



온라인쇼핑동향



국가데이터처

보도자료

보도시점 2026. 1. 2.(금) 12:00 배포 2026. 1. 2.(금) 08:30

2025년 11월 온라인쇼핑동향

담당 부서	경제동향통계심의관 서비스업동향과	책임자	과 장	권동훈 (042-481-2585)
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- 온라인쇼핑 거래액은 'PC기반 인터넷쇼핑 거래액'과 '모바일기반 인터넷쇼핑 거래액'을 포괄합니다.
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 - 국가통계포털 「주제별통계」의 “도소매·서비스” 부문(온라인쇼핑동향)
 - 수록된 최근 2개월 자료는 잠정치(p)로 수정될 수 있습니다.

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2025년 11월

온라인쇼핑동향



온라인쇼핑

온라인쇼핑 거래액



3조 4,950억원
(14.5%)

음식서비스



3조 2,209억원
(13.3%)

음·식료품



2조 8,522억원
(11.8%)

여행 및
교통서비스



2조 6,082억원
(10.8%)

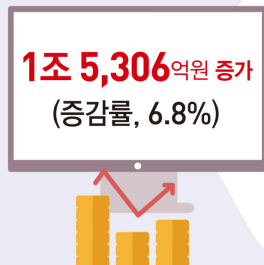
의복



1조 7,074억원
(7.1%)

생활용품

전년동월대비 증감



4,199억원 증가
(13.7%)

음식서비스



2,942억원 증가
(10.1%)

음·식료품

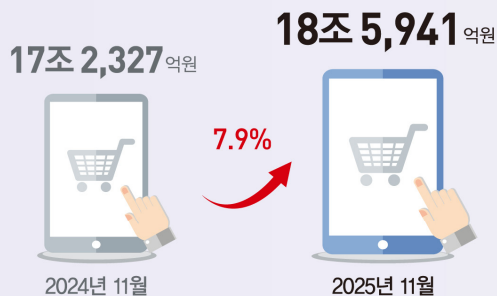


2,225억원 증가
(8.5%)

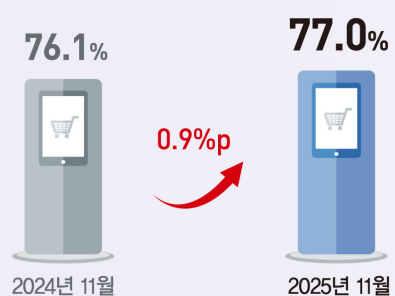
여행 및 교통서비스

모바일쇼핑

모바일쇼핑 거래액



모바일 거래액 비중



2025년 11월 온라인쇼핑동향 [요약]

- (총 거래액) 24조 1,613억원으로 전년동월대비 6.8%(1조 5,306억원) 증가
 - (상품군별) 음식서비스(13.7%), 음·식료품(10.1%), 여행 및 교통서비스(8.5%) 등의 영향으로 증가
 - 상품군별 거래액 구성비는 음식서비스(14.5%, 3조 4,950억원), 음·식료품(13.3%, 3조 2,209억원), 여행 및 교통서비스(11.8%, 2조 8,522억원) 순으로 높음
 - (취급상품범위별) 종합몰의 거래액은 13조 2,132억원으로 전년동월대비 2.9% 증가하고, 전문몰의 거래액은 10조 9,481억원으로 전년동월대비 11.8% 증가
 - (운영형태별) 온라인몰의 거래액은 18조 5,325억원으로 전년동월대비 5.4% 증가하고, 온·오프라인병행몰의 거래액은 5조 6,288억원으로 전년동월대비 11.6% 증가
- (모바일 거래액) 18조 5,941억원으로 전년동월대비 7.9%(1조 3,613억원) 증가
 - 총 거래액 중 모바일 거래액 비중*은 77.0%로 전년동월대비 0.9%p 증가
 - * 음식서비스(98.9%), 이쿠폰서비스(90.9%), 애완용품(83.0%) 순

참고

<소매판매액 중 온라인쇼핑 거래액 비중>

(경상금액, 억원, %)

	2024년		2025년		
	연간	11월	9월	10월 ^p	11월 ^p
○ 소매 판매액(A)	6,405,461	548,123	567,914	556,933	566,091
○ 온라인쇼핑 거래액	2,594,319	226,307	237,292	228,631	241,613
- 온라인쇼핑 상품 거래액(B) ¹⁾	1,752,549	157,802	165,977	152,455	168,127
○ 비 중(B/A)	27.4	28.8	29.2	27.4	29.7

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

2025년 11월 온라인쇼핑동향

1. 개 요

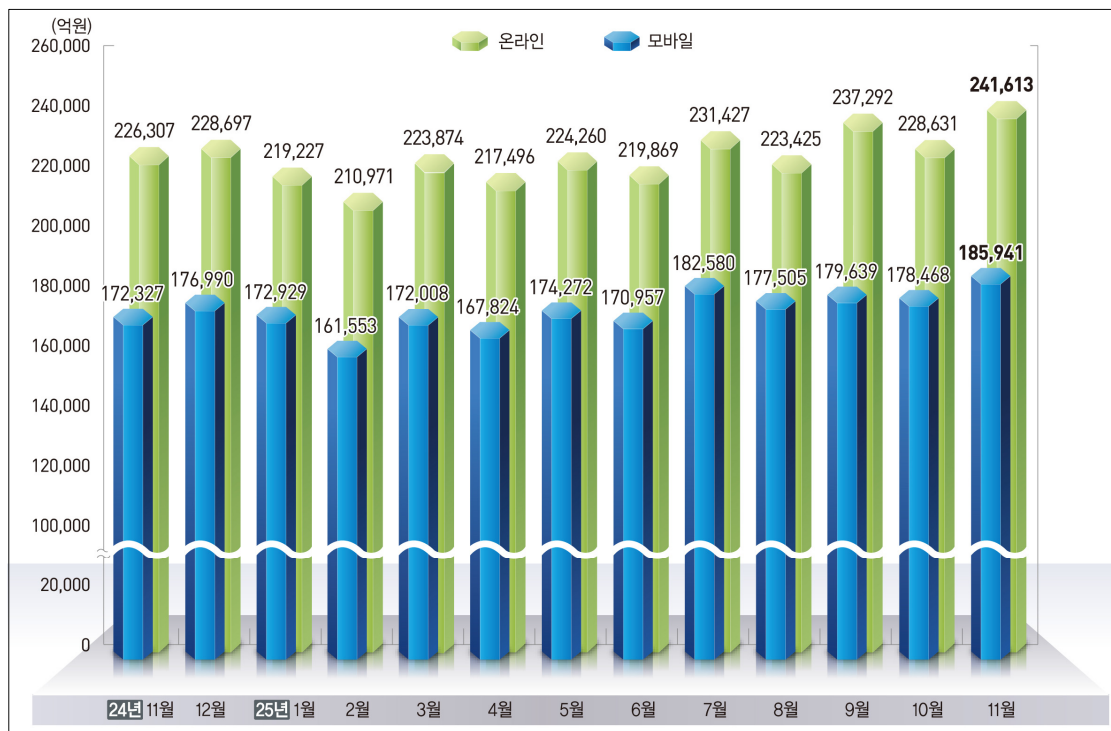
- 2025년 11월 온라인쇼핑 거래액은 24조 1,613억원으로 전년동월대비 6.8% 증가했으며, 온라인쇼핑 중 모바일쇼핑 거래액은 18조 5,941억원으로 7.9% 증가
- 전월대비 온라인쇼핑 거래액은 5.7%, 모바일쇼핑 거래액은 4.2% 각각 증가
- 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 77.0%로 전년동월(76.1%)에 비해 0.9%p 증가

< 온라인쇼핑 거래액 동향 >

(억원, %, %p)

	2024년		2025년		전월대비		전년동월대비	
	연간	11월	10월 ^p	11월 ^p	증감액	증감률(차)	증감액	증감률(차)
○ 총 거래액(A)	2,594,319	226,307	228,631	241,613	12,982	5.7	15,306	6.8
모바일 거래액(B)	1,983,395	172,327	178,468	185,941	7,473	4.2	13,613	7.9
비 중(B/A)	76.5	76.1	78.1	77.0	-	-1.1	-	0.9

< 온라인쇼핑 거래액 동향 >

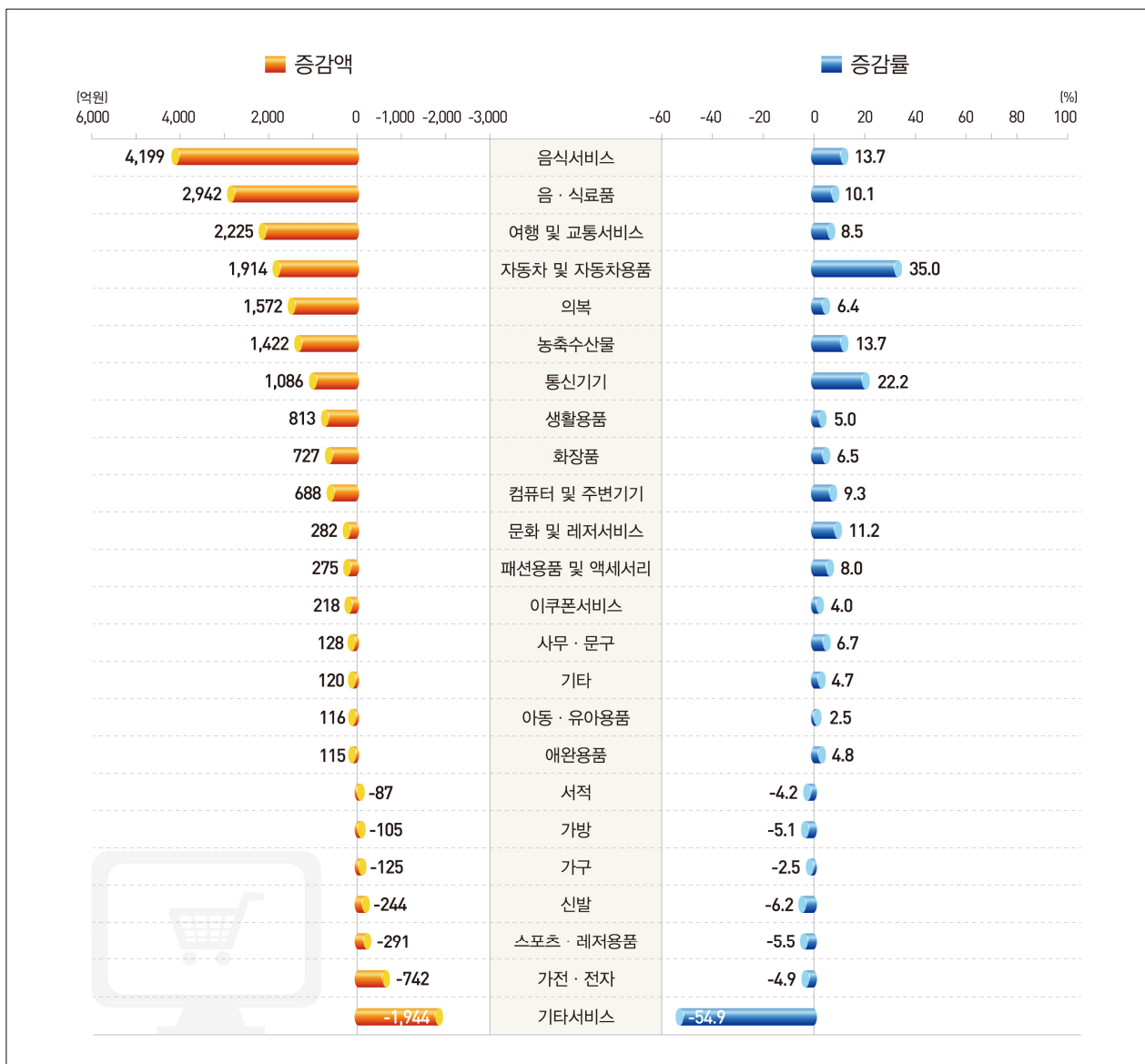


2. 상품군별 거래액

□ 상품군별 온라인쇼핑 거래액

- 상품군별 온라인쇼핑 거래액은 전년동월대비 가전·전자(-4.9%) 등에서 감소했으나, 음식서비스(13.7%), 음·식료품(10.1%), 여행 및 교통서비스(8.5%) 등에서 증가
- 전월대비로는 여행 및 교통서비스(-6.5%) 등에서 감소했으나, 의복(21.8%), 음·식료품(6.1%) 등에서 증가
- 상품군별 거래액 구성비는 음식서비스(14.5%), 음·식료품(13.3%), 여행 및 교통서비스(11.8%) 순으로 높음

< 상품군별 온라인쇼핑 거래액(전년동월비) 증감 >



< 상품군별 온라인쇼핑 거래액 >

(억원, %)

	2024년		2025년		전월대비		전년동월대비		구성비
	연간	11월	10월 ^p	11월 ^p	증감액	증감률	증감액	증감률	
○ 합 계	2,594,319	226,307	228,631	241,613	12,982	5.7	15,306	6.8	100.0
- 가 전	308,537	27,468	25,368	28,501	3,133	12.4	1,033	3.8	11.8
· 컴퓨터 및 주변기기	85,108	7,397	6,310	8,085	1,775	28.1	688	9.3	3.3
· 가전·전자	163,010	15,186	12,704	14,445	1,740	13.7	-742	-4.9	6.0
· 통신기기	60,418	4,885	6,353	5,971	-382	-6.0	1,086	22.2	2.5
- 도 서	46,267	3,984	3,337	4,025	688	20.6	41	1.0	1.7
· 서적	25,940	2,068	1,672	1,982	309	18.5	-87	-4.2	0.8
· 사무·문구	20,327	1,916	1,665	2,044	379	22.8	128	6.7	0.8
- 패 셴	562,775	55,062	50,998	57,113	6,114	12.0	2,050	3.7	23.6
· 의복	219,961	24,509	21,413	26,082	4,668	21.8	1,572	6.4	10.8
· 신발	37,935	3,916	2,948	3,673	725	24.6	-244	-6.2	1.5
· 가방	27,163	2,078	1,912	1,973	61	3.2	-105	-5.1	0.8
· 패션용품 및 액세서리	40,372	3,438	4,097	3,713	-384	-9.4	275	8.0	1.5
· 스포츠·레저용품	56,235	5,266	4,967	4,975	7	0.1	-291	-5.5	2.1
· 화장품	128,250	11,275	11,162	12,003	841	7.5	727	6.5	5.0
· 아동·유아용품	52,860	4,579	4,499	4,695	196	4.4	116	2.5	1.9
- 식 품	473,563	39,670	41,710	44,034	2,324	5.6	4,364	11.0	18.2
· 음·식료품	345,269	29,267	30,350	32,209	1,859	6.1	2,942	10.1	13.3
· 농축수산물	128,294	10,403	11,360	11,825	464	4.1	1,422	13.7	4.9
- 생 활	332,519	29,044	28,657	31,760	3,104	10.8	2,717	9.4	13.1
· 생활용품	189,996	16,261	16,251	17,074	822	5.1	813	5.0	7.1
· 자동차 및 자동차용품	58,046	5,464	5,557	7,378	1,821	32.8	1,914	35.0	3.1
· 가구	56,670	4,916	4,352	4,791	439	10.1	-125	-2.5	2.0
· 애완용품	27,807	2,403	2,496	2,518	22	0.9	115	4.8	1.0
- 서 비 스	841,770	68,505	76,176	73,486	-2,690	-3.5	4,981	7.3	30.4
· 여행 및 교통서비스	324,647	26,297	30,499	28,522	-1,977	-6.5	2,225	8.5	11.8
· 문화 및 레저서비스	31,617	2,520	3,011	2,803	-209	-6.9	282	11.2	1.2
· 이쿠폰서비스	86,518	5,393	5,560	5,611	51	0.9	218	4.0	2.3
· 음식서비스	369,891	30,751	35,654	34,950	-703	-2.0	4,199	13.7	14.5
· 기타서비스	29,096	3,544	1,452	1,600	147	10.1	-1,944	-54.9	0.7
- 기 타	28,889	2,573	2,385	2,693	308	12.9	120	4.7	1.1

□ 상품군별 모바일쇼핑 거래액

- 상품군별 모바일쇼핑 거래액은 전년동월대비 가전·전자(-1.4%) 등에서 감소했으나, 음식서비스(13.5%), 음·식료품(15.3%), 농축수산물(17.2%) 등에서 증가
- 전월대비로는 여행 및 교통서비스(-3.9%) 등에서 감소했으나, 의복(18.3%), 음·식료품(6.3%) 등에서 증가
- 상품군별 거래액 구성비는 음식서비스(18.6%), 음·식료품(14.0%), 여행 및 교통서비스(10.8%) 순으로 높음

