63,453	6,137	6,490
2024.1/4	3,946	13,533	6,294	126,760	25,951	4,599	27,352	62,709	6,150	5,392
2/4	4,150	12,377	6,405	131,564	26,231	5,911	27,695	65,278	6,449	5,048
2022. 8	1,449	3,750	1,900	38,781	8,242	1,216	6,110	21,628	1,586	2,664
9	1,297	3,538	1,842	36,148	6,718	1,277	6,972	18,881	2,300	2,507
10	1,240	3,744	1,880	36,988	7,439	1,451	6,158	20,260	1,680	2,520
11	1,440	3,868	1,927	37,085	6,638	1,363	7,419	19,617	2,048	2,644
12	1,305	3,746	1,980	39,715	7,300	1,159	7,831	21,725	1,700	2,924
2023. 1	1,102	3,672	1,907	38,459	7,248	1,139	7,554	20,959	1,560	2,424
2	1,095	3,999	1,772	35,970	6,988	1,263	7,167	19,018	1,535	1,962
3	1,293	4,174	1,982	37,012	6,725	1,302	7,593	19,832	1,560	2,273
4	1,249	3,727	1,890	38,066	7,363	1,511	7,633	19,830	1,730	2,276
5	1,339	3,920	2,015	40,321	8,079	1,590	8,470	20,582	1,599	2,179
6	1,376	3,759	2,015	40,353	8,961	2,267	7,456	20,027	1,643	2,060
7	1,344	3,875	2,051	43,008	10,047	1,644	7,465	22,137	1,714	2,029
8	1,365	3,931	2,112	44,589	10,045	1,773	8,254	22,378	2,139	1,956
9	1,394	3,644	1,976	42,358	8,465	1,527	9,788	20,150	2,427	1,841
10	1,416	4,074	2,144	42,097	8,672	1,881	9,070	20,592	1,881	1,955
11	1,481	4,316	2,108	41,656	8,222	1,812	9,297	20,188	2,137	2,291
12	1,454	4,119	2,166	45,884	9,102	1,405	10,584	22,673	2,119	2,244
2024. 1	1,309	4,411	2,156	42,768	8,944	1,381	9,012	21,114	2,317	1,901
2	1,177	4,407	1,986	42,118	8,643	1,538	9,693	20,195	2,049	1,675
3	1,460	4,714	2,152	41,874	8,363	1,680	8,646	21,401	1,784	1,816
4	1,385	4,174	2,099	41,586	8,213	1,831	8,644	20,739	2,160	1,752
5	1,410	4,174	2,174	44,255	8,856	1,603	9,586	22,065	2,146	1,772
6	1,355	4,030	2,133	45,722	9,162	2,478	9,465	22,475	2,142	1,525
7p	1,337	4,025	2,209	42,903	9,848	1,811	5,139	23,968	2,136	1,618
8p	1,232	3,952	2,217	43,961	10,048	1,849	4,234	25,662	2,168	1,571

