



Online Shopping



Ministry of Data
and Statistics

Press Release

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Online Shopping in February 2026

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Online Shopping in February 2026

1. Overview

- The online shopping transaction value marked 22.5974 trillion won in February 2026, rising 5.9% from February 2025. The mobile shopping transaction value marked 17.3881 trillion won in February 2026, rising 6.7% from February 2025.
- Compared to January 2026, the online and mobile shopping transaction value fell by 6.2% and 7.7%, respectively.
- The mobile shopping transaction value accounted for 76.9% of the total online shopping transaction value, which inclined by 0.5%p from 76.4% in February 2025.

< Online Shopping Transaction Value >

(100 million won, %, %p)

	2025		2026		Month-on-month		Year-on-year	
	Annual	Feb	Jan. ^p	Feb. ^p	Change	(Percent) change	Change	(Percent) change
○ Total online shopping transaction value (A)	2,749,442	213,466	241,004	225,974	-15,031	-6.2	12,507	5.9
Mobile shopping transaction value (B)	2,130,247	163,035	188,423	173,881	-14,542	-7.7	10,846	6.7
Share of mobile shopping transaction value (B/A)	77.5	76.4	78.2	76.9	-	-1.3	-	0.5

2. Transaction Value by Group of Commodities

- Online Shopping Transaction Value by Group of Commodities
- Compared to February 2025, the online shopping transaction value of 'Telecommunication equipment' declined by 29.4%. Whereas, the online shopping transaction value of 'Agriculture, livestock and fishery products', 'Food & beverages' and 'Food services' grew by 32.7%, 12.2% and 9.7%, respectively.
- Compared to January 2026, the online shopping transaction value of 'Motor vehicles, motor vehicle parts & accessories' rose by 44.8%. In the meantime, the online shopping transaction value of 'Food services' and 'Food & beverages' fell by 10.9% and 8.7%, respectively.

< Online Shopping Transaction Value by Group of Commodities >

(100 million won, %)

	2025		2026		Month-on-month		Year-on-year	
	Annual	Feb	Jan. ^p	Feb. ^p	Change	Percent change	Change	Percent change
○ Total	2,749,442	213,466	241,004	225,974	-15,031	-6.2	12,507	5.9
- Home electric appliances	315,490	28,683	27,693	25,579	-2,114	-7.6	-3,104	-10.8
• Computers and computer-related appliances	85,267	8,473	9,528	8,417	-1,111	-11.7	-56	-0.7
• Home electric appliances and electronic equipment	163,420	12,325	12,703	11,595	-1,107	-8.7	-730	-5.9
• Telecommunication equipment	66,803	7,885	5,462	5,567	104	1.9	-2,318	-29.4
- Books	47,485	4,129	4,234	3,867	-367	-8.7	-262	-6.4
• Books	25,949	2,296	2,383	2,175	-208	-8.7	-122	-5.3
• Office appliances and stationery	21,536	1,833	1,852	1,692	-160	-8.6	-141	-7.7
- Fashion	583,060	43,322	48,122	43,556	-4,566	-9.5	234	0.5
• Clothing	228,380	15,848	17,620	15,693	-1,927	-10.9	-155	-1.0
• Footwear	36,825	2,791	2,601	2,453	-148	-5.7	-338	-12.1
• Luggage	24,419	2,199	2,200	2,146	-54	-2.5	-53	-2.4
• Fashion and accessories	43,999	3,556	4,568	3,820	-747	-16.4	264	7.4
• Sports and leisure appliances	56,148	3,535	3,922	3,435	-487	-12.4	-99	-2.8
• Cosmetics	138,484	11,177	12,767	11,697	-1,069	-8.4	520	4.7
• Goods for infants and children	54,805	4,215	4,444	4,311	-133	-3.0	95	2.3
- Food products	526,536	39,172	48,965	46,160	-2,805	-5.7	6,988	17.8
• Food & beverages	380,411	28,401	34,905	31,867	-3,038	-8.7	3,466	12.2
• Agriculture, livestock and fishery products	146,125	10,772	14,060	14,293	233	1.7	3,521	32.7
- Household goods	363,502	27,338	28,917	29,140	223	0.8	1,802	6.6
• Household goods	200,693	15,340	16,646	15,289	-1,357	-8.2	-51	-0.3
• Motor vehicles, motor vehicle parts & accessories	76,032	4,505	4,632	6,705	2,074	44.8	2,200	48.8
• Furniture	57,202	5,238	5,047	4,863	-184	-3.6	-375	-7.2
• Pet products	29,574	2,255	2,592	2,283	-310	-11.9	28	1.2
- Services	884,231	68,603	80,484	75,289	-5,196	-6.5	6,686	9.7
• Travel arrangement and transportation services	346,908	27,014	32,194	29,700	-2,494	-7.7	2,686	9.9
• Culture and leisure services	33,662	2,094	2,891	4,048	1,157	40.0	1,954	93.3
• E-coupon services	62,815	5,077	5,620	6,230	609	10.8	1,152	22.7
• Food services	415,889	31,025	38,191	34,024	-4,167	-10.9	2,999	9.7
• Miscellaneous services	24,956	3,393	1,588	1,288	-301	-18.9	-2,105	-62.0
- Others	29,138	2,219	2,589	2,384	-205	-7.9	165	7.4