< 상품군별 모바일쇼핑 거래액(전년동월비) 증감 >



< 상품군별 모바일쇼핑 거래액 >

(억원, %)

	2024년		2025년		전월대비		전년동월대비		구성비
	연간	11월	10월 ^p	11월 ^p	증감액	증감률	증감액	증감률	
○ 합 계	1,983,395	172,327	178,468	185,941	7,473	4.2	13,613	7.9	100.0
- 가 전	206,101	18,918	18,143	20,006	1,863	10.3	1,088	5.7	10.8
· 컴퓨터 및 주변기기	43,884	4,090	3,520	4,640	1,120	31.8	550	13.4	2.5
· 가전·전자	117,638	11,253	10,108	11,094	986	9.8	-159	-1.4	6.0
· 통신기기	44,579	3,575	4,514	4,272	-242	-5.4	697	19.5	2.3
- 도 서	26,573	2,233	2,149	2,521	372	17.3	288	12.9	1.4
· 서적	13,804	1,036	1,047	1,151	104	10.0	115	11.1	0.6
· 사무·문구	12,768	1,197	1,102	1,369	267	24.3	172	14.4	0.7
- 패 셴	429,644	41,019	39,310	43,135	3,825	9.7	2,115	5.2	23.2
· 의복	165,196	17,820	15,990	18,913	2,923	18.3	1,094	6.1	10.2
· 신발	27,069	2,766	2,198	2,621	423	19.2	-145	-5.2	1.4
· 가방	18,737	1,452	1,314	1,350	36	2.7	-103	-7.1	0.7
· 패션용품 및 액세서리	31,635	2,711	3,378	2,995	-384	-11.4	284	10.5	1.6
· 스포츠·레저용품	41,028	3,731	3,660	3,577	-83	-2.3	-154	-4.1	1.9
· 화장품	102,909	8,874	9,074	9,848	774	8.5	975	11.0	5.3
· 아동·유아용품	43,070	3,667	3,695	3,831	136	3.7	164	4.5	2.1
- 식 품	364,191	30,548	33,448	35,375	1,926	5.8	4,827	15.8	19.0
· 음·식료품	266,539	22,606	24,514	26,063	1,550	6.3	3,458	15.3	14.0
· 농축수산물	97,652	7,942	8,935	9,311	376	4.2	1,369	17.2	5.0
- 생 활	234,534	20,024	20,146	21,041	896	4.4	1,017	5.1	11.3
· 생활용품	147,336	12,401	12,876	13,345	468	3.6	943	7.6	7.2
· 자동차 및 자동차용품	21,360	1,946	1,807	1,881	74	4.1	-65	-3.3	1.0
· 가구	43,197	3,744	3,394	3,725	331	9.7	-19	-0.5	2.0
· 애완용품	22,641	1,933	2,068	2,090	22	1.1	157	8.1	1.1
- 서 비 스	703,109	57,849	63,957	62,326	-1,631	-2.6	4,476	7.7	33.5
· 여행 및 교통서비스	238,275	19,422	20,955	20,138	-816	-3.9	716	3.7	10.8
· 문화 및 레저서비스	17,911	1,515	1,994	1,737	-256	-12.9	222	14.7	0.9
· 이쿠폰서비스	66,739	4,631	5,058	5,102	44	0.9	471	10.2	2.7
· 음식서비스	365,915	30,442	35,237	34,563	-673	-1.9	4,122	13.5	18.6
· 기타서비스	14,270	1,840	713	784	71	10.0	-1,056	-57.4	0.4
- 기 타	19,243	1,735	1,316	1,538	222	16.9	-197	-11.4	0.8

□ 상품군별 모바일쇼핑 거래액 비중

- 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 음식서비스(98.9%), 이쿠폰서비스(90.9%), 애완용품(83.0%) 순으로 높음
- 전년동월대비 자동차 및 자동차용품(-10.1%p) 등에서 감소했으나, 서적(8.0%p), 이쿠폰서비스(5.0%p) 등에서 증가
- 전월대비로는 여행 및 교통서비스(1.9%p) 등에서 증가했으나, 자동차 및 자동차용품(-7.0%p), 서적(-4.5%p) 등에서 감소

< 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중 >

(%, %p)

	2024년		2025년		증 감	
	연간	11월	10월 ^p	11월 ^p	전월차	전년동월차
○ 합 계	76.5	76.1	78.1	77.0	-1.1	0.9
- 가 전	66.8	68.9	71.5	70.2	-1.3	1.3
· 컴퓨터 및 주변기기	51.6	55.3	55.8	57.4	1.6	2.1
· 가전·전자	72.2	74.1	79.6	76.8	-2.8	2.7
· 통신기기	73.8	73.2	71.1	71.5	0.4	-1.7
- 도 서	57.4	56.0	64.4	62.6	-1.8	6.6
· 서적	53.2	50.1	62.6	58.1	-4.5	8.0
· 사무·문구	62.8	62.5	66.2	67.0	0.8	4.5
- 패 셴	76.3	74.5	77.1	75.5	-1.6	1.0
· 의복	75.1	72.7	74.7	72.5	-2.2	-0.2
· 신발	71.4	70.6	74.6	71.4	-3.2	0.8
· 가방	69.0	69.9	68.7	68.4	-0.3	-1.5
· 패션용품 및 액세서리	78.4	78.8	82.5	80.6	-1.9	1.8
· 스포츠·레저용품	73.0	70.8	73.7	71.9	-1.8	1.1
· 화장품	80.2	78.7	81.3	82.1	0.8	3.4
· 아동·유아용품	81.5	80.1	82.1	81.6	-0.5	1.5
- 식 품	76.9	77.0	80.2	80.3	0.1	3.3
· 음식료품	77.2	77.2	80.8	80.9	0.1	3.7
· 농축수산물	76.1	76.3	78.7	78.7	0.0	2.4
- 생 활	70.5	68.9	70.3	66.2	-4.1	-2.7
· 생활용품	77.5	76.3	79.2	78.2	-1.0	1.9
· 자동차 및 자동차용품	36.8	35.6	32.5	25.5	-7.0	-10.1
· 가구	76.2	76.2	78.0	77.7	-0.3	1.5
· 애완용품	81.4	80.5	82.8	83.0	0.2	2.5
- 서 비 스	83.5	84.4	84.0	84.8	0.8	0.4
· 여행 및 교통서비스	73.4	73.9	68.7	70.6	1.9	-3.3
· 문화 및 레저서비스	56.7	60.1	66.2	62.0	-4.2	1.9
· 이쿠폰서비스	77.1	85.9	91.0	90.9	-0.1	5.0
· 음식서비스	98.9	99.0	98.8	98.9	0.1	-0.1
· 기타서비스	49.0	51.9	49.1	49.0	-0.1	-2.9
- 기 타	66.6	67.4	55.2	57.1	1.9	-10.3

3. 취급상품범위별 및 운영형태별 거래액

○ 온라인쇼핑 취급상품범위별 거래액은 전년동월대비 종합몰은 2.9% 증가한 13조 2,132억원을, 전문몰은 11.8% 증가한 10조 9,481억원을 기록

- 전월대비 종합몰은 7.2%, 전문몰은 3.9% 각각 증가

○ 온라인쇼핑 운영형태별 거래액은 전년동월대비 온라인몰은 5.4% 증가한 18조 5,325억원을, 온·오프라인병행몰은 11.6% 증가한 5조 6,288억원을 기록

- 전월대비 온라인몰은 5.7%, 온·오프라인병행몰은 5.5% 각각 증가

< 취급상품범위별 및 운영형태별 거래액 동향 >

(억원, %)

		2024년		2025년		전월대비		전년동월대비	
		연간	11월	10월 ^p	11월 ^p	증감액	증감률	증감액	증감률
○ 총 거래액		2,594,319	226,307	228,631	241,613	12,982	5.7	15,306	6.8
취급상품 범위별	종합몰 ¹⁾	1,479,253	128,416	123,304	132,132	8,828	7.2	3,716	2.9
	비 중	57.0	56.7	53.9	54.7	-	-	-	-
	전문몰 ²⁾	1,115,066	97,890	105,327	109,481	4,154	3.9	11,591	11.8
	비 중	43.0	43.3	46.1	45.3	-	-	-	-
운 영 형태별	온라인몰 ³⁾	2,014,321	175,864	175,294	185,325	10,031	5.7	9,460	5.4
	비 중	77.6	77.7	76.7	76.7	-	-	-	-
	온·오프라인 병행몰 ⁴⁾	579,998	50,442	53,337	56,288	2,951	5.5	5,846	11.6
	비 중	22.4	22.3	23.3	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)
2022	6,255,518	2,161,751	1,552,633	24.8
2023	6,409,582	2,422,068	1,655,257	25.8
2024	6,405,461	2,594,319	1,752,549	27.4
2022.4/4	1,615,798	571,170	408,610	25.3
2023.1/4	1,545,148	568,280	393,467	25.5
2/4	1,606,350	591,623	404,558	25.2
3/4	1,590,753	607,976	406,691	25.6
4/4	1,667,331	654,189	450,542	27.0
2024.1/4	1,563,998	637,679	431,403	27.6
2/4	1,600,275	649,592	438,029	27.4
3/4	1,593,083	635,460	424,089	26.6
4/4	1,648,105	671,588	459,028	27.9
2025.1/4	1,585,765	654,073	441,372	27.8
2/4	1,618,435	661,624	451,821	27.9
3/4	1,644,506	692,144	469,280	28.5
2023.11	558,004	221,954	156,644	28.1
12	560,284	218,629	146,683	26.2
2024. 1	522,023	215,818	145,481	27.9
2	500,911	203,465	135,620	27.1
3	541,063	218,395	150,302	27.8
4	526,893	211,506	144,470	27.4
5	547,928	222,900	149,822	27.3
6	525,454	215,186	143,737	27.4
7	524,925	214,622	144,077	27.4
8	522,914	210,875	138,495	26.5
9	545,244	209,964	141,517	26.0
10	542,796	216,584	147,367	27.1
11	548,123	226,307	157,802	28.8
12	557,187	228,697	153,859	27.6
2025. 1	534,190	219,227	144,818	27.1
2	499,846	210,971	143,304	28.7
3	551,730	223,874	153,250	27.8
4	532,497	217,496	148,889	28.0
5	551,895	224,260	152,464	27.6
6	534,043	219,869	150,469	28.2
7	545,861	231,427	156,072	28.6
8	530,732	223,425	147,231	27.7
9	567,914	237,292	165,977	29.2
10p	556,933	228,631	152,455	27.4
11p	566,091	241,613	168,127	29.7

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 셴	
			컴 퓨 터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복
2022	2,161,751	300,669	91,314	152,022	57,333	43,519	25,704	17,815	528,462	200,770
2023	2,422,068	304,044	87,078	156,036	60,931	44,075	24,678	19,397	557,385	217,087
2024	2,594,319	308,537	85,108	163,010	60,418	46,267	25,940	20,327	562,775	219,961
2022.4/4	571,170	79,200	22,355	38,353	18,492	11,298	5,900	5,399	147,709	61,539
2023.1/4	568,280	75,965	25,419	34,373	16,172	11,954	7,010	4,944	129,323	49,332
2/4	591,623	71,487	20,262	39,763	11,462	10,041	5,534	4,507	141,965	54,562
3/4	607,976	72,886	19,994	39,421	13,471	10,375	6,129	4,246	128,693	46,441
4/4	654,189	83,707	21,403	42,479	19,824	11,704	6,005	5,699	157,404	66,751
2024.1/4	637,679	80,451	25,988	38,289	16,174	12,414	7,190	5,224	133,111	50,517
2/4	649,592	75,861	20,786	43,320	11,756	10,411	5,708	4,703	144,476	55,902
3/4	635,460	75,697	18,154	40,366	17,178	11,036	6,498	4,538	126,398	45,295
4/4	671,588	76,527	20,181	41,037	15,310	12,406	6,543	5,863	158,789	68,247
2025.1/4	654,073	78,593	24,115	37,007	17,470	12,772	7,412	5,360	133,915	50,385
2/4	661,624	73,547	18,864	42,005	12,678	10,361	5,509	4,852	146,065	56,934
3/4	692,144	81,832	20,306	42,808	18,717	11,607	6,628	4,979	133,107	47,116
2023.11	221,954	29,466	7,600	16,055	5,812	3,922	1,975	1,947	55,237	24,431
12	218,629	25,615	7,423	13,441	4,751	4,497	2,343	2,154	50,619	20,682
2024. 1	215,818	28,802	8,985	13,147	6,670	4,081	2,342	1,739	42,815	15,692
2	203,465	26,171	8,558	12,500	5,113	3,733	2,120	1,613	41,774	15,848
3	218,395	25,478	8,445	12,642	4,391	4,600	2,728	1,872	48,522	18,977
4	211,506	24,403	6,970	13,422	4,011	3,650	1,943	1,708	49,323	19,470
5	222,900	25,651	7,012	14,701	3,939	3,591	2,005	1,585	49,222	18,503
6	215,186	25,807	6,805	15,197	3,805	3,170	1,760	1,410	45,931	17,930
7	214,622	27,021	6,353	15,235	5,432	3,816	2,296	1,520	44,386	16,606
8	210,875	23,395	5,961	13,079	4,355	3,652	2,136	1,516	40,308	13,721
9	209,964	25,281	5,839	12,051	7,390	3,568	2,066	1,502	41,703	14,968
10	216,584	24,439	5,787	12,801	5,851	3,807	2,074	1,733	49,756	21,009
11	226,307	27,468	7,397	15,186	4,885	3,984	2,068	1,916	55,062	24,509
12	228,697	24,621	6,997	13,049	4,574	4,614	2,401	2,214	53,971	22,729
2025. 1	219,227	24,679	7,528	12,102	5,049	3,915	2,325	1,590	42,480	15,894
2	210,971	28,651	8,506	12,278	7,867	4,081	2,276	1,805	42,472	15,231
3	223,874	25,263	8,082	12,627	4,553	4,777	2,812	1,965	48,963	19,260
4	217,496	23,767	6,651	12,606	4,509	3,745	1,933	1,812	49,946	19,758
5	224,260	25,274	6,275	14,478	4,521	3,461	1,904	1,556	48,379	18,428
6	219,869	24,506	5,937	14,920	3,648	3,156	1,672	1,484	47,740	18,748
7	231,427	28,506	6,515	16,609	5,382	3,874	2,264	1,610	45,924	16,978
8	223,425	25,069	6,440	13,195	5,434	3,725	2,182	1,543	41,116	13,349
9	237,292	28,257	7,351	13,004	7,902	4,009	2,182	1,826	46,067	16,789
10p	228,631	25,368	6,310	12,704	6,353	3,337	1,672	1,665	50,998	21,413
11p	241,613	28,501	8,085	14,445	5,971	4,025	1,982	2,044	57,113	26,082