* p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 션	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구	의복		
2021	436,935	62,137	21,184	34,612	6,341	17,367	15,032	2,335	173,991	60,292
2022	485,559	57,459	21,097	30,019	6,343	17,613	15,113	2,500	170,315	75,594
2023	541,289	45,184	18,296	21,341	5,546	16,656	14,453	2,204	183,587	84,000
2021.3/4	103,665	14,406	4,802	8,278	1,327	4,170	3,665	505	39,201	12,817
4/4	117,591	16,185	5,784	8,150	2,251	4,454	3,736	718	48,553	20,768
2022.1/4	111,303	16,650	6,506	8,795	1,349	4,930	4,319	611	39,742	15,798
2/4	121,336	13,311	4,648	7,490	1,173	3,898	3,356	543	43,127	18,758
3/4	121,820	13,022	4,882	6,935	1,204	4,440	3,829	611	38,077	16,144
4/4	131,101	14,476	5,060	6,798	2,617	4,344	3,609	735	49,369	24,894
2023.1/4	130,735	12,606	5,745	5,704	1,157	4,814	4,156	658	41,992	18,982
2/4	133,398	10,457	4,172	5,486	799	3,803	3,292	511	45,331	20,410
3/4	130,493	9,930	4,037	4,879	1,015	4,046	3,574	471	41,527	17,346
4/4	146,663	12,190	4,342	5,272	2,576	3,994	3,430	564	54,737	27,263
2024.1/4	138,717	11,389	5,597	4,744	1,047	4,549	4,017	532	44,889	19,677
2/4	141,325	9,267	3,762	4,788	718	3,686	3,306	380	48,589	22,992
2022. 8	41,370	4,485	1,667	2,297	521	1,447	1,234	213	11,962	4,712
9	41,796	3,793	1,517	1,971	305	1,540	1,335	204	13,967	6,193
10	42,846	5,592	1,462	2,532	1,598	1,303	1,098	206	16,130	8,046
11	42,948	4,202	1,649	2,071	482	1,432	1,179	253	16,644	8,556
12	45,308	4,682	1,949	2,196	537	1,609	1,332	277	16,595	8,292
2023. 1	43,212	4,191	1,686	2,096	409	1,499	1,286	213	12,822	5,699
2	40,838	4,182	1,926	1,814	442	1,499	1,270	229	13,162	5,821
3	46,685	4,233	2,133	1,794	306	1,816	1,599	216	16,008	7,462
4	43,016	3,483	1,485	1,730	268	1,297	1,119	178	15,225	6,855
5	46,828	3,397	1,314	1,818	266	1,293	1,132	162	15,702	7,062
6	43,554	3,577	1,374	1,939	265	1,212	1,041	170	14,404	6,492
7	42,547	3,529	1,440	1,825	265	1,424	1,264	160	14,235	6,060
8	42,479	3,508	1,374	1,620	514	1,336	1,163	172	13,178	5,257
9	45,467	2,892	1,223	1,434	236	1,286	1,147	139	14,114	6,029
10	48,887	4,930	1,374	1,800	1,756	1,179	1,023	156	17,884	8,832
11	49,589	3,634	1,361	1,761	512	1,279	1,085	194	18,917	9,670
12	48,187	3,627	1,608	1,711	308	1,535	1,322	214	17,937	8,761
2024. 1	46,291	4,106	1,944	1,663	500	1,496	1,303	193	14,297	5,924
2	43,102	3,705	1,833	1,577	295	1,314	1,140	174	14,138	6,075
3	49,323	3,578	1,821	1,505	252	1,739	1,574	165	16,455	7,678
4	45,777	3,163	1,348	1,556	258	1,259	1,120	139	16,854	8,002
5	49,619	2,937	1,124	1,574	238	1,281	1,150	130	16,363	7,554
6	45,929	3,168	1,290	1,657	221	1,146	1,036	110	15,372	7,437
7p	46,197	3,630	1,489	1,713	428	1,485	1,352	133	15,181	7,013
8p	45,516	3,125	1,309	1,563	253	1,293	1,156	137	13,379	5,574