※ 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
2022	38,730	27,559	37,998	60,798	110,640	51,968	361,408	266,613	94,795	283,582	166,297
2023	39,701	29,881	39,140	58,526	119,791	53,259	411,711	302,271	109,440	302,546	175,068
2024	37,935	27,163	40,372	56,235	128,250	52,860	473,563	345,269	128,294	332,519	189,996
2022.4/4	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	9,582	7,769	9,403	12,244	28,196	12,796	98,423	71,984	26,440	69,241	40,751
2/4	10,565	7,594	9,793	15,880	29,892	13,679	98,129	73,487	24,641	74,335	43,304
3/4	8,803	7,496	9,563	14,470	29,576	12,344	109,417	79,538	29,879	76,548	44,196
4/4	10,752	7,022	10,382	15,932	32,126	14,440	105,742	77,261	28,481	82,422	46,817
2024.1/4	8,802	7,461	9,501	12,117	31,815	12,898	117,223	83,793	33,429	81,208	45,722
2/4	10,105	6,836	10,301	15,665	32,051	13,617	114,622	84,374	30,248	85,287	47,564
3/4	8,618	6,497	9,767	13,438	30,702	12,081	122,015	89,325	32,690	82,066	48,061
4/4	10,410	6,367	10,803	15,015	33,682	14,265	119,703	87,777	31,927	83,958	48,649
2025.1/4	8,163	6,424	10,241	11,379	34,440	12,882	128,383	91,348	37,035	80,917	46,732
2/4	10,127	5,955	10,331	14,502	34,453	13,764	125,505	91,652	33,853	89,051	49,760
3/4	8,318	5,854	10,742	14,064	33,770	13,243	138,566	100,404	38,162	97,413	51,561
2023.11	3,812	2,290	3,429	5,667	10,950	4,658	35,631	26,229	9,401	29,016	15,975
12	3,316	2,409	3,929	4,457	10,574	5,252	36,107	25,945	10,162	26,764	15,575
2024. 1	2,524	2,401	3,204	3,830	11,063	4,100	41,607	29,547	12,059	25,871	15,331
2	3,027	2,469	2,896	3,614	9,826	4,094	37,069	26,107	10,962	24,690	14,371
3	3,251	2,591	3,400	4,673	10,926	4,703	38,547	28,139	10,408	30,647	16,020
4	3,359	2,361	3,413	5,246	10,661	4,814	37,953	27,971	9,982	26,525	15,505
5	3,607	2,382	3,558	5,447	11,024	4,701	39,704	29,218	10,487	29,173	16,245
6	3,139	2,093	3,329	4,972	10,366	4,102	36,964	27,185	9,780	29,589	15,814
7	3,160	2,261	3,580	4,652	10,064	4,063	38,400	28,579	9,821	28,158	16,587
8	2,727	2,104	3,113	4,306	10,313	4,024	40,948	30,287	10,661	28,060	16,208
9	2,731	2,132	3,074	4,479	10,325	3,993	42,667	30,459	12,208	25,847	15,266
10	3,080	2,126	3,265	5,372	10,496	4,408	39,447	29,124	10,322	27,400	16,169
11	3,916	2,078	3,438	5,266	11,275	4,579	39,670	29,267	10,403	29,044	16,261
12	3,413	2,163	4,100	4,378	11,910	5,277	40,587	29,385	11,202	27,514	16,219
2025. 1	2,301	2,008	3,223	3,517	11,508	4,030	47,064	32,266	14,798	24,534	14,922
2	2,754	2,184	3,513	3,453	11,149	4,189	38,940	28,269	10,671	26,988	15,153
3	3,109	2,232	3,506	4,410	11,784	4,663	42,379	30,812	11,567	29,395	16,657
4	3,337	2,077	3,361	4,969	11,563	4,881	41,766	30,478	11,288	27,259	16,248
5	3,406	1,974	3,511	4,946	11,434	4,680	42,491	30,992	11,498	30,363	16,641
6	3,384	1,904	3,459	4,587	11,456	4,202	41,249	30,182	11,067	31,429	16,871
7	3,044	1,952	3,696	4,877	10,922	4,454	43,647	32,173	11,474	31,849	17,542
8	2,504	1,911	3,300	4,356	11,433	4,263	43,647	32,063	11,584	31,504	16,732
9	2,770	1,990	3,746	4,831	11,414	4,526	51,272	36,167	15,105	34,060	17,287
10p	2,948	1,912	4,097	4,967	11,162	4,499	41,710	30,350	11,360	28,657	16,251
11p	3,673	1,973	3,713	4,975	12,003	4,695	44,034	32,209	11,825	31,760	17,074

※ p는 잠정치임

1-1. 상품군별 온라인쇼핑 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2022	42,601	51,950	22,733	609,119	168,165	24,501	75,354	316,369	24,729	34,994
2023	48,065	53,521	25,893	766,811	293,920	30,069	97,423	323,722	21,676	35,497
2024	58,046	56,670	27,807	841,770	324,647	31,617	86,518	369,891	29,096	28,889
2022.4/4	9,362	12,897	6,036	162,560	49,677	6,675	21,452	78,380	6,376	8,921
2023.1/4	9,001	13,374	6,114	174,813	64,852	5,998	22,469	76,978	4,516	8,561
2/4	11,765	12,900	6,365	187,065	72,257	8,235	23,672	77,904	4,997	8,601
3/4	12,759	13,030	6,564	201,285	79,181	7,969	24,068	83,921	6,146	8,772
4/4	14,540	14,216	6,849	203,647	77,630	7,866	27,214	84,919	6,017	9,562
2024.1/4	13,652	15,124	6,710	206,276	79,141	7,039	27,810	86,425	5,861	6,995
2/4	16,873	13,992	6,857	211,563	80,346	8,379	28,079	88,458	6,302	7,372
3/4	13,862	13,172	6,970	211,372	82,909	8,963	14,790	97,755	6,955	6,879
4/4	13,658	14,382	7,269	212,559	82,252	7,236	15,840	97,254	9,978	7,644
2025.1/4	12,435	14,672	7,078	212,700	81,467	6,724	15,794	98,736	9,979	6,793
2/4	18,590	13,452	7,249	209,803	81,383	7,998	14,173	101,025	5,225	7,292
3/4	24,825	13,424	7,603	222,864	87,475	9,510	15,120	105,920	4,839	6,754
2023.11	5,891	4,890	2,261	65,309	24,969	2,591	8,655	27,030	2,064	3,372
12	4,223	4,666	2,301	71,946	26,775	2,529	10,078	30,503	2,060	3,081
2024. 1	3,271	4,966	2,303	70,338	27,697	2,076	9,180	29,138	2,246	2,306
2	3,302	4,904	2,113	67,845	25,725	2,385	9,847	27,926	1,963	2,182
3	7,078	5,255	2,294	68,094	25,719	2,579	8,783	29,361	1,651	2,507
4	3,979	4,791	2,250	67,036	25,577	2,621	8,763	27,997	2,078	2,615
5	5,927	4,678	2,322	73,078	28,635	2,445	9,720	30,144	2,134	2,482
6	6,967	4,523	2,285	71,449	26,133	3,312	9,596	30,317	2,091	2,274
7	4,715	4,498	2,358	70,545	28,360	2,740	5,271	32,102	2,072	2,297
8	5,042	4,439	2,371	72,380	28,679	2,921	4,381	34,296	2,103	2,131
9	4,106	4,235	2,241	68,447	25,869	3,302	5,137	31,357	2,780	2,451
10	4,008	4,820	2,402	69,217	27,985	2,704	4,574	31,403	2,552	2,518
11	5,464	4,916	2,403	68,505	26,297	2,520	5,393	30,751	3,544	2,573
12	4,185	4,645	2,464	74,838	27,970	2,012	5,874	35,101	3,882	2,552
2025. 1	2,725	4,505	2,382	74,410	28,777	2,139	5,856	34,244	3,394	2,146
2	4,483	5,098	2,254	67,667	26,114	2,281	5,071	30,843	3,359	2,173
3	5,226	5,069	2,442	70,623	26,576	2,305	4,867	33,649	3,226	2,475
4	4,088	4,555	2,367	68,607	26,839	2,718	4,459	31,935	2,656	2,406
5	6,905	4,397	2,420	71,796	28,084	2,721	5,132	34,588	1,270	2,496
6	7,596	4,500	2,462	69,400	26,459	2,559	4,582	34,501	1,298	2,390
7	7,300	4,474	2,533	75,355	29,902	3,272	5,126	35,766	1,290	2,272
8	7,821	4,432	2,518	76,194	29,561	3,736	4,760	36,864	1,273	2,170
9	9,704	4,518	2,551	71,314	28,012	2,502	5,234	33,291	2,275	2,312
10p	5,557	4,352	2,496	76,176	30,499	3,011	5,560	35,654	1,452	2,385
11p	7,378	4,791	2,518	73,486	28,522	2,803	5,611	34,950	1,600	2,693

※ 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
2023	12.0	1.1	-4.6	2.6	6.3	1.3	-4.0	8.9	5.5	8.1
2024	7.1	1.5	-2.3	4.5	-0.8	5.0	5.1	4.8	1.0	1.3
2023.4/4	14.5	5.7	-4.3	10.8	7.2	3.6	1.8	5.6	6.6	8.5
2024.1/4	12.2	5.9	2.2	11.4	0.0	3.8	2.6	5.7	2.9	2.4
2/4	9.8	6.1	2.6	8.9	2.6	3.7	3.2	4.3	1.8	2.5
3/4	4.5	3.9	-9.2	2.4	27.5	6.4	6.0	6.9	-1.8	-2.5
4/4	2.7	-8.6	-5.7	-3.4	-22.8	6.0	9.0	2.9	0.9	2.2
2025.1/4	2.6	-2.3	-7.2	-3.3	8.0	2.9	3.1	2.6	0.6	-0.3
2/4	1.9	-3.1	-9.2	-3.0	7.8	-0.5	-3.5	3.2	1.1	1.8
3/4	8.9	8.1	11.9	6.1	9.0	5.2	2.0	9.7	5.3	4.0
2023.11	16.7	10.6	-5.1	19.5	12.1	4.8	-0.7	11.0	11.7	17.0
12	11.7	2.0	-2.7	5.5	0.1	4.7	6.9	2.5	0.4	0.7
2024. 1	13.3	16.7	14.4	10.7	34.5	10.9	8.1	14.8	6.1	5.6
2	12.9	-1.7	-3.9	12.4	-22.3	-2.3	-3.6	-0.6	4.1	6.3
3	10.6	3.3	-2.5	11.1	-5.2	3.3	3.1	3.6	-0.7	-3.0
4	11.5	10.6	2.9	17.3	4.2	4.7	3.8	5.8	5.2	7.7
5	8.7	0.8	-1.3	3.2	-4.2	4.9	3.5	6.7	-1.0	-3.4
6	9.2	7.7	6.5	8.0	8.7	1.2	2.1	0.1	1.3	3.4
7	6.6	6.7	-6.0	3.5	41.7	8.8	7.5	10.9	0.4	1.3
8	3.6	-9.1	-12.0	-0.2	-25.6	3.4	2.3	5.1	-2.4	-1.9
9	3.4	15.8	-9.6	4.0	95.3	6.9	8.5	4.8	-3.5	-6.8
10	1.4	-14.6	-9.3	-1.4	-36.8	15.9	22.9	8.4	-3.5	-2.9
11	2.0	-6.8	-2.7	-5.4	-15.9	1.6	4.7	-1.6	-0.3	0.3
12	4.6	-3.9	-5.7	-2.9	-3.7	2.6	2.5	2.8	6.6	9.9
2025. 1	1.6	-14.3	-16.2	-7.9	-24.3	-4.1	-0.7	-8.5	-0.8	1.3
2	3.7	9.5	-0.6	-1.8	53.9	9.3	7.4	11.9	1.7	-3.9
3	2.5	-0.8	-4.3	-0.1	3.7	3.8	3.1	5.0	0.9	1.5
4	2.8	-2.6	-4.6	-6.1	12.4	2.6	-0.5	6.1	1.3	1.5
5	0.6	-1.5	-10.5	-1.5	14.8	-3.6	-5.0	-1.8	-1.7	-0.4
6	2.2	-5.0	-12.7	-1.8	-4.1	-0.4	-5.0	5.2	3.9	4.6
7	7.8	5.5	2.5	9.0	-0.9	1.5	-1.4	5.9	3.5	2.2
8	6.0	7.2	8.0	0.9	24.8	2.0	2.2	1.7	2.0	-2.7
9	13.0	11.8	25.9	7.9	6.9	12.4	5.6	21.6	10.5	12.2
10p	5.6	3.8	9.0	-0.8	8.6	-12.4	-19.4	-4.0	2.5	1.9
11p	6.8	3.8	9.3	-4.9	22.2	1.0	-4.2	6.7	3.7	6.4

※ p는 잠정치임

1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		생활용품
2023	2.5	8.4	3.0	-3.7	8.3	2.5	13.9	13.4	15.4	6.7	5.3
2024	-4.4	-9.1	3.1	-3.9	7.1	-0.8	15.0	14.2	17.2	9.9	8.5
2023.4/4	-0.5	3.5	0.6	-3.5	16.6	1.7	16.4	14.4	22.0	16.7	10.7
2024.1/4	-8.1	-4.0	1.0	-1.0	12.8	0.8	19.1	16.4	26.4	17.3	12.2
2/4	-4.3	-10.0	5.2	-1.4	7.2	-0.5	16.8	14.8	22.8	14.7	9.8
3/4	-2.1	-13.3	2.1	-7.1	3.8	-2.1	11.5	12.3	9.4	7.2	8.7
4/4	-3.2	-9.3	4.1	-5.8	4.8	-1.2	13.2	13.6	12.1	1.9	3.9
2025.1/4	-7.3	-13.9	7.8	-6.1	8.3	-0.1	9.5	9.0	10.8	-0.4	2.2
2/4	0.2	-12.9	0.3	-7.4	7.5	1.1	9.5	8.6	11.9	4.4	4.6
3/4	-3.5	-9.9	10.0	4.7	10.0	9.6	13.6	12.4	16.7	18.7	7.3
2023.11	1.1	-2.8	5.8	2.6	19.1	3.5	16.9	14.9	23.0	19.2	12.4
12	-11.5	8.1	-5.2	-11.6	13.7	-3.3	14.8	12.3	21.9	12.3	7.4
2024. 1	-9.5	-1.1	1.3	5.6	17.5	1.0	13.4	14.4	11.2	17.1	14.6
2	-1.7	-2.6	-1.4	-2.3	9.9	1.8	28.3	21.3	48.8	13.2	12.0
3	-12.4	-7.7	3.0	-4.9	11.1	-0.2	17.4	14.3	26.5	21.0	10.1
4	-2.5	-8.5	7.2	3.0	8.5	2.4	19.9	17.9	26.0	15.6	13.1
5	-3.8	-9.3	3.8	-2.6	6.3	-2.2	17.5	15.1	24.5	17.2	8.6
6	-6.9	-12.3	4.7	-4.3	7.0	-1.6	13.1	11.5	17.9	11.7	8.0
7	-5.1	-10.3	6.6	-4.9	5.5	-2.3	14.1	13.8	15.2	14.1	11.0
8	0.7	-17.2	-4.1	-9.2	3.3	-1.9	13.6	13.7	13.3	10.6	7.7
9	-1.2	-12.3	3.9	-7.4	2.7	-2.2	7.4	9.6	2.2	-2.5	7.5
10	-15.0	-8.5	8.0	-7.5	-1.0	-2.7	16.0	16.1	15.8	2.8	5.9
11	2.7	-9.3	0.3	-7.1	3.0	-1.7	11.3	11.6	10.7	0.1	1.8
12	2.9	-10.2	4.4	-1.8	12.6	0.5	12.4	13.3	10.2	2.8	4.1
2025. 1	-8.8	-16.4	0.6	-8.2	4.0	-1.7	13.1	9.2	22.7	-5.2	-2.7
2	-9.0	-11.5	21.3	-4.5	13.5	2.3	5.0	8.3	-2.7	9.3	5.4
3	-4.4	-13.9	3.1	-5.6	7.9	-0.9	9.9	9.5	11.1	-4.1	4.0
4	-0.6	-12.0	-1.5	-5.3	8.5	1.4	10.0	9.0	13.1	2.8	4.8
5	-5.6	-17.1	-1.3	-9.2	3.7	-0.4	7.0	6.1	9.6	4.1	2.4
6	7.8	-9.1	3.9	-7.7	10.5	2.5	11.6	11.0	13.2	6.2	6.7
7	-3.7	-13.7	3.3	4.8	8.5	9.6	13.7	12.6	16.8	13.1	5.8
8	-8.2	-9.2	6.0	1.2	10.9	5.9	6.6	5.9	8.7	12.3	3.2
9	1.4	-6.7	21.9	7.8	10.5	13.3	20.2	18.7	23.7	31.8	13.2
10p	-4.3	-10.1	25.5	-7.5	6.3	2.1	5.7	4.2	10.1	4.6	0.5
11p	-6.2	-5.1	8.0	-5.5	6.5	2.5	11.0	10.1	13.7	9.4	5.0

※ p는 잠정치임

1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2023	12.8	3.0	13.9	25.9	74.8	22.7	29.3	2.3	-12.3	1.4
2024	20.8	5.9	7.4	9.8	10.5	5.1	-11.2	14.3	34.2	-18.6
2023.4/4	55.3	10.2	13.5	25.3	56.3	17.8	26.9	8.3	-5.6	7.2
2024.1/4	51.7	13.1	9.7	18.0	22.0	17.4	23.8	12.3	29.8	-18.3
2/4	43.4	8.5	7.7	13.1	11.2	1.7	18.6	13.5	26.1	-14.3
3/4	8.7	1.1	6.2	5.0	4.7	12.5	-38.6	16.5	13.2	-21.6
4/4	-6.1	1.2	6.1	4.4	6.0	-8.0	-41.8	14.5	65.8	-20.1
2025.1/4	-8.9	-3.0	5.5	3.1	2.9	-4.5	-43.2	14.2	70.3	-2.9
2/4	10.2	-3.9	5.7	-0.8	1.3	-4.5	-49.5	14.2	-17.1	-1.1
3/4	79.1	1.9	9.1	5.4	5.5	6.1	2.2	8.4	-30.4	-1.8
2023.11	56.3	12.5	12.7	24.3	58.5	27.7	16.5	8.3	-12.9	16.1
12	39.1	10.0	11.4	25.3	52.2	7.6	28.4	10.4	4.1	-4.1
2024. 1	30.1	19.8	11.4	17.1	25.8	3.7	20.8	8.4	42.7	-21.6
2	27.0	9.4	10.7	20.3	21.2	23.3	36.3	13.9	32.4	-17.1
3	82.2	10.7	7.3	16.7	19.0	25.0	14.9	14.8	13.2	-16.0
4	32.6	13.9	10.4	12.7	14.4	18.4	14.1	9.8	19.1	-16.0
5	77.3	6.0	6.9	12.7	12.1	-7.7	14.1	13.8	31.0	-12.9
6	28.5	5.7	6.1	13.9	7.3	-1.7	28.3	17.0	28.9	-13.8
7	50.0	2.3	7.7	5.3	6.4	-1.2	-27.2	12.4	17.5	-22.6
8	40.6	-1.0	4.8	5.5	6.5	-1.0	-43.9	18.9	1.6	-29.5
9	-31.9	2.1	6.1	4.2	1.0	47.0	-43.1	18.2	20.1	-11.9
10	-9.4	3.4	5.0	4.3	8.1	-1.5	-46.1	14.7	34.8	-19.0
11	-7.2	0.5	6.2	4.9	5.3	-2.7	-37.7	13.8	71.7	-23.7
12	-0.9	-0.4	7.1	4.0	4.5	-20.5	-41.7	15.1	88.5	-17.2
2025. 1	-16.7	-9.3	3.4	5.8	3.9	3.0	-36.2	17.5	51.1	-6.9
2	35.8	4.0	6.6	-0.3	1.5	-4.3	-48.5	10.4	71.1	-0.4
3	-26.2	-3.5	6.5	3.7	3.3	-10.6	-44.6	14.6	95.4	-1.3
4	2.8	-4.9	5.2	2.3	4.9	3.7	-49.1	14.1	27.9	-8.0
5	16.5	-6.0	4.2	-1.8	-1.9	11.3	-47.2	14.7	-40.5	0.6
6	9.0	-0.5	7.7	-2.9	1.2	-22.7	-52.2	13.8	-37.9	5.1
7	54.8	-0.5	7.4	6.8	5.4	19.4	-2.8	11.4	-37.7	-1.1
8	55.1	-0.1	6.2	5.3	3.1	27.9	8.6	7.5	-39.4	1.8
9	136.4	6.7	13.8	4.2	8.3	-24.2	1.9	6.2	-18.2	-5.7
10p	38.6	-9.7	3.9	10.1	9.0	11.4	21.6	13.5	-43.1	-5.3
11p	35.0	-2.5	4.8	7.3	8.5	11.2	4.0	13.7	-54.9	4.7

※ p는 잠정치임

2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
			컴 퓨 터 및 주변기기	가전·전자	통신기기		서 적	사무·문구		의 복
2022	1,630,964	186,538	45,720	99,086	41,732	23,654	12,605	11,048	400,150	154,563
2023	1,818,657	195,156	43,796	106,360	45,000	24,262	12,458	11,804	418,269	163,676
2024	1,983,395	206,101	43,884	117,638	44,579	26,573	13,804	12,768	429,644	165,196
2022.4/4	426,917	49,528	10,816	25,481	13,232	6,114	2,846	3,268	111,034	46,516
2023.1/4	428,173	47,972	13,059	22,765	12,148	6,650	3,562	3,088	97,707	37,725
2/4	442,695	45,533	10,101	26,889	8,544	5,430	2,690	2,740	105,631	41,023
3/4	455,823	46,927	10,046	26,965	9,916	5,646	3,109	2,537	96,179	34,622
4/4	491,967	54,724	10,590	29,741	14,392	6,535	3,097	3,438	118,753	50,306
2024.1/4	483,032	52,471	13,359	26,947	12,166	7,199	3,894	3,305	101,771	38,189
2/4	492,076	49,215	10,291	30,282	8,642	5,876	2,928	2,948	110,628	42,423
3/4	491,677	52,076	9,585	29,777	12,714	6,286	3,445	2,842	96,979	33,972
4/4	516,610	52,339	10,650	30,632	11,057	7,211	3,538	3,673	120,266	50,613
2025.1/4	506,490	54,714	13,147	28,283	13,284	7,891	4,338	3,553	101,074	36,874
2/4	513,052	52,591	10,428	32,372	9,792	6,460	3,275	3,185	110,220	41,594
3/4	539,724	59,261	11,460	33,858	13,943	7,321	3,983	3,338	103,905	35,513
2023.11	165,364	19,357	3,851	11,204	4,302	2,131	972	1,159	41,274	18,204
12	166,979	16,699	3,626	9,452	3,622	2,594	1,267	1,327	38,808	15,631
2024. 1	163,159	18,575	4,536	9,144	4,894	2,418	1,322	1,096	32,692	11,941
2	155,360	17,228	4,454	8,832	3,941	2,160	1,127	1,033	31,638	11,633
3	164,513	16,669	4,368	8,970	3,330	2,621	1,445	1,176	37,442	14,614
4	160,583	15,733	3,480	9,319	2,935	2,079	1,022	1,057	37,624	14,910
5	168,685	16,722	3,642	10,195	2,885	1,985	976	1,009	37,720	14,137
6	162,808	16,760	3,170	10,769	2,821	1,813	930	882	35,284	13,375
7	165,092	18,131	3,156	11,049	3,926	2,123	1,182	941	34,097	12,597
8	163,872	16,265	3,235	9,735	3,296	2,089	1,144	945	30,717	10,086
9	162,713	17,680	3,195	8,993	5,492	2,074	1,119	955	32,165	11,289
10	167,293	16,661	3,028	9,573	4,060	2,255	1,177	1,078	38,039	15,726
11	172,327	18,918	4,090	11,253	3,575	2,233	1,036	1,197	41,019	17,820
12	176,990	16,759	3,532	9,806	3,422	2,723	1,326	1,398	41,208	17,068
2025. 1	172,929	17,495	4,212	9,318	3,966	2,484	1,387	1,098	32,875	12,012
2	161,553	19,599	4,528	9,274	5,797	2,494	1,307	1,188	31,709	10,997
3	172,008	17,620	4,408	9,691	3,521	2,913	1,645	1,267	36,490	13,864
4	167,824	16,659	3,542	9,619	3,498	2,305	1,150	1,155	36,792	13,903
5	174,272	18,196	3,554	11,167	3,475	2,134	1,093	1,041	37,049	13,850
6	170,957	17,736	3,333	11,585	2,818	2,021	1,032	989	36,379	13,841
7	182,580	20,827	3,613	13,179	4,036	2,460	1,366	1,094	36,206	12,984
8	177,505	18,753	3,779	10,606	4,368	2,394	1,337	1,057	32,519	10,264
9	179,639	19,681	4,069	10,073	5,540	2,467	1,280	1,187	35,179	12,265
10p	178,468	18,143	3,520	10,108	4,514	2,149	1,047	1,102	39,310	15,990
11p	185,941	20,006	4,640	11,094	4,272	2,521	1,151	1,369	43,135	18,913

※ 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
2022	27,029	20,711	29,852	44,104	81,071	42,819	272,824	201,384	71,440	200,796	126,995
2023	27,428	20,576	29,783	41,895	91,960	42,951	307,406	225,936	81,470	212,984	132,974
2024	27,069	18,737	31,635	41,028	102,909	43,070	364,191	266,539	97,652	234,534	147,336
2022.4/4	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	6,350	5,314	7,109	8,709	22,100	10,399	72,754	53,178	19,576	50,016	30,799
2/4	7,299	5,186	7,384	11,438	22,313	10,988	73,098	54,736	18,362	52,245	32,737
3/4	6,104	5,232	7,241	10,462	22,510	10,008	81,801	59,607	22,194	53,604	33,830
4/4	7,676	4,844	8,049	11,286	25,036	11,556	79,754	58,414	21,339	57,118	35,607
2024.1/4	6,042	5,103	7,395	8,867	25,523	10,653	89,469	64,115	25,354	57,476	35,463
2/4	7,196	4,696	8,032	11,564	25,616	11,101	88,172	65,253	22,918	58,776	36,965
3/4	6,106	4,530	7,702	9,911	24,900	9,857	93,841	68,952	24,889	58,720	37,543
4/4	7,725	4,408	8,505	10,685	26,871	11,459	92,710	68,219	24,491	59,562	37,365
2025.1/4	5,934	4,394	8,152	8,023	27,126	10,570	100,864	72,235	28,629	58,796	36,688
2/4	7,447	3,993	8,203	10,656	27,087	11,240	99,944	73,447	26,496	60,714	39,136
3/4	6,212	4,030	8,686	10,445	27,920	11,099	111,912	81,744	30,168	63,954	41,352
2023.11	2,733	1,548	2,644	4,002	8,418	3,725	26,800	19,797	7,004	19,396	11,988
12	2,518	1,659	3,074	3,133	8,605	4,187	27,436	19,716	7,719	19,102	11,969
2024. 1	1,810	1,635	2,498	2,753	8,636	3,418	31,234	22,222	9,012	19,041	11,762
2	1,921	1,686	2,246	2,641	8,073	3,437	28,621	20,187	8,434	18,350	11,276
3	2,312	1,782	2,650	3,473	8,814	3,798	29,613	21,706	7,908	20,085	12,425
4	2,370	1,609	2,643	3,866	8,375	3,851	29,205	21,624	7,581	19,196	11,973
5	2,478	1,635	2,762	4,030	8,811	3,867	30,508	22,564	7,944	20,058	12,635
6	2,347	1,453	2,628	3,668	8,429	3,384	28,459	21,065	7,394	19,522	12,356
7	2,334	1,550	2,822	3,374	8,086	3,335	29,644	22,107	7,536	20,033	12,888
8	1,806	1,479	2,453	3,197	8,424	3,271	31,447	23,344	8,103	19,743	12,637
9	1,966	1,501	2,428	3,340	8,389	3,252	32,750	23,501	9,249	18,944	12,018
10	2,301	1,467	2,557	3,936	8,514	3,539	30,492	22,587	7,905	19,981	12,469
11	2,766	1,452	2,711	3,731	8,874	3,667	30,548	22,606	7,942	20,024	12,401
12	2,658	1,489	3,237	3,018	9,484	4,253	31,670	23,026	8,643	19,557	12,495
2025. 1	1,720	1,411	2,584	2,486	9,228	3,434	36,989	25,546	11,443	18,960	12,001
2	1,865	1,491	2,790	2,429	8,706	3,432	30,583	22,326	8,257	19,228	11,771
3	2,350	1,493	2,779	3,108	9,192	3,704	33,292	24,363	8,929	20,608	12,916
4	2,404	1,378	2,623	3,603	9,020	3,861	33,104	24,320	8,784	19,780	12,605
5	2,419	1,332	2,788	3,638	9,149	3,873	33,763	24,779	8,985	20,222	13,108
6	2,623	1,283	2,792	3,415	8,919	3,506	33,076	24,348	8,728	20,712	13,423
7	2,288	1,340	3,007	3,665	9,129	3,794	35,932	26,675	9,257	21,805	14,240
8	1,867	1,333	2,682	3,297	9,435	3,641	36,031	26,675	9,356	21,192	13,660
9	2,057	1,357	2,997	3,483	9,356	3,663	39,949	28,394	11,555	20,957	13,453
10p	2,198	1,314	3,378	3,660	9,074	3,695	33,448	24,514	8,935	20,146	12,876
11p	2,621	1,350	2,995	3,577	9,848	3,831	35,375	26,063	9,311	21,041	13,345

※ p는 잠정치임

2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2022	16,476	38,522	18,803	522,343	119,374	14,606	63,848	311,209	13,306	24,659
2023	19,443	39,724	20,843	636,652	213,496	17,507	75,454	319,275	10,919	23,928
2024	21,360	43,197	22,641	703,109	238,275	17,911	66,739	365,915	14,270	19,243
2022.4/4	4,501	9,434	4,848	137,272	35,230	3,930	17,637	77,228	3,247	6,054
2023.1/4	4,377	9,941	4,899	147,123	47,404	3,722	17,778	75,854	2,365	5,952
2/4	4,887	9,516	5,104	154,920	52,500	4,591	18,280	76,793	2,756	5,838
3/4	4,796	9,673	5,305	165,818	57,148	4,630	18,368	82,808	2,865	5,848
4/4	5,383	10,594	5,534	168,791	56,444	4,565	21,029	83,820	2,934	6,291
2024.1/4	5,073	11,480	5,461	170,106	57,584	4,074	20,024	85,395	3,029	4,539
2/4	5,554	10,657	5,600	174,522	58,983	4,591	20,135	87,514	3,299	4,888
3/4	5,378	10,109	5,690	179,173	61,401	4,972	12,947	96,736	3,116	4,602
4/4	5,354	10,952	5,891	179,308	60,307	4,273	13,633	96,270	4,826	5,213
2025.1/4	4,884	11,407	5,817	178,418	58,045	3,883	13,769	97,825	4,896	4,731
2/4	5,174	10,426	5,978	178,064	57,881	4,674	12,807	100,108	2,594	5,059
3/4	5,714	10,488	6,401	189,206	62,782	6,029	13,591	104,773	2,032	4,166
2023.11	1,963	3,628	1,817	54,130	18,316	1,436	6,666	26,682	1,030	2,277
12	1,790	3,468	1,876	60,279	19,672	1,595	7,926	30,116	970	2,062
2024. 1	1,674	3,739	1,867	57,718	19,960	1,245	6,615	28,784	1,114	1,482
2	1,591	3,764	1,720	55,945	18,709	1,445	7,149	27,591	1,051	1,417
3	1,809	3,977	1,874	56,444	18,914	1,384	6,260	29,021	864	1,640
4	1,801	3,584	1,838	55,043	18,800	1,437	6,069	27,687	1,049	1,703
5	1,925	3,596	1,901	60,043	20,632	1,408	7,006	29,829	1,170	1,650
6	1,828	3,477	1,861	59,435	19,551	1,747	7,060	29,997	1,080	1,536
7	1,808	3,410	1,927	59,580	20,931	1,608	4,381	31,761	899	1,484
8	1,774	3,410	1,921	62,180	21,506	1,684	3,948	33,941	1,102	1,431
9	1,796	3,289	1,842	57,413	18,965	1,680	4,618	31,035	1,116	1,687
10	1,870	3,690	1,953	58,136	20,285	1,577	3,953	31,078	1,243	1,728
11	1,946	3,744	1,933	57,849	19,422	1,515	4,631	30,442	1,840	1,735
12	1,539	3,518	2,005	63,323	20,600	1,182	5,049	34,750	1,742	1,750
2025. 1	1,423	3,540	1,996	62,568	20,469	1,327	5,117	33,922	1,733	1,557
2	1,682	3,946	1,829	56,410	18,680	1,204	4,327	30,562	1,636	1,529
3	1,779	3,921	1,992	59,440	18,896	1,351	4,325	33,340	1,528	1,646
4	1,742	3,492	1,941	57,661	19,123	1,521	4,051	31,642	1,324	1,523
5	1,697	3,419	1,998	61,082	19,903	1,607	4,649	34,267	656	1,825
6	1,735	3,515	2,038	59,321	18,855	1,546	4,107	34,199	615	1,712
7	1,918	3,503	2,144	64,045	21,372	2,023	4,637	35,379	634	1,305
8	1,869	3,520	2,143	65,057	21,204	2,493	4,273	36,438	649	1,559
9	1,927	3,465	2,114	60,104	20,206	1,513	4,681	32,956	748	1,302
10p	1,807	3,394	2,068	63,957	20,955	1,994	5,058	35,237	713	1,316
11p	1,881	3,725	2,090	62,326	20,138	1,737	5,102	34,563	784	1,538