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품	음·식료품	농축수산물	생활용품		
2021	14,454	7,891	9,634	9,237	68,478	4,005	62,183	48,595	13,588	50,154	19,418
2022	17,842	10,970	12,565	9,796	39,646	3,901	63,419	48,040	15,380	53,145	17,999
2023	18,989	12,866	14,874	9,450	40,051	3,357	68,053	51,706	16,347	53,115	17,126
2021.3/4	3,333	2,003	2,519	1,889	15,764	877	16,254	12,508	3,746	12,272	4,894
4/4	4,118	2,085	2,639	2,985	14,902	1,056	14,577	11,652	2,925	12,046	4,947
2022.1/4	3,967	2,705	2,999	2,128	11,151	995	16,534	12,280	4,254	12,929	4,885
2/4	4,753	2,729	2,978	2,525	10,398	985	15,204	11,684	3,519	13,751	4,353
3/4	4,220	2,721	3,146	1,994	9,027	825	16,641	12,551	4,090	14,913	4,373
4/4	4,903	2,815	3,442	3,149	9,071	1,096	15,041	11,524	3,517	11,552	4,388
2023.1/4	4,767	3,379	3,296	2,024	8,586	958	20,613	15,234	5,378	10,838	4,195
2/4	4,811	3,244	3,343	2,469	10,163	892	17,589	13,419	4,169	12,794	4,124
3/4	4,181	3,246	3,581	2,058	10,424	691	15,629	11,985	3,644	13,970	4,295
4/4	5,230	2,997	4,655	2,898	10,877	816	14,222	11,068	3,155	15,514	4,511
2024.1/4	4,441	3,137	4,424	2,144	10,308	758	16,150	12,163	3,986	14,072	4,049
2/4	4,876	2,892	4,218	2,261	10,527	822	15,195	11,764	3,432	17,052	3,997
2022. 8	1,503	951	1,073	595	2,861	268	6,194	4,615	1,579	5,264	1,514
9	1,397	927	1,025	755	3,377	292	5,465	4,100	1,364	6,084	1,429
10	1,430	897	991	1,190	3,257	320	4,899	3,762	1,137	3,420	1,456
11	1,816	934	1,100	986	2,880	371	4,879	3,754	1,125	4,297	1,407
12	1,657	984	1,350	973	2,934	404	5,263	4,007	1,255	3,835	1,524
2023. 1	1,390	1,041	1,122	589	2,674	306	7,821	5,564	2,257	3,237	1,425
2	1,599	1,112	1,055	587	2,702	286	5,870	4,432	1,438	3,132	1,305
3	1,777	1,226	1,119	848	3,210	366	6,921	5,238	1,683	4,469	1,465
4	1,590	1,120	1,069	891	3,374	325	6,320	4,775	1,545	3,305	1,317
5	1,735	1,107	1,162	831	3,503	303	6,649	5,024	1,625	3,730	1,422
6	1,486	1,017	1,112	746	3,286	265	4,619	3,620	999	5,758	1,385
7	1,619	1,088	1,228	692	3,298	250	4,765	3,785	980	3,597	1,451
8	1,263	1,090	1,240	625	3,478	226	5,058	3,950	1,108	4,011	1,449
9	1,299	1,069	1,113	742	3,648	215	5,807	4,251	1,557	6,361	1,395
10	1,843	994	1,120	1,155	3,691	250	4,678	3,687	991	4,877	1,536
11	1,804	930	1,593	952	3,698	271	4,679	3,646	1,033	6,184	1,501
12	1,584	1,074	1,943	792	3,488	295	4,865	3,734	1,131	4,453	1,475
2024. 1	1,173	1,002	1,617	644	3,691	245	6,063	4,517	1,547	3,519	1,412
2	1,703	1,051	1,469	663	2,942	235	4,942	3,727	1,215	3,504	1,278
3	1,564	1,084	1,338	837	3,676	278	5,145	3,920	1,225	7,049	1,359
4	1,611	1,001	1,360	925	3,620	336	5,069	3,973	1,096	4,068	1,269
5	1,839	1,013	1,504	710	3,481	261	5,354	4,129	1,225	5,920	1,349
6	1,425	878	1,354	627	3,426	225	4,772	3,662	1,110	7,064	1,380
7p	1,547	1,013	1,606	591	3,168	243	5,197	4,023	1,175	4,813	1,441
8p	1,444	878	1,439	473	3,346	226	5,962	4,677	1,285	5,187	1,427