※ p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	합계	가 전				도 서			패 셴	
			컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복
2023	11.5	4.6	-4.2	7.3	7.8	2.6	-1.2	6.8	4.5	5.9
2024	9.1	5.6	0.2	10.6	-0.9	9.5	10.8	8.2	2.7	0.9
2023.4/4	15.2	10.5	-2.1	16.7	8.8	6.9	8.8	5.2	7.0	8.1
2024.1/4	12.8	9.4	2.3	18.4	0.1	8.3	9.3	7.0	4.2	1.2
2/4	11.2	8.1	1.9	12.6	1.1	8.2	8.8	7.6	4.7	3.4
3/4	7.9	11.0	-4.6	10.4	28.2	11.3	10.8	12.0	0.8	-1.9
4/4	5.0	-4.4	0.6	3.0	-23.2	10.3	14.2	6.8	1.3	0.6
2025.1/4	4.9	4.3	-1.6	5.0	9.2	9.6	11.4	7.5	-0.7	-3.4
2/4	4.3	6.9	1.3	6.9	13.3	9.9	11.9	8.0	-0.4	-2.0
3/4	9.8	13.8	19.6	13.7	9.7	16.5	15.6	17.4	7.1	4.5
2023.11	16.9	15.3	-4.6	25.9	11.7	8.0	5.3	10.4	11.7	16.0
12	14.0	9.4	3.5	13.1	6.5	9.5	16.7	3.4	1.9	1.1
2024. 1	12.2	17.1	10.6	14.5	29.7	13.4	13.5	13.3	5.4	3.3
2	14.5	2.2	-4.7	21.0	-19.3	2.7	4.9	0.4	5.1	3.2
3	11.8	9.2	2.0	19.9	-4.6	8.6	9.3	7.7	2.3	-1.9
4	12.8	14.1	5.3	22.3	2.3	8.6	9.1	8.1	8.5	9.6
5	9.2	1.6	-1.3	5.3	-6.3	9.3	8.7	9.9	0.9	-3.3
6	11.6	9.6	2.0	12.3	8.7	6.6	8.7	4.5	5.1	4.5
7	8.0	10.7	-6.3	9.0	36.4	11.2	8.3	15.0	2.6	0.6
8	6.9	-1.5	-5.1	9.0	-21.0	9.0	8.4	9.7	-0.7	-3.6
9	8.7	26.0	-2.3	13.8	91.8	14.0	16.3	11.4	0.5	-3.0
10	4.8	-10.7	-2.8	5.4	-37.2	24.6	37.1	13.3	-1.6	-4.5
11	4.2	-2.3	6.2	0.4	-16.9	4.8	6.5	3.3	-0.6	-2.1
12	6.0	0.4	-2.6	3.7	-5.5	5.0	4.6	5.3	6.2	9.2
2025. 1	6.0	-5.8	-7.1	1.9	-19.0	2.7	4.9	0.2	0.6	0.6
2	4.0	13.8	1.6	5.0	47.1	15.5	16.0	14.9	0.2	-5.5
3	4.6	5.7	0.9	8.0	5.7	11.1	13.9	7.8	-2.5	-5.1
4	4.5	5.9	1.8	3.2	19.2	10.9	12.6	9.3	-2.2	-6.8
5	3.3	8.8	-2.4	9.5	20.4	7.5	12.0	3.2	-1.8	-2.0
6	5.0	5.8	5.2	7.6	-0.1	11.5	10.9	12.1	3.1	3.5
7	10.6	14.9	14.5	19.3	2.8	15.9	15.6	16.2	6.2	3.1
8	8.3	15.3	16.8	8.9	32.5	14.6	16.9	11.8	5.9	1.8
9	10.4	11.3	27.3	12.0	0.9	18.9	14.4	24.2	9.4	8.7
10p	6.7	8.9	16.3	5.6	11.2	-4.7	-11.0	2.2	3.3	1.7
11p	7.9	5.7	13.4	-1.4	19.5	12.9	11.1	14.4	5.2	6.1

※ p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	패션						식품			생활	
	신발	가방	패션용품 및 액세서리	스포츠 · 레저용품	화장품	아동 · 유아용품		음·식료품	농축수산물		생활용품
2023	1.5	-0.7	-0.2	-5.0	13.4	0.3	12.7	12.2	14.0	6.1	4.7
2024	-1.3	-8.9	6.2	-2.1	11.9	0.3	18.5	18.0	19.9	10.1	10.8
2023.4/4	0.5	-2.6	1.9	-3.6	19.7	1.5	19.3	17.6	24.4	14.0	13.8
2024.1/4	-4.8	-4.0	4.0	1.8	15.5	2.4	23.0	20.6	29.5	14.9	15.1
2/4	-1.4	-9.4	8.8	1.1	14.8	1.0	20.6	19.2	24.8	12.5	12.9
3/4	0.0	-13.4	6.4	-5.3	10.6	-1.5	14.7	15.7	12.1	9.5	11.0
4/4	0.6	-9.0	5.7	-5.3	7.3	-0.8	16.2	16.8	14.8	4.3	4.9
2025.1/4	-1.8	-13.9	10.2	-9.5	6.3	-0.8	12.7	12.7	12.9	2.3	3.5
2/4	3.5	-15.0	2.1	-7.9	5.7	1.3	13.4	12.6	15.6	3.3	5.9
3/4	1.7	-11.0	12.8	5.4	12.1	12.6	19.3	18.6	21.2	8.9	10.1
2023.11	7.4	-9.3	6.9	3.3	19.3	3.8	19.5	17.7	25.2	15.0	14.6
12	-6.0	2.6	-4.9	-12.0	19.6	-3.7	19.6	17.0	26.9	12.9	11.6
2024. 1	-1.0	-4.4	3.5	6.2	14.4	1.5	16.4	17.9	13.0	16.0	15.1
2	-2.2	-2.2	0.8	0.7	15.6	3.9	32.3	25.4	52.4	14.3	15.4
3	-9.6	-5.2	7.5	-0.6	16.5	1.9	21.9	19.1	30.3	14.4	14.9
4	2.6	-9.2	10.6	6.1	15.1	4.4	24.4	22.9	29.1	15.7	16.5
5	-4.4	-10.0	6.0	-1.0	13.8	-1.7	20.9	19.3	26.0	11.2	11.2
6	-2.1	-9.2	10.0	-1.5	15.5	0.6	16.6	15.6	19.6	10.9	11.3
7	2.7	-11.9	10.4	-4.8	13.0	-2.1	17.3	17.0	18.4	10.6	12.4
8	-2.8	-17.0	-1.0	-7.0	11.0	-1.8	16.0	16.3	15.1	8.2	10.0
9	-0.3	-11.2	10.1	-4.1	8.1	-0.6	11.3	13.9	5.2	9.9	10.5
10	-5.1	-10.4	9.7	-5.2	6.2	-2.9	19.5	19.5	19.5	7.3	7.0
11	1.2	-6.2	2.5	-6.8	5.4	-1.6	14.0	14.2	13.4	3.2	3.4
12	5.6	-10.3	5.3	-3.7	10.2	1.6	15.4	16.8	12.0	2.4	4.4
2025. 1	-5.0	-13.7	3.4	-9.7	6.9	0.5	18.4	15.0	27.0	-0.4	2.0
2	-2.9	-11.6	24.2	-8.0	7.8	-0.2	6.9	10.6	-2.1	4.8	4.4
3	1.7	-16.2	4.9	-10.5	4.3	-2.5	12.4	12.2	12.9	2.6	4.0
4	1.4	-14.3	-0.7	-6.8	7.7	0.3	13.4	12.5	15.9	3.0	5.3
5	-2.4	-18.5	0.9	-9.7	3.8	0.2	10.7	9.8	13.1	0.8	3.7
6	11.7	-11.7	6.2	-6.9	5.8	3.6	16.2	15.6	18.0	6.1	8.6
7	-2.0	-13.6	6.6	8.6	12.9	13.8	21.2	20.7	22.8	8.8	10.5
8	3.4	-9.8	9.3	3.1	12.0	11.3	14.6	14.3	15.5	7.3	8.1
9	4.6	-9.6	23.4	4.3	11.5	12.7	22.0	20.8	24.9	10.6	11.9
10p	-4.5	-10.4	32.1	-7.0	6.6	4.4	9.7	8.5	13.0	0.8	3.3
11p	-5.2	-7.1	10.5	-4.1	11.0	4.5	15.8	15.3	17.2	5.1	7.6

※ p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2023	18.0	3.1	10.8	21.9	78.8	19.9	18.2	2.6	-17.9	-3.0
2024	9.9	8.7	8.6	10.4	11.6	2.3	-11.6	14.6	30.7	-19.6
2023.4/4	19.6	12.3	14.2	23.0	60.2	16.2	19.2	8.5	-9.7	3.9
2024.1/4	15.9	15.5	11.5	15.6	21.5	9.5	12.6	12.6	28.1	-23.7
2/4	13.6	12.0	9.7	12.7	12.3	0.0	10.1	14.0	19.7	-16.3
3/4	12.2	4.5	7.2	8.1	7.4	7.4	-29.5	16.8	8.8	-21.3
4/4	-0.5	3.4	6.4	6.2	6.8	-6.4	-35.2	14.9	64.5	-17.1
2025.1/4	-3.7	-0.6	6.5	4.9	0.8	-4.7	-31.2	14.6	61.6	4.2
2/4	-6.8	-2.2	6.8	2.0	-1.9	1.8	-36.4	14.4	-21.4	3.5
3/4	6.2	3.7	12.5	5.6	2.2	21.3	5.0	8.3	-34.8	-9.5
2023.11	21.6	14.0	12.5	21.8	62.9	23.2	8.1	8.4	-18.3	15.6
12	21.8	13.1	13.1	23.8	56.2	6.5	23.5	10.6	1.7	-5.8
2024. 1	17.9	20.3	12.0	13.2	23.5	-5.3	6.0	8.7	38.6	-29.7
2	12.6	12.5	13.0	18.9	22.2	19.8	27.3	14.2	35.8	-21.8
3	17.1	14.1	9.6	15.1	18.7	15.2	5.8	15.1	9.8	-19.3
4	13.7	15.7	12.2	10.7	13.8	13.6	3.8	10.2	8.2	-20.9
5	16.1	9.7	8.9	12.2	12.6	-7.0	5.1	14.3	25.4	-16.5
6	11.1	10.8	8.2	15.0	10.7	-3.6	22.4	17.3	26.5	-10.1
7	12.2	4.4	8.5	6.5	7.8	-5.7	-22.6	12.7	-7.4	-24.5
8	9.1	2.7	5.9	9.9	10.8	-0.5	-33.5	19.3	1.0	-29.6
9	15.3	6.6	7.4	7.7	3.5	36.4	-31.8	18.6	38.8	-8.8
10	14.7	5.5	6.0	6.9	9.9	2.8	-38.6	15.0	33.2	-11.5
11	-0.9	3.2	6.4	6.9	6.0	5.5	-30.5	14.1	78.6	-23.8
12	-14.0	1.5	6.9	5.1	4.7	-25.9	-36.3	15.4	79.7	-15.1
2025. 1	-15.0	-5.3	6.9	8.4	2.5	6.6	-22.6	17.9	55.5	5.1
2	5.7	4.8	6.3	0.8	-0.2	-16.7	-39.5	10.8	55.7	7.9
3	-1.7	-1.4	6.3	5.3	-0.1	-2.4	-30.9	14.9	76.8	0.3
4	-3.3	-2.6	5.6	4.8	1.7	5.9	-33.3	14.3	26.1	-10.6
5	-11.9	-4.9	5.1	1.7	-3.5	14.2	-33.6	14.9	-43.9	10.6
6	-5.0	1.1	9.5	-0.2	-3.6	-11.5	-41.8	14.0	-43.1	11.5
7	6.1	2.7	11.3	7.5	2.1	25.8	5.8	11.4	-29.4	-12.1
8	5.3	3.2	11.5	4.6	-1.4	48.0	8.2	7.4	-41.1	9.0
9	7.3	5.3	14.8	4.7	6.5	-9.9	1.4	6.2	-33.0	-22.8
10p	-3.3	-8.0	5.9	10.0	3.3	26.5	28.0	13.4	-42.7	-23.9
11p	-3.3	-0.5	8.1	7.7	3.7	14.7	10.2	13.5	-57.4	-11.4

※ p는 잠정치임

3-1. 취급상품범위별 및 운영형태별 온라인쇼핑 거래액

(단위: 억원)

	거래액	취급상품범위별		운영형태별	
		종합물	전문물	온라인물	온·오프라인병행물
2022	2,161,751	1,327,723	834,029	1,676,192	485,559
2023	2,422,068	1,415,639	1,006,429	1,872,770	549,298
2024	2,594,319	1,479,253	1,115,066	2,014,321	579,998
2022.4/4	571,170	352,406	218,764	440,069	131,101
2023.1/4	568,280	339,154	229,126	436,514	131,765
2/4	591,623	346,050	245,572	456,068	135,554
3/4	607,976	350,008	257,968	474,919	133,057
4/4	654,189	380,427	273,762	505,268	148,921
2024.1/4	637,679	374,105	263,573	496,063	141,615
2/4	649,592	378,587	271,005	504,799	144,793
3/4	635,460	350,879	284,582	493,790	141,670
4/4	671,588	375,683	295,905	519,669	151,919
2025.1/4	654,073	368,337	285,736	511,055	143,018
2/4	661,624	366,114	295,511	512,149	149,475
3/4	692,144	377,701	314,443	536,027	156,117
2023.11	221,954	130,829	91,124	171,615	50,338
12	218,629	126,145	92,484	169,624	49,004
2024. 1	215,818	128,112	87,706	168,409	47,409
2	203,465	119,377	84,088	159,609	43,856
3	218,395	126,616	91,779	168,045	50,350
4	211,506	125,401	86,104	164,938	46,568
5	222,900	129,764	93,136	172,158	50,742
6	215,186	123,422	91,765	167,703	47,484
7	214,622	119,081	95,541	166,876	47,746
8	210,875	114,838	96,037	164,082	46,793
9	209,964	116,960	93,004	162,833	47,131
10	216,584	120,612	95,972	166,694	49,890
11	226,307	128,416	97,890	175,864	50,442
12	228,697	126,654	102,043	177,110	51,587
2025. 1	219,227	124,461	94,767	172,211	47,017
2	210,971	117,963	93,009	164,010	46,961
3	223,874	125,913	97,960	174,834	49,040
4	217,496	122,153	95,343	169,464	48,032
5	224,260	123,860	100,400	173,644	50,616
6	219,869	120,101	99,768	169,041	50,828
7	231,427	126,481	104,946	180,107	51,320
8	223,425	119,506	103,919	173,980	49,445
9	237,292	131,714	105,578	181,940	55,351
10p	228,631	123,304	105,327	175,294	53,337
11p	241,613	132,132	109,481	185,325	56,288

※ p는 잠정치임

3-2. 취급상품범위별 및 운영형태별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	거래액	취급상품범위별		운영형태별	
		종합물	전문물	온라인물	온·오프라인병행물
2023	12.0	6.6	20.7	11.7	13.1
2024	7.1	4.5	10.8	7.6	5.6
2023.4/4	14.5	8.0	25.1	14.8	13.6
2024.1/4	12.2	10.3	15.0	13.6	7.5
2/4	9.8	9.4	10.4	10.7	6.8
3/4	4.5	0.2	10.3	4.0	6.5
4/4	2.7	-1.2	8.1	2.9	2.0
2025.1/4	2.6	-1.5	8.4	3.0	1.0
2/4	1.9	-3.3	9.0	1.5	3.2
3/4	8.9	7.6	10.5	8.6	10.2
2023.11	16.7	9.9	28.2	16.6	17.2
12	11.7	5.0	22.3	12.8	8.2
2024. 1	13.3	11.2	16.4	14.6	8.9
2	12.9	10.9	15.7	14.9	6.1
3	10.6	8.8	13.1	11.6	7.4
4	11.5	12.4	10.3	12.9	6.8
5	8.7	7.3	10.8	9.4	6.5
6	9.2	8.7	9.9	9.8	7.2
7	6.6	3.0	11.5	5.7	9.9
8	3.6	-1.9	10.9	2.4	7.8
9	3.4	-0.3	8.5	3.8	2.0
10	1.4	-2.3	6.5	1.6	0.6
11	2.0	-1.8	7.4	2.5	0.2
12	4.6	0.4	10.3	4.4	5.3
2025. 1	1.6	-2.9	8.0	2.3	-0.8
2	3.7	-1.2	10.6	2.8	7.1
3	2.5	-0.6	6.7	4.0	-2.6
4	2.8	-2.6	10.7	2.7	3.1
5	0.6	-4.5	7.8	0.9	-0.2
6	2.2	-2.7	8.7	0.8	7.0
7	7.8	6.2	9.8	7.9	7.5
8	6.0	4.1	8.2	6.0	5.7
9	13.0	12.6	13.5	11.7	17.4
10p	5.6	2.2	9.7	5.2	6.9
11p	6.8	2.9	11.8	5.4	11.6

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

1) 종합몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
			컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복
2022	1,327,723	249,931	67,742	134,947	47,242	24,149	8,850	15,300	355,011	90,052
2023	1,415,639	256,648	65,207	142,106	49,335	25,842	9,028	16,813	365,425	91,224
2024	1,479,253	255,172	62,777	144,512	47,883	28,126	10,101	18,026	359,443	83,310
2022.4/4	352,406	65,568	16,638	34,237	14,692	6,777	2,064	4,713	98,256	27,672
2023.1/4	339,154	62,919	18,813	31,024	13,082	6,817	2,548	4,268	84,983	21,450
2/4	346,050	61,573	15,220	36,449	9,904	5,860	1,969	3,890	94,573	23,728
3/4	350,008	61,765	15,082	36,022	10,661	5,867	2,244	3,623	84,898	18,702
4/4	380,427	70,391	16,092	38,611	15,688	7,299	2,267	5,032	100,971	27,344
2024.1/4	374,105	66,597	18,893	34,679	13,025	7,500	2,893	4,607	86,996	20,136
2/4	378,587	65,075	16,106	38,800	10,168	6,305	2,138	4,167	94,479	22,261
3/4	350,879	60,725	13,065	35,258	12,402	6,439	2,490	3,949	81,153	16,153
4/4	375,683	62,775	14,712	35,775	12,288	7,882	2,580	5,303	96,816	24,760
2025.1/4	368,337	62,025	16,590	32,062	13,372	7,881	3,055	4,826	83,856	17,718
2/4	366,114	60,410	13,442	36,209	10,759	6,589	2,240	4,349	90,938	20,074
3/4	377,701	64,125	14,355	36,629	13,142	7,067	2,634	4,432	85,104	16,393
2023.11	130,829	25,370	5,886	14,591	4,893	2,452	732	1,720	35,108	10,008
12	126,145	21,831	5,453	12,219	4,159	2,840	920	1,920	32,394	8,247
2024. 1	128,112	23,481	6,471	11,931	5,079	2,515	985	1,530	28,667	6,353
2	119,377	21,713	6,260	11,343	4,110	2,245	828	1,417	26,779	6,022
3	126,616	21,403	6,162	11,405	3,836	2,741	1,081	1,659	31,550	7,760
4	125,401	20,755	5,302	12,004	3,449	2,294	769	1,525	32,497	7,989
5	129,764	22,182	5,596	13,210	3,376	2,101	700	1,402	32,431	7,467
6	123,422	22,138	5,208	13,586	3,344	1,910	670	1,240	29,551	6,805
7	119,081	21,803	4,514	13,410	3,880	2,216	891	1,325	28,305	5,967
8	114,838	19,156	4,311	11,408	3,437	2,132	823	1,309	26,156	4,885
9	116,960	19,766	4,240	10,440	5,085	2,091	775	1,316	26,691	5,301
10	120,612	19,658	4,140	11,135	4,383	2,341	792	1,549	31,367	7,929
11	128,416	22,938	5,667	13,223	4,048	2,533	789	1,744	33,184	8,854
12	126,654	20,180	4,906	11,417	3,856	3,008	999	2,010	32,265	7,977
2025. 1	124,461	20,254	5,218	10,570	4,466	2,444	1,012	1,432	26,870	5,627
2	117,963	21,245	5,654	10,587	5,004	2,518	893	1,624	26,672	5,264
3	125,913	20,526	5,718	10,906	3,902	2,920	1,149	1,771	30,314	6,827
4	122,153	19,138	4,588	10,723	3,828	2,435	807	1,627	30,962	6,863
5	123,860	20,981	4,636	12,536	3,810	2,142	746	1,395	30,726	6,828
6	120,101	20,290	4,218	12,950	3,122	2,013	687	1,326	29,251	6,383
7	126,481	22,669	4,524	14,181	3,964	2,321	901	1,420	29,204	6,003
8	119,506	19,524	4,632	11,301	3,590	2,262	885	1,376	26,915	4,841
9	131,714	21,933	5,199	11,147	5,588	2,484	849	1,635	28,986	5,549
10p	123,304	20,071	4,411	11,060	4,600	2,181	683	1,498	31,604	7,597
11p	132,132	23,324	6,047	12,662	4,615	2,633	761	1,871	33,067	8,499

※ 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
2022	22,257	16,195	27,553	57,088	93,413	48,452	312,881	229,308	83,573	235,335	153,123
2023	23,092	17,376	27,903	54,309	101,548	49,974	356,145	259,437	96,708	249,609	162,481
2024	22,010	15,783	28,216	52,056	108,604	49,465	416,806	302,227	114,579	271,080	177,697
2022.4/4	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	5,298	4,479	6,748	11,353	23,663	11,991	84,718	61,353	23,366	58,818	37,756
2/4	6,266	4,405	7,140	14,685	25,504	12,844	84,551	62,887	21,664	61,295	40,089
3/4	5,080	4,359	6,729	13,385	25,035	11,609	95,225	68,675	26,550	62,688	41,160
4/4	6,448	4,133	7,286	14,885	27,345	13,530	91,651	66,522	25,129	66,808	43,475
2024.1/4	5,007	4,317	6,830	11,225	27,319	12,163	103,271	73,308	29,963	66,410	42,560
2/4	6,031	4,011	7,440	14,537	27,411	12,788	100,965	74,022	26,943	67,737	44,527
3/4	4,878	3,763	6,735	12,366	25,998	11,260	106,931	77,671	29,261	67,447	45,159
4/4	6,094	3,692	7,211	13,928	27,877	13,253	105,639	77,226	28,412	69,486	45,452
2025.1/4	4,765	3,588	6,959	10,180	28,592	12,055	114,100	80,827	33,274	67,663	43,761
2/4	6,012	3,453	7,149	13,007	28,484	12,758	111,924	81,748	30,176	70,044	46,753
3/4	5,040	3,478	7,409	12,659	27,730	12,396	123,789	89,447	34,342	72,167	48,506
2023.11	2,327	1,346	2,421	5,344	9,314	4,348	30,862	22,573	8,289	22,717	14,798
12	2,053	1,394	2,697	4,198	8,861	4,945	31,313	22,297	9,015	22,251	14,484
2024. 1	1,526	1,422	2,291	3,557	9,632	3,885	36,497	25,670	10,827	22,213	14,221
2	1,535	1,405	2,076	3,334	8,547	3,860	32,728	22,879	9,849	21,004	13,383
3	1,946	1,490	2,462	4,334	9,140	4,418	34,046	24,759	9,287	23,194	14,957
4	2,012	1,372	2,469	4,865	9,291	4,499	33,411	24,541	8,870	22,311	14,542
5	2,072	1,390	2,504	5,068	9,498	4,431	34,942	25,600	9,342	23,042	15,202
6	1,947	1,248	2,466	4,604	8,622	3,858	32,613	23,881	8,732	22,385	14,783
7	1,852	1,281	2,506	4,288	8,628	3,783	33,734	24,996	8,738	23,214	15,577
8	1,465	1,235	2,167	3,960	8,712	3,732	35,807	26,308	9,500	22,721	15,243
9	1,561	1,247	2,062	4,118	8,658	3,745	37,390	26,367	11,023	21,511	14,339
10	1,868	1,244	2,242	4,956	9,041	4,086	34,683	25,533	9,150	23,133	15,131
11	2,246	1,238	2,379	4,924	9,301	4,244	34,964	25,725	9,239	23,391	15,227
12	1,981	1,210	2,591	4,048	9,535	4,924	35,992	25,968	10,023	22,963	15,094
2025. 1	1,353	1,166	2,145	3,132	9,644	3,804	41,747	28,317	13,430	21,524	13,941
2	1,481	1,187	2,347	3,108	9,387	3,897	34,647	25,128	9,519	22,213	14,187
3	1,930	1,235	2,467	3,939	9,562	4,354	37,706	27,382	10,324	23,926	15,633
4	1,989	1,204	2,357	4,351	9,683	4,514	37,179	27,127	10,052	23,048	15,259
5	2,040	1,170	2,397	4,486	9,505	4,300	37,898	27,661	10,238	23,295	15,607
6	1,983	1,079	2,395	4,170	9,296	3,943	36,847	26,960	9,887	23,701	15,888
7	1,815	1,132	2,553	4,430	9,104	4,167	39,117	28,835	10,282	24,480	16,544
8	1,528	1,146	2,287	3,934	9,178	4,001	39,029	28,648	10,382	23,562	15,775
9	1,697	1,200	2,569	4,296	9,448	4,228	45,643	31,964	13,679	24,125	16,187
10p	1,782	1,128	2,986	4,468	9,439	4,205	37,461	27,235	10,227	23,053	15,323
11p	2,029	1,139	2,597	4,537	9,895	4,371	39,168	28,566	10,602	24,252	16,031

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

1) 종합몰 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2022	14,165	47,518	20,530	123,560	25,654	11,448	71,227	1,170	14,062	26,855
2023	14,958	49,085	23,085	135,980	25,216	3,496	92,964	834	13,469	25,990
2024	15,574	52,629	25,181	126,956	23,371	1,701	81,600	400	19,884	21,669
2022.4/4	3,834	11,885	5,482	35,864	8,413	3,268	20,501	266	3,416	6,843
2023.1/4	3,388	12,283	5,391	34,400	8,180	1,792	21,516	257	2,655	6,499
2/4	3,764	11,816	5,627	32,163	5,403	580	22,642	224	3,315	6,036
3/4	3,766	11,882	5,880	33,195	5,787	543	22,894	196	3,776	6,370
4/4	4,041	13,106	6,187	36,222	5,846	582	25,913	157	3,724	7,085
2024.1/4	3,781	13,994	6,076	38,088	7,166	502	26,501	135	3,784	5,242
2/4	4,040	12,962	6,209	38,529	6,706	487	26,946	96	4,295	5,497
3/4	3,708	12,284	6,295	22,975	4,590	374	13,601	97	4,312	5,209
4/4	4,045	13,389	6,601	27,364	4,909	338	14,553	72	7,493	5,720
2025.1/4	3,743	13,707	6,452	27,694	4,805	427	14,686	0	7,776	5,117
2/4	4,074	12,613	6,603	20,648	4,228	314	13,112	0	2,993	5,561
3/4	4,135	12,587	6,939	20,452	4,475	334	13,988	0	1,655	4,996
2023.11	1,369	4,502	2,047	11,805	2,016	193	8,228	49	1,320	2,516
12	1,399	4,289	2,079	13,146	2,042	209	9,611	54	1,230	2,370
2024. 1	1,286	4,610	2,095	12,988	2,585	190	8,723	50	1,440	1,751
2	1,155	4,564	1,902	13,308	2,378	156	9,407	44	1,323	1,601
3	1,339	4,819	2,078	11,792	2,204	156	8,370	42	1,020	1,891
4	1,346	4,382	2,041	12,229	2,240	159	8,390	33	1,408	1,905
5	1,373	4,359	2,107	13,230	2,251	152	9,350	32	1,447	1,836
6	1,320	4,220	2,061	13,069	2,215	176	9,206	31	1,441	1,756
7	1,311	4,190	2,137	8,093	1,608	157	4,880	32	1,416	1,716
8	1,205	4,136	2,137	7,236	1,627	117	4,011	35	1,446	1,629
9	1,193	3,958	2,021	7,646	1,356	101	4,710	30	1,450	1,865
10	1,326	4,489	2,186	7,591	1,577	99	4,128	27	1,759	1,840
11	1,406	4,584	2,174	9,507	1,656	107	4,973	24	2,747	1,900
12	1,313	4,316	2,241	10,266	1,676	132	5,451	20	2,987	1,980
2025. 1	1,198	4,206	2,179	9,900	1,639	182	5,477	0	2,602	1,722
2	1,200	4,780	2,046	9,145	1,647	134	4,713	0	2,652	1,523
3	1,345	4,721	2,227	8,649	1,519	111	4,495	0	2,523	1,872
4	1,381	4,257	2,152	7,591	1,380	105	4,175	0	1,930	1,801
5	1,347	4,129	2,213	6,875	1,492	101	4,739	0	544	1,942
6	1,346	4,228	2,239	6,182	1,356	108	4,199	0	519	1,818
7	1,426	4,201	2,309	6,983	1,628	120	4,723	0	512	1,708
8	1,321	4,169	2,298	6,643	1,627	110	4,378	0	528	1,572
9	1,388	4,218	2,332	6,826	1,220	104	4,887	0	614	1,717
10p	1,363	4,069	2,298	7,214	1,289	84	5,254	0	586	1,720
11p	1,421	4,483	2,317	7,601	1,472	104	5,354	0	670	2,087

※ 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
2022	834,029	50,738	23,571	17,075	10,092	19,370	16,854	2,516	173,451	110,718
2023	1,006,429	47,396	21,871	13,930	11,595	18,233	15,650	2,583	191,960	125,862
2024	1,115,066	53,365	22,332	18,498	12,535	18,140	15,839	2,302	203,332	136,651
2022.4/4	218,764	13,633	5,717	4,115	3,800	4,521	3,836	686	49,452	33,866
2023.1/4	229,126	13,046	6,606	3,349	3,090	5,138	4,462	676	44,339	27,882
2/4	245,572	9,914	5,042	3,314	1,558	4,182	3,564	617	47,393	30,834
3/4	257,968	11,121	4,912	3,398	2,810	4,508	3,886	623	43,794	27,739
4/4	273,762	13,316	5,311	3,868	4,137	4,405	3,738	667	56,434	39,407
2024.1/4	263,573	13,854	7,095	3,610	3,149	4,914	4,297	617	46,115	30,381
2/4	271,005	10,787	4,680	4,519	1,588	4,106	3,570	536	49,998	33,641
3/4	284,582	14,972	5,089	5,108	4,776	4,597	4,009	588	45,245	29,141
4/4	295,905	13,752	5,468	5,262	3,023	4,523	3,963	560	61,974	43,487
2025.1/4	285,736	16,568	7,525	4,945	4,098	4,891	4,357	534	50,059	32,667
2/4	295,511	13,137	5,422	5,796	1,919	3,772	3,269	503	55,127	36,860
3/4	314,443	17,707	5,952	6,179	5,576	4,541	3,994	547	48,003	30,724
2023.11	91,124	4,096	1,714	1,464	918	1,469	1,243	227	20,130	14,423
12	92,484	3,783	1,970	1,222	592	1,658	1,423	235	18,224	12,435
2024. 1	87,706	5,321	2,514	1,216	1,591	1,566	1,357	209	14,148	9,339
2	84,088	4,459	2,298	1,157	1,003	1,488	1,292	196	14,995	9,825
3	91,779	4,075	2,283	1,237	555	1,860	1,647	212	16,972	11,216
4	86,104	3,648	1,668	1,418	562	1,357	1,174	183	16,826	11,481
5	93,136	3,469	1,415	1,491	563	1,489	1,306	184	16,791	11,035
6	91,765	3,669	1,596	1,611	462	1,260	1,091	170	16,381	11,125
7	95,541	5,217	1,839	1,825	1,552	1,600	1,405	194	16,081	10,639
8	96,037	4,239	1,650	1,671	919	1,520	1,312	208	14,153	8,836
9	93,004	5,515	1,599	1,611	2,305	1,477	1,291	186	15,012	9,667
10	95,972	4,781	1,647	1,666	1,468	1,466	1,282	184	18,389	13,080
11	97,890	4,530	1,730	1,963	837	1,451	1,279	172	21,878	15,655
12	102,043	4,441	2,091	1,632	718	1,606	1,402	204	21,706	14,752
2025. 1	94,767	4,426	2,310	1,532	583	1,471	1,312	159	15,610	10,267
2	93,009	7,406	2,851	1,691	2,863	1,563	1,382	181	15,800	9,967
3	97,960	4,737	2,364	1,722	651	1,857	1,662	194	18,649	12,432
4	95,343	4,628	2,063	1,883	682	1,310	1,126	185	18,984	12,895
5	100,400	4,293	1,639	1,943	711	1,319	1,158	161	17,654	11,599
6	99,768	4,216	1,719	1,970	527	1,143	985	158	18,489	12,365
7	104,946	5,837	1,991	2,428	1,418	1,553	1,363	189	16,720	10,975
8	103,919	5,545	1,808	1,894	1,844	1,463	1,297	166	14,202	8,508
9	105,578	6,324	2,153	1,857	2,314	1,525	1,334	191	17,081	11,241
10p	105,327	5,297	1,899	1,645	1,753	1,156	989	167	19,394	13,817
11p	109,481	5,177	2,039	1,783	1,356	1,393	1,220	172	24,045	17,582