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

	생활			서비스						기타
	자동차 및 자동차용품	가구	애완용품	여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스		
2021	21,318	8,313	1,106	67,327	49,614	4,512	226	7,144	5,831	3,776
2022	27,165	6,848	1,134	120,149	91,379	10,259	213	13,810	4,489	3,458
2023	28,839	6,153	997	171,807	141,455	10,676	320	15,645	3,711	2,887
2021.3/4	5,140	1,936	302	16,431	11,931	1,195	81	1,815	1,410	931
4/4	4,825	1,982	292	20,732	15,385	1,779	38	1,827	1,703	1,044
2022.1/4	5,800	1,960	284	19,629	13,901	1,100	61	3,401	1,166	888
2/4	7,377	1,715	306	31,217	23,454	3,009	47	3,500	1,208	827
3/4	8,611	1,634	295	33,816	25,724	3,448	61	3,415	1,168	911
4/4	5,377	1,539	248	35,487	28,299	2,702	45	3,494	947	832
2023.1/4	4,827	1,544	272	39,174	32,152	2,255	63	3,814	890	698
2/4	6,954	1,464	251	42,727	35,122	2,792	70	3,696	1,047	698
3/4	7,919	1,521	234	44,714	36,840	2,937	100	3,885	951	677
4/4	9,140	1,623	240	45,191	37,341	2,692	87	4,250	822	814
2024.1/4	8,116	1,683	224	46,886	39,721	2,419	90	4,054	602	781
2/4	11,119	1,684	252	46,663	39,114	2,443	97	4,381	627	872
2022. 8	3,054	589	107	11,700	8,898	1,243	18	1,119	422	317
9	4,068	503	84	10,661	8,306	875	16	1,124	340	287
10	1,315	565	83	11,216	8,894	845	14	1,115	348	285
11	2,330	480	80	11,235	9,118	665	14	1,117	321	258
12	1,731	494	85	13,036	10,287	1,192	17	1,262	278	288
2023. 1	1,240	481	92	13,411	10,892	853	30	1,329	307	231
2	1,270	476	80	12,778	10,580	656	17	1,240	285	215
3	2,317	587	101	12,985	10,679	747	16	1,245	299	253
4	1,423	476	89	13,120	10,862	685	16	1,189	369	266
5	1,737	480	90	15,818	13,159	1,034	29	1,230	366	238
6	3,794	507	72	13,789	11,101	1,073	25	1,277	312	194
7	1,566	502	78	14,779	11,964	1,092	34	1,301	389	218
8	1,948	534	80	15,140	12,348	1,145	36	1,313	298	248
9	4,404	486	76	14,795	12,528	701	30	1,271	264	212
10	2,697	561	82	15,072	12,616	846	25	1,304	281	267
11	4,057	546	81	14,601	12,119	764	28	1,423	266	294
12	2,385	517	77	15,518	12,605	1,082	34	1,522	275	253
2024. 1	1,462	564	81	16,569	14,274	689	27	1,347	232	241
2	1,643	517	66	15,235	12,846	840	32	1,324	193	265
3	5,011	602	77	15,083	12,600	891	32	1,383	178	275
4	2,040	670	89	15,043	12,676	783	30	1,348	205	320
5	3,976	512	84	17,479	14,833	834	34	1,546	231	286
6	5,104	502	79	14,141	11,605	826	33	1,486	191	267
7p	2,808	486	79	15,601	12,890	919	39	1,557	197	289
8p	3,183	497	81	16,340	13,348	1,061	28	1,688	215	229

* p는 잠정치임

□ 온라인쇼핑동향조사

1. 조사목적

- 온라인쇼핑몰을 통한 전자상거래 동향을 분석하여 정부의 정책 수립, 기업의 경영 계획 수립, 연구소 및 각종 협회 등에 필요한 자료 제공

<온라인쇼핑몰 정의>

컴퓨터, 정보통신 설비 등을 이용하여 재화 및 용역을 거래할 수 있도록 설정된 가상의 영업장(가상의 상점)을 “몰”이라고 지칭하며(전자상거래 표준약관 제2조 1호), 통계청에서는 기업·소비자간(B2C) 거래를 주로 하는 몰을 별도로 “온라인쇼핑몰”이라 정의

2. 조사연혁

연 월	주요 내용
2001년 3월	• 전자상거래통계조사 결과 공표(2001.1.~ 매월)
2008년 5월	• 전자상거래통계조사 조사방법 변경(전수 → 표본) • 전자상거래통계조사 공표주기 변경(월 → 분기)
2013년 4월	• 모바일 거래액 공표 • 2013년에 모바일 거래액 총액 공표 • 2014년부터 상품군별 모바일 거래액 공표
2014년 4월	• 온라인쇼핑동향조사로 명칭 변경
2015년 5월	• 온라인쇼핑동향 공표주기 변경(분기 → 월)
2016년 5월	• 온라인 해외 직접판매 및 구매 통계 공표(분기) • 2014년 1분기 자료부터 제공
2018년 3월	• 모집단 정비 및 표본개편 등 실시 • 2017년 전후 시계열단절 발생
2023년 3월	• 모집단 정비 및 표본개편 등 실시

3. 조사대상(금융업 제외)

- 온라인쇼핑동향조사(월): 약 1,100개 온라인쇼핑 운영업체
- 인터넷상에서 거래를 주로 하고 주문 및 결제 기능이 있는 온라인쇼핑 운영업체

4. 분류체계

가. 취급상품 범위에 따른 분류

- 종합몰: 각종 상품군의 카테고리를 다양하게 구성하여 여러 종류의 상품을 구매할 수 있는 온라인쇼핑몰
- 전문몰: 하나 혹은 주된 특정 카테고리의 상품군 만을 구성하여 운영하는 온라인쇼핑몰

나. 운영형태에 따른 분류

- 온라인몰: 쇼핑몰을 운영하는 사업체에서 컴퓨터 및 네트워크 기반을 통해서만 상품 및 서비스를 최종소비자에게 판매하는 온라인 쇼핑몰
- 온·오프라인병행몰: 쇼핑몰을 운영하는 사업체에서 온라인을 통한 상거래뿐만 아니라 기존의 상거래방식(오프라인매장, 온라인이외의 영업형태)을 병행하여 최종소비자에게 판매하는 쇼핑몰