※ 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
2022	16,473	11,364	10,445	3,710	17,227	3,515	48,526	37,305	11,222	48,246	13,174
2023	16,609	12,505	11,237	4,217	18,243	3,286	55,566	42,834	12,732	52,936	12,587
2024	15,925	11,380	12,157	4,179	19,645	3,395	56,756	43,042	13,714	61,438	12,299
2022.4/4	4,351	2,601	2,812	926	3,954	942	12,076	9,324	2,752	10,307	3,214
2023.1/4	4,284	3,290	2,655	890	4,533	805	13,705	10,631	3,074	10,422	2,994
2/4	4,299	3,189	2,653	1,196	4,388	835	13,578	10,600	2,978	13,039	3,215
3/4	3,723	3,137	2,834	1,085	4,541	736	14,192	10,863	3,329	13,861	3,035
4/4	4,304	2,889	3,096	1,047	4,781	910	14,091	10,739	3,352	15,614	3,342
2024.1/4	3,795	3,145	2,672	892	4,496	734	13,951	10,486	3,466	14,798	3,162
2/4	4,074	2,826	2,861	1,128	4,640	828	13,657	10,352	3,305	17,550	3,037
3/4	3,740	2,734	3,032	1,072	4,704	821	15,083	11,654	3,429	14,619	2,902
4/4	4,316	2,675	3,592	1,087	5,805	1,011	14,065	10,550	3,514	14,472	3,198
2025.1/4	3,399	2,837	3,283	1,200	5,848	827	14,283	10,521	3,762	13,253	2,970
2/4	4,115	2,502	3,182	1,495	5,969	1,006	13,581	9,905	3,677	19,008	3,007
3/4	3,278	2,376	3,333	1,405	6,040	847	14,777	10,957	3,820	25,246	3,055
2023.11	1,485	945	1,008	324	1,636	310	4,769	3,656	1,113	6,300	1,176
12	1,263	1,015	1,232	259	1,712	308	4,794	3,648	1,147	4,513	1,091
2024. 1	998	979	913	272	1,431	215	5,109	3,877	1,232	3,658	1,110
2	1,492	1,064	820	280	1,279	234	4,341	3,228	1,113	3,686	988
3	1,306	1,101	938	339	1,786	285	4,501	3,380	1,120	7,453	1,064
4	1,346	989	943	381	1,370	315	4,543	3,431	1,112	4,214	963
5	1,535	991	1,054	379	1,526	270	4,763	3,618	1,145	6,131	1,043
6	1,192	845	863	368	1,744	243	4,352	3,304	1,048	7,205	1,032
7	1,307	980	1,073	365	1,436	280	4,666	3,582	1,084	4,943	1,010
8	1,263	869	947	346	1,600	292	5,140	3,980	1,161	5,339	965
9	1,170	886	1,012	361	1,667	248	5,277	4,092	1,185	4,336	926
10	1,212	882	1,023	415	1,455	322	4,763	3,591	1,172	4,268	1,038
11	1,671	840	1,060	342	1,975	335	4,706	3,543	1,164	5,653	1,034
12	1,433	953	1,509	330	2,375	354	4,595	3,417	1,178	4,551	1,126
2025. 1	947	842	1,078	384	1,864	227	5,317	3,950	1,367	3,009	980
2	1,273	997	1,166	344	1,762	291	4,293	3,141	1,152	4,775	966
3	1,179	998	1,038	471	2,222	309	4,672	3,430	1,242	5,469	1,024
4	1,349	873	1,003	618	1,880	367	4,587	3,352	1,236	4,212	990
5	1,366	805	1,114	460	1,930	380	4,592	3,332	1,261	7,067	1,034
6	1,400	825	1,064	417	2,159	259	4,402	3,221	1,180	7,729	983
7	1,229	820	1,143	447	1,818	287	4,530	3,338	1,192	7,369	998
8	976	765	1,012	423	2,255	262	4,618	3,416	1,202	7,942	957
9	1,074	790	1,177	535	1,967	298	5,629	4,203	1,426	9,935	1,100
10p	1,166	784	1,111	499	1,723	294	4,249	3,116	1,133	5,604	928
11p	1,644	834	1,116	437	2,108	324	4,866	3,643	1,222	7,509	1,043

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

2) 전문몰 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2022	28,436	4,432	2,203	485,559	142,511	13,053	4,128	315,200	10,667	8,139
2023	33,107	4,435	2,808	630,831	268,704	26,573	4,459	322,888	8,207	9,506
2024	42,471	4,042	2,626	714,813	301,276	29,916	4,918	369,491	9,212	7,221
2022.4/4	5,528	1,012	554	126,696	41,264	3,407	951	78,114	2,960	2,078
2023.1/4	5,613	1,092	723	140,414	56,671	4,206	953	76,721	1,862	2,062
2/4	8,002	1,084	738	154,901	66,855	7,656	1,030	77,679	1,682	2,565
3/4	8,993	1,148	684	168,091	73,394	7,426	1,174	83,726	2,370	2,402
4/4	10,499	1,111	662	167,425	71,784	7,285	1,301	84,762	2,294	2,477
2024.1/4	9,871	1,131	634	168,188	71,975	6,537	1,309	86,290	2,077	1,753
2/4	12,834	1,030	649	173,034	73,640	7,892	1,133	88,362	2,007	1,874
3/4	10,154	888	675	188,397	78,318	8,589	1,189	97,657	2,643	1,670
4/4	9,613	993	668	185,195	77,343	6,897	1,287	97,183	2,485	1,924
2025.1/4	8,692	965	626	185,006	76,662	6,298	1,108	98,736	2,203	1,676
2/4	14,516	839	646	189,155	77,155	7,683	1,061	101,025	2,231	1,731
3/4	20,690	837	664	202,412	83,000	9,177	1,131	105,920	3,184	1,758
2023.11	4,522	387	214	53,504	22,953	2,398	427	26,982	744	856
12	2,824	377	222	58,800	24,733	2,320	467	30,450	830	711
2024. 1	1,985	355	208	57,349	25,112	1,886	457	29,089	806	555
2	2,147	340	211	54,537	23,348	2,228	439	27,882	640	581
3	5,739	435	215	56,302	23,515	2,423	413	29,319	631	617
4	2,633	409	210	54,806	23,337	2,462	373	27,964	670	710
5	4,554	319	215	59,847	26,385	2,294	370	30,112	687	646
6	5,647	302	224	58,380	23,917	3,136	390	30,286	650	518
7	3,404	308	221	62,452	26,752	2,583	391	32,070	657	581
8	3,837	303	234	65,144	27,053	2,805	370	34,261	656	502
9	2,913	277	220	60,800	24,514	3,202	428	31,327	1,330	587
10	2,682	331	216	61,626	26,408	2,604	446	31,376	792	678
11	4,059	332	229	58,998	24,641	2,414	420	30,726	797	673
12	2,872	330	223	64,571	26,294	1,880	422	35,080	895	572
2025. 1	1,527	299	203	64,510	27,138	1,957	379	34,244	792	424
2	3,284	318	208	58,522	24,467	2,147	357	30,843	707	649
3	3,881	348	215	61,974	25,057	2,194	372	33,649	704	602
4	2,708	299	216	61,017	25,459	2,612	284	31,935	726	604
5	5,558	268	207	64,920	26,593	2,620	393	34,588	726	555
6	6,250	272	223	63,218	25,104	2,451	383	34,501	779	572
7	5,874	273	224	68,373	28,274	3,152	403	35,766	778	565
8	6,500	264	221	69,551	27,934	3,627	382	36,864	745	598
9	8,316	300	219	64,488	26,792	2,398	347	33,291	1,660	596
10p	4,194	283	199	68,962	29,210	2,927	306	35,654	866	665
11p	5,957	308	201	65,885	27,050	2,698	257	34,950	930	606

※ 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
2022	1,676,192	243,210	70,217	122,003	50,990	25,906	10,591	15,315	358,147	125,176
2023	1,872,770	255,135	68,798	130,989	55,349	27,394	10,023	17,371	373,461	132,189
2024	2,014,321	255,555	66,393	134,153	55,009	29,590	11,006	18,584	369,265	127,971
2022.4/4	440,069	64,725	17,295	31,554	15,875	6,954	2,290	4,663	98,340	36,644
2023.1/4	436,514	63,033	19,679	28,358	14,996	7,143	2,812	4,331	87,248	30,279
2/4	456,068	60,204	16,134	33,408	10,661	6,215	2,193	4,022	96,277	33,953
3/4	474,919	61,774	15,958	33,375	12,442	6,318	2,487	3,831	86,992	29,058
4/4	505,268	70,124	17,027	35,847	17,250	7,718	2,531	5,186	102,944	38,899
2024.1/4	496,063	67,089	20,038	31,946	15,105	7,899	3,140	4,758	87,905	30,131
2/4	504,799	64,156	16,848	36,271	11,037	6,687	2,366	4,321	95,705	33,004
3/4	493,790	61,544	13,876	32,776	14,892	6,828	2,714	4,113	83,041	26,452
4/4	519,669	62,766	15,630	33,161	13,975	8,177	2,786	5,391	102,614	38,384
2025.1/4	511,055	63,819	17,861	29,723	16,236	8,160	3,259	4,901	87,750	30,131
2/4	512,149	60,185	14,413	33,918	11,854	6,872	2,432	4,440	95,525	33,096
3/4	536,027	66,485	15,428	34,603	16,454	7,372	2,831	4,541	89,135	27,816
2023.11	171,615	25,251	6,222	13,729	5,300	2,643	874	1,769	36,510	14,524
12	169,624	21,519	5,798	11,279	4,443	2,967	1,007	1,960	32,736	11,563
2024. 1	168,409	24,065	6,920	10,995	6,149	2,605	1,033	1,572	28,248	9,282
2	159,609	21,837	6,606	10,412	4,818	2,430	971	1,459	27,647	9,586
3	168,045	21,188	6,512	10,538	4,138	2,864	1,136	1,727	32,010	11,263
4	164,938	20,460	5,564	11,145	3,752	2,384	810	1,575	32,532	11,453
5	172,158	21,933	5,830	12,403	3,700	2,292	841	1,451	32,708	10,978
6	167,703	21,762	5,454	12,724	3,584	2,011	715	1,296	30,465	10,573
7	166,876	22,337	4,801	12,532	5,004	2,311	926	1,385	29,197	9,712
8	164,082	19,332	4,579	10,652	4,101	2,330	969	1,361	26,702	8,154
9	162,833	19,875	4,496	9,592	5,786	2,186	819	1,367	27,142	8,587
10	166,694	19,781	4,401	10,235	5,146	2,396	817	1,580	32,358	11,921
11	175,864	22,916	5,998	12,368	4,550	2,690	913	1,777	36,093	14,134
12	177,110	20,068	5,231	10,558	4,279	3,090	1,056	2,034	34,163	12,330
2025. 1	172,211	20,198	5,661	9,836	4,701	2,502	1,047	1,455	27,824	9,247
2	164,010	23,119	6,140	9,713	7,266	2,671	1,029	1,642	27,608	9,087
3	174,834	20,502	6,059	10,174	4,269	2,987	1,182	1,804	32,319	11,797
4	169,464	19,125	4,954	9,956	4,214	2,492	832	1,659	33,161	11,884
5	173,644	20,973	4,939	11,797	4,236	2,295	868	1,427	31,906	10,692
6	169,041	20,088	4,520	12,164	3,403	2,085	731	1,354	30,458	10,520
7	180,107	23,224	4,858	13,450	4,915	2,395	936	1,459	30,745	10,005
8	173,980	20,680	4,943	10,598	5,139	2,416	1,005	1,410	27,492	7,695
9	181,940	22,581	5,626	10,555	6,400	2,561	890	1,672	30,897	10,116
10p	175,294	20,292	4,794	10,292	5,206	2,257	736	1,520	32,714	11,980
11p	185,325	23,404	6,427	11,919	5,058	2,790	918	1,871	36,291	14,586

※ 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
2022	20,887	16,589	25,433	51,002	70,994	48,066	297,988	218,574	79,415	230,436	148,298
2023	20,678	15,867	24,175	50,253	80,220	50,080	342,702	250,030	92,672	248,528	157,510
2024	19,060	14,320	22,315	48,325	87,016	50,257	410,529	297,080	113,448	272,948	173,194
2022.4/4	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	4,787	4,086	5,982	10,516	19,699	11,899	77,679	56,726	20,953	58,249	36,492
2/4	5,684	4,035	6,248	13,733	19,795	12,828	80,311	59,918	20,393	61,285	39,056
3/4	4,624	3,972	5,716	12,616	19,324	11,681	93,495	67,439	26,056	62,366	39,799
4/4	5,583	3,774	6,229	13,388	21,401	13,671	91,217	65,947	25,269	66,629	42,162
2024.1/4	4,400	3,972	5,443	10,207	21,516	12,237	101,158	71,823	29,334	66,886	41,576
2/4	5,272	3,582	5,859	13,530	21,535	12,925	99,595	72,724	26,872	68,194	43,484
3/4	4,199	3,383	5,076	11,783	20,670	11,478	105,206	76,446	28,760	67,832	43,833
4/4	5,190	3,383	5,938	12,805	23,295	13,618	104,570	76,087	28,483	70,036	44,301
2025.1/4	4,081	3,244	5,268	9,657	23,161	12,208	111,663	78,937	32,726	68,667	42,621
2/4	5,193	2,836	5,539	12,460	23,296	13,105	109,924	79,799	30,125	71,307	45,614
3/4	4,337	2,801	5,594	12,323	23,541	12,722	121,249	87,411	33,838	73,896	47,309
2023.11	2,028	1,278	2,121	4,844	7,307	4,408	30,859	22,507	8,352	22,720	14,407
12	1,760	1,249	2,283	3,761	7,143	4,978	31,145	22,138	9,007	22,218	14,061
2024. 1	1,354	1,289	1,795	3,253	7,393	3,882	35,552	25,103	10,449	22,271	13,869
2	1,345	1,300	1,661	3,032	6,832	3,891	32,178	22,458	9,720	21,137	13,069
3	1,701	1,382	1,987	3,922	7,291	4,463	33,428	24,263	9,165	23,478	14,638
4	1,763	1,248	1,973	4,451	7,096	4,548	32,925	24,065	8,860	22,467	14,202
5	1,784	1,237	1,978	4,736	7,522	4,474	34,413	25,114	9,299	23,226	14,873
6	1,725	1,097	1,909	4,342	6,917	3,903	32,258	23,544	8,713	22,501	14,410
7	1,634	1,142	1,923	4,058	6,875	3,853	33,274	24,580	8,693	23,332	15,130
8	1,254	1,101	1,609	3,813	6,947	3,825	35,247	25,876	9,371	22,860	14,769
9	1,311	1,141	1,544	3,912	6,848	3,800	36,685	25,990	10,695	21,639	13,933
10	1,580	1,123	1,766	4,541	7,224	4,203	34,357	25,164	9,193	23,140	14,737
11	1,941	1,170	2,004	4,526	7,937	4,381	34,793	25,498	9,295	23,572	14,896
12	1,669	1,090	2,168	3,739	8,134	5,034	35,420	25,426	9,995	23,324	14,668
2025. 1	1,147	1,051	1,656	3,024	7,854	3,844	40,638	27,671	12,968	21,671	13,503
2	1,249	1,097	1,774	2,925	7,514	3,962	33,947	24,436	9,511	22,595	13,846
3	1,685	1,096	1,838	3,708	7,793	4,403	37,078	26,831	10,248	24,401	15,271
4	1,697	996	1,867	4,201	7,894	4,623	36,492	26,465	10,027	23,430	14,946
5	1,725	950	1,836	4,273	7,962	4,468	37,139	26,917	10,222	23,832	15,234
6	1,770	890	1,836	3,987	7,440	4,015	36,294	26,417	9,877	24,045	15,434
7	1,576	919	1,946	4,272	7,757	4,271	38,385	28,160	10,225	24,948	16,083
8	1,300	904	1,686	3,828	7,982	4,097	38,302	28,004	10,298	24,204	15,415
9	1,461	979	1,962	4,223	7,802	4,354	44,562	31,247	13,315	24,744	15,811
10p	1,542	916	1,994	4,154	7,815	4,313	36,638	26,442	10,195	23,531	14,960
11p	1,736	936	1,978	4,147	8,404	4,505	38,604	28,021	10,582	24,715	15,657

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

1) 온라인몰 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2022	15,436	45,102	21,600	488,969	76,786	14,242	75,141	302,559	20,240	31,535
2023	19,186	47,117	24,716	593,239	150,761	19,196	97,088	308,077	18,117	32,310
2024	22,634	50,337	26,783	651,213	164,847	21,553	86,260	352,257	26,296	25,222
2022.4/4	3,985	11,358	5,788	127,073	21,377	3,973	21,408	74,886	5,429	8,089
2023.1/4	4,167	11,794	5,795	135,326	32,382	3,724	22,395	73,164	3,660	7,835
2/4	4,804	11,370	6,054	143,911	36,748	5,386	23,596	74,207	3,972	7,866
3/4	4,835	11,442	6,290	155,948	41,722	4,966	23,972	80,036	5,251	8,026
4/4	5,380	12,510	6,577	158,054	39,908	5,119	27,125	80,669	5,232	8,582
2024.1/4	5,479	13,376	6,456	159,054	39,144	4,608	27,743	82,371	5,187	6,073
2/4	5,703	12,413	6,594	164,037	40,446	5,921	28,010	84,077	5,582	6,424
3/4	5,507	11,775	6,717	163,334	43,075	6,089	14,724	93,219	6,226	6,007
4/4	5,945	12,774	7,016	164,788	42,181	4,934	15,783	92,591	9,300	6,718
2025.1/4	5,982	13,227	6,838	165,024	40,788	4,910	15,735	94,398	9,192	5,972
2/4	6,502	12,174	7,018	161,921	41,112	5,827	14,116	96,468	4,398	6,415
3/4	7,026	12,225	7,335	171,980	45,513	6,594	15,056	100,963	3,854	5,910
2023.11	1,826	4,315	2,173	50,600	12,738	1,818	8,626	25,607	1,811	3,033
12	1,829	4,116	2,212	56,277	14,045	1,414	10,044	28,981	1,793	2,763
2024. 1	1,787	4,398	2,217	53,665	13,327	1,384	9,160	27,791	2,003	2,004
2	1,643	4,389	2,036	52,506	12,799	1,541	9,823	26,602	1,742	1,874
3	2,049	4,589	2,203	52,882	13,018	1,684	8,760	27,978	1,442	2,195
4	1,921	4,184	2,160	51,850	12,785	1,834	8,742	26,648	1,841	2,320
5	1,934	4,187	2,233	55,443	13,670	1,606	9,697	28,598	1,871	2,143
6	1,848	4,042	2,201	56,744	13,991	2,481	9,571	28,831	1,870	1,962
7	1,891	4,037	2,274	54,418	14,829	1,815	5,245	30,685	1,843	2,007
8	1,842	3,966	2,284	55,762	14,953	1,853	4,361	32,745	1,849	1,848
9	1,774	3,773	2,159	53,154	13,293	2,421	5,118	29,788	2,534	2,152
10	1,839	4,247	2,317	52,475	13,820	1,878	4,556	29,920	2,300	2,188
11	1,975	4,383	2,318	53,550	13,792	1,829	5,373	29,208	3,347	2,251
12	2,131	4,144	2,382	58,764	14,569	1,227	5,853	33,463	3,653	2,280
2025. 1	1,814	4,051	2,303	57,439	14,148	1,569	5,837	32,723	3,162	1,939
2	1,957	4,619	2,172	52,170	12,903	1,643	5,054	29,517	3,053	1,900
3	2,210	4,557	2,363	55,414	13,737	1,698	4,844	32,158	2,977	2,133
4	2,116	4,080	2,288	52,701	13,204	2,118	4,442	30,568	2,369	2,064
5	2,265	3,990	2,343	55,262	14,239	1,887	5,111	33,039	985	2,237
6	2,121	4,104	2,387	53,958	13,669	1,822	4,563	32,861	1,044	2,114
7	2,345	4,069	2,452	58,406	15,695	2,440	5,104	34,147	1,020	2,004
8	2,285	4,062	2,442	59,004	15,639	2,517	4,736	35,130	982	1,881
9	2,397	4,095	2,441	54,569	14,178	1,637	5,217	31,686	1,852	2,025
10p	2,255	3,925	2,390	57,864	15,270	2,011	5,542	33,994	1,048	1,999
11p	2,303	4,346	2,408	57,142	15,126	1,874	5,596	33,302	1,243	2,380

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
			컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복
2022	485,559	57,459	21,097	30,019	6,343	17,613	15,113	2,500	170,315	75,594
2023	549,298	48,909	18,280	25,047	5,582	16,681	14,655	2,026	183,923	84,898
2024	579,998	52,982	18,715	28,858	5,409	16,676	14,933	1,743	193,510	91,990
2022.4/4	131,101	14,476	5,060	6,798	2,617	4,344	3,609	735	49,369	24,894
2023.1/4	131,765	12,932	5,740	6,015	1,177	4,811	4,198	613	42,074	19,054
2/4	135,554	11,283	4,128	6,354	801	3,826	3,341	485	45,689	20,609
3/4	133,057	11,112	4,036	6,046	1,030	4,057	3,643	414	41,701	17,383
4/4	148,921	13,583	4,376	6,632	2,575	3,987	3,474	513	54,460	27,852
2024.1/4	141,615	13,363	5,950	6,343	1,070	4,515	4,050	466	45,206	20,386
2/4	144,793	11,705	3,938	7,049	719	3,724	3,343	381	48,771	22,899
3/4	141,670	14,153	4,277	7,590	2,286	4,208	3,784	424	43,357	18,842
4/4	151,919	13,761	4,550	7,876	1,335	4,229	3,757	472	56,176	29,863
2025.1/4	143,018	14,773	6,255	7,284	1,234	4,613	4,153	459	46,165	20,253
2/4	149,475	13,362	4,450	8,087	825	3,490	3,078	412	50,540	23,838
3/4	156,117	15,347	4,878	8,205	2,263	4,236	3,797	438	43,972	19,300
2023.11	50,338	4,215	1,377	2,326	512	1,279	1,101	178	18,727	9,907
12	49,004	4,096	1,625	2,162	308	1,531	1,336	194	17,883	9,119
2024. 1	47,409	4,737	2,065	2,152	521	1,476	1,309	167	14,567	6,410
2	43,856	4,335	1,952	2,087	295	1,303	1,149	154	14,127	6,262
3	50,350	4,290	1,933	2,104	254	1,737	1,592	144	16,513	7,714
4	46,568	3,943	1,406	2,277	259	1,266	1,133	133	16,791	8,016
5	50,742	3,718	1,181	2,298	239	1,299	1,164	134	16,513	7,525
6	47,484	4,045	1,351	2,473	221	1,159	1,045	114	15,466	7,357
7	47,746	4,683	1,552	2,703	428	1,504	1,370	135	15,190	6,894
8	46,793	4,063	1,382	2,427	254	1,322	1,166	155	13,606	5,567
9	47,131	5,406	1,343	2,460	1,604	1,382	1,248	134	14,561	6,381
10	49,890	4,657	1,386	2,566	705	1,411	1,257	154	17,398	9,088
11	50,442	4,552	1,398	2,818	335	1,294	1,155	139	18,970	10,376
12	51,587	4,552	1,765	2,492	295	1,524	1,345	180	19,808	10,399
2025. 1	47,017	4,481	1,866	2,267	348	1,413	1,278	135	14,656	6,647
2	46,961	5,532	2,366	2,565	601	1,409	1,246	163	14,864	6,144
3	49,040	4,760	2,023	2,453	284	1,790	1,629	161	16,644	7,463
4	48,032	4,642	1,697	2,650	295	1,253	1,101	152	16,785	7,875
5	50,616	4,301	1,336	2,681	285	1,166	1,036	130	16,473	7,735
6	50,828	4,419	1,417	2,756	245	1,071	941	130	17,282	8,228
7	51,320	5,282	1,656	3,159	467	1,479	1,328	151	15,179	6,974
8	49,445	4,389	1,497	2,597	295	1,309	1,177	132	13,624	5,654
9	55,351	5,676	1,725	2,449	1,502	1,448	1,293	155	15,169	6,673
10p	53,337	5,076	1,516	2,412	1,147	1,080	936	144	18,284	9,433
11p	56,288	5,097	1,659	2,525	913	1,236	1,063	172	20,821	11,496

※ 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
2022	17,842	10,970	12,565	9,796	39,646	3,901	63,419	48,040	15,380	53,145	17,999
2023	19,023	14,014	14,965	8,273	39,571	3,179	69,009	52,241	16,768	54,017	17,558
2024	18,875	12,843	18,057	7,910	41,233	2,603	63,034	48,189	14,846	59,571	16,803
2022.4/4	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	4,795	3,683	3,422	1,727	8,497	897	20,744	15,258	5,487	10,992	4,259
2/4	4,881	3,559	3,544	2,148	10,097	851	17,817	13,569	4,248	13,050	4,248
3/4	4,179	3,524	3,846	1,854	10,252	663	15,922	12,100	3,822	14,182	4,396
4/4	5,168	3,248	4,153	2,544	10,725	769	14,525	11,314	3,211	15,794	4,655
2024.1/4	4,403	3,490	4,058	1,910	10,299	661	16,065	11,970	4,095	14,322	4,146
2/4	4,833	3,255	4,442	2,135	10,516	692	15,027	11,650	3,377	17,093	4,080
3/4	4,419	3,114	4,692	1,655	10,032	603	16,809	12,879	3,930	14,234	4,228
4/4	5,220	2,984	4,865	2,210	10,387	647	15,133	11,690	3,444	13,922	4,349
2025.1/4	4,082	3,180	4,974	1,722	11,279	674	16,720	12,411	4,309	12,249	4,111
2/4	4,934	3,119	4,791	2,042	11,156	659	15,581	11,853	3,728	17,744	4,147
3/4	3,981	3,052	5,148	1,741	10,229	521	17,317	12,993	4,324	23,516	4,252
2023.11	1,784	1,013	1,308	823	3,643	250	4,772	3,723	1,050	6,296	1,568
12	1,556	1,160	1,645	697	3,431	274	4,962	3,807	1,155	4,547	1,514
2024. 1	1,169	1,112	1,409	577	3,670	218	6,055	4,444	1,610	3,600	1,462
2	1,683	1,169	1,235	582	2,994	203	4,892	3,649	1,242	3,553	1,302
3	1,551	1,209	1,414	751	3,635	240	5,119	3,876	1,243	7,169	1,383
4	1,596	1,114	1,440	795	3,564	266	5,029	3,906	1,123	4,058	1,303
5	1,823	1,145	1,581	711	3,502	227	5,291	4,103	1,188	5,946	1,372
6	1,414	996	1,421	630	3,449	199	4,707	3,640	1,067	7,088	1,405
7	1,525	1,119	1,657	594	3,189	211	5,126	3,998	1,128	4,826	1,457
8	1,474	1,003	1,505	493	3,365	199	5,701	4,412	1,289	5,200	1,439
9	1,420	992	1,530	568	3,477	193	5,982	4,469	1,512	4,208	1,332
10	1,501	1,002	1,498	831	3,272	206	5,090	3,961	1,129	4,261	1,433
11	1,975	908	1,434	740	3,338	198	4,877	3,769	1,107	5,472	1,364
12	1,744	1,073	1,932	639	3,777	243	5,167	3,960	1,207	4,190	1,552
2025. 1	1,153	957	1,567	492	3,653	187	6,426	4,596	1,830	2,863	1,419
2	1,505	1,087	1,739	527	3,634	227	4,994	3,833	1,160	4,393	1,307
3	1,424	1,136	1,668	702	3,991	261	5,300	3,981	1,319	4,994	1,386
4	1,640	1,081	1,493	769	3,668	258	5,274	4,013	1,261	3,830	1,302
5	1,681	1,024	1,675	673	3,472	212	5,352	4,075	1,277	6,531	1,407
6	1,613	1,014	1,623	600	4,016	188	4,955	3,765	1,190	7,384	1,437
7	1,468	1,033	1,750	605	3,166	183	5,262	4,014	1,249	6,901	1,459
8	1,203	1,007	1,613	528	3,451	166	5,345	4,059	1,286	7,300	1,317
9	1,309	1,011	1,785	608	3,612	172	6,710	4,920	1,790	9,316	1,476
10p	1,405	996	2,103	814	3,346	186	5,073	3,908	1,165	5,126	1,291
11p	1,937	1,037	1,736	828	3,599	190	5,430	4,188	1,242	7,046	1,416

※ p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

2) 온·오프라인병행몰 거래액

(단위: 억원)

	생 활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2022	27,165	6,848	1,134	120,149	91,379	10,259	213	13,810	4,489	3,458
2023	28,879	6,404	1,177	173,572	143,159	10,873	334	15,645	3,560	3,187
2024	35,412	6,333	1,024	190,557	159,801	10,064	258	17,634	2,801	3,667
2022.4/4	5,377	1,539	248	35,487	28,299	2,702	45	3,494	947	832
2023.1/4	4,834	1,580	320	39,487	32,469	2,274	74	3,814	856	726
2/4	6,962	1,530	311	43,154	35,509	2,849	76	3,696	1,024	735
3/4	7,924	1,588	274	45,338	37,459	3,003	96	3,885	895	746
4/4	9,160	1,706	272	45,593	37,722	2,747	89	4,250	785	980
2024.1/4	8,172	1,749	255	47,222	39,997	2,431	67	4,054	673	922
2/4	11,171	1,579	263	47,526	39,899	2,457	68	4,381	720	948
3/4	8,355	1,397	253	48,038	39,834	2,874	66	4,536	729	872
4/4	7,713	1,608	253	47,771	40,070	2,302	58	4,663	678	926
2025.1/4	6,453	1,445	241	47,677	40,679	1,814	59	4,337	787	822
2/4	12,088	1,278	232	47,883	40,271	2,171	58	4,557	826	877
3/4	17,798	1,199	267	50,885	41,963	2,916	64	4,957	985	844
2023.11	4,065	575	89	14,710	12,231	773	29	1,423	253	338
12	2,394	550	89	15,668	12,730	1,115	34	1,522	267	319
2024. 1	1,484	568	86	16,673	14,370	692	21	1,347	243	302
2	1,659	515	77	15,339	12,926	844	23	1,324	221	308
3	5,030	665	91	15,211	12,701	895	23	1,383	209	312
4	2,058	607	91	15,185	12,792	787	21	1,348	237	296
5	3,994	492	89	17,635	14,965	839	23	1,546	262	340
6	5,119	480	84	14,705	12,142	831	25	1,486	221	313
7	2,824	461	84	16,127	13,531	925	26	1,416	229	290
8	3,200	473	87	16,618	13,726	1,068	20	1,550	254	283
9	2,331	463	82	15,293	12,577	881	19	1,569	246	299
10	2,169	574	85	16,743	14,165	826	17	1,483	251	330
11	3,490	533	85	14,955	12,505	691	19	1,542	197	323
12	2,054	502	82	16,073	13,400	785	21	1,638	230	273
2025. 1	910	454	79	16,970	14,630	569	19	1,521	232	207
2	2,526	478	82	15,497	13,211	637	17	1,326	306	273
3	3,016	512	80	15,209	12,839	607	23	1,491	249	342
4	1,972	476	79	15,907	13,634	600	17	1,367	288	342
5	4,640	406	77	16,534	13,846	834	21	1,549	285	259
6	5,475	396	75	15,442	12,791	737	20	1,641	254	275
7	4,955	405	81	16,949	14,207	832	22	1,619	270	268
8	5,537	371	76	17,190	13,922	1,220	24	1,734	291	288
9	7,307	423	110	16,745	13,834	865	18	1,605	423	287
10p	3,301	427	107	18,312	15,229	1,001	17	1,660	405	386
11p	5,074	444	110	16,344	13,396	928	15	1,648	356	313

※ 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), 국가데이터처에서는 기업·소비자간(B2C) 거래를 주로 하는 몰을 별도로 “온라인쇼핑몰”이라 정의

2. 조사연혁

연 월	주 요 내 용
2001년 6월	• 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 6월	• 모집단 정비 및 표본개편 등 실시 • 2017년 전후 시계열단절 발생
2023년 6월	• 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 상품군만을 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, 지방데이터청·사무소(현장조사, 조사자료 입력) → 국가데이터처 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) 종합몰: 절사법(연간거래액 일정규모 이상)
 - 2) 전문몰: 응용절사법
 - 전수층: 대표상품군별 연간거래액 일정규모 이상
 - 표본층: 대표상품군별 거래액 기준으로 내림차순 정렬하여 표본 크기만큼 층화 계통추출