다. 상품군별 분류

상품분류	조 사 범 위
컴퓨터 및 주변기기	PC, 노트북, 프린터, 스피커, CD형태 등 유형의 소프트웨어 등
가전·전자	TV, 냉장고, 세탁기, 디지털카메라 등
통신기기	휴대폰, 휴대폰 주변기기, 유무선 전화기, 무전기 등
서적	각종 도서 (전자책은 콘텐츠에 해당하여 조사에서 제외)
사무·문구	사무용품, 문구류, 다이어리/앨범, 종이류/복사지, 필기구 등
의복	의복류 (남성복, 여성복, 스포츠웨어, 아동·유아복 등)
신발	신발 (구두, 운동화, 샌들, 실내화, 아동화 등)
가방	가방 (핸드백, 가방, 여행용 등)
패션용품 및 액세서리	모자, 장갑, 스카프, 시계, 금반지, 각종 액세서리 등
스포츠·레저용품	운동용품, 레저용품, 등산화, 등산배낭 등
화장품	화장품, 향수, 화장관련 소품 등
아동·유아용품	기저귀, 유모차, 그네, 아기침대, 보행기, 카시트, 인형, 완구 등
음·식료품	공산품류(커피, 음료, 생수, 설탕, 식용유, 분유 등), 김치, 장류 및 장아찌류 등
농축수산물	곡물, 육류, 어류, 채소, 과일, 신선식품류 등
생활용품	주방용품, 침구, 비누, 샴푸, 세제, 화장지, 꽃, 화분 등
자동차 및 자동차용품	자동차, 오토바이, 튜닝/선팅용품, 내비게이션, 블랙박스, 엔진오일, 워셔액 등 자동차 관련용품
가구	가구 (장롱, 화장대, 신발장, 책상, 의자 등)
애완용품	애완용품 (사료, 장난감, 장신구 등)
여행 및 교통서비스	항공권, 교통티켓(버스, 기차), 렌터카, 숙박시설 등
문화 및 레저서비스	영화, 공연 등의 예약서비스
이쿠폰서비스	해당금액에 상응하는 서비스나 상품을 제공받을 수 있는 상품권
음식서비스	온라인 주문 후 조리되어 배달되는 음식 (피자, 치킨 등 배달서비스)
기타서비스	인화 등 주문제작, 이사, 청소 등 용역서비스, 각종 렌탈서비스
기타	문화상품권, 의료기구(안마의자제외), 골동품, 종교용품, 성인용품, 음반·비디오·악기 등

※ 조사제외: 콘텐츠(음원, 이모티콘, 전자책 등)에 해당하는 무형의 상품은 제외

5. 조사시기

- 가. 조사기준일: 조사대상월 말일
- 나. 조사대상기간: 조사대상월 1일 ~ 말일
- 다. 조사실시기간: 조사대상월 익월 1일 ~ 20일

6. 조사방법 및 체계

- 가. 조사방법: 인터넷조사(CASI), 모바일조사(SASI), 컴퓨터를 이용한 전화조사(CATI) 등 다양한 스마트조사 방식과 조사담당자가 사업체를 방문하여 응답자와 면접을 통한 조사방식을 병행
- 나. 조사체계: 조사대상처 → 스마트조사센터, 지방통계청·사무소(현장조사, 조사자료 입력) → 통계청 서비스업동향과(자료집계, 분석 및 공표)

7. 조사항목

- 조사항목: 상품군별 온라인쇼핑 거래액, 상품군별 모바일쇼핑 거래액, 해외 상품 거래내역 등

8. 표본설계 방법

- 가. 모집단: 인터넷상에서 거래를 하는 온라인쇼핑 운영업체
 - ※ 모집단의 특성과 표본조사의 효율성을 고려하여, 연간거래액이 80백만원 이상인 온라인쇼핑 운영업체를 조사모집단으로 선정
- 나. 표본의 구성
 - 1) 종합물: 절사법(연간거래액 일정규모 이상)
 - 2) 전문물: 응용절사법
 - 전수층: 대표상품군별 연간거래액 일정규모 이상
 - 표본층: 대표상품군별 거래액 기준으로 내림차순 정렬하여 표본 크기만큼 층화 계통추출