



온라인쇼핑동향



국가데이터처

보도자료



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2026년 4월 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.

- 이 통계는 온라인쇼핑 거래액을 경상금액으로 작성하였습니다.

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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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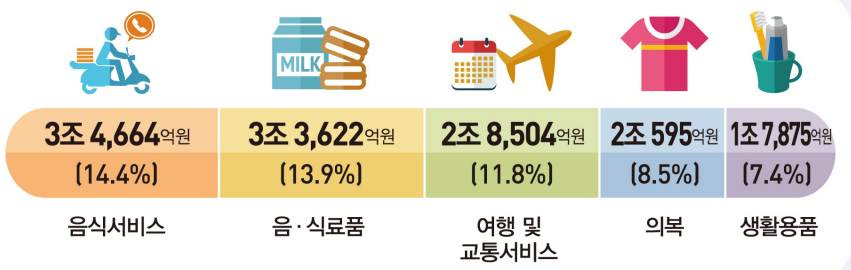
2026년 4월

온라인쇼핑동향

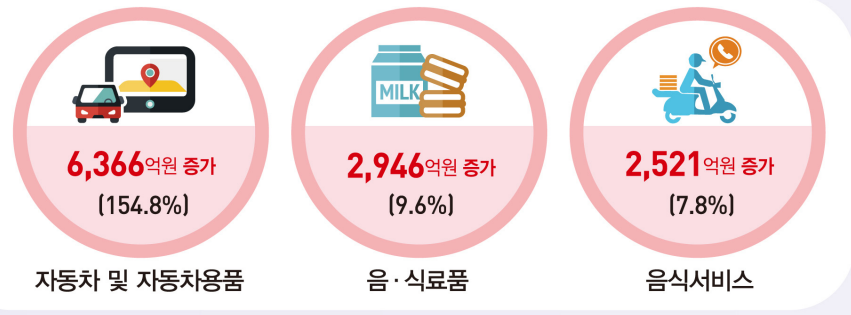
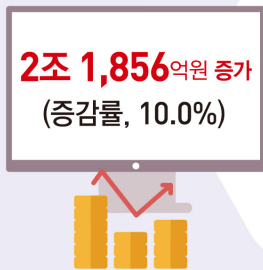


온라인쇼핑

온라인쇼핑 거래액

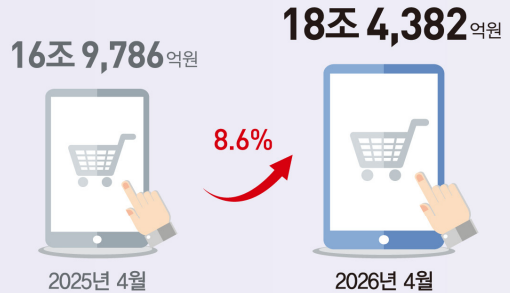


전년동월대비 증감

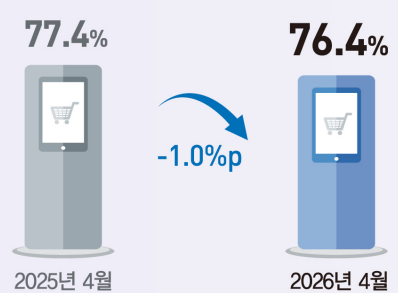


모바일쇼핑

모바일쇼핑 거래액



모바일 거래액 비중



2026년 4월 온라인쇼핑동향 (요약)

- (총 거래액) 24조 1,280억원으로 전년동월대비 10.0%(2조 1,856억원) 증가
 - (상품군별) 자동차 및 자동차용품(154.8%), 음·식료품(9.6%), 음식서비스(7.8%) 등의 영향으로 증가
 - 상품군별 거래액 구성비는 음식서비스(14.4%, 3조 4,664억원), 음·식료품(13.9%, 3조 3,622억원), 여행 및 교통서비스(11.8%, 2조 8,504억원) 순으로 높음
 - (취급상품범위별) 종합몰의 거래액은 13조 486억원으로 전년동월대비 6.5% 증가하고, 전문몰의 거래액은 11조 794억원으로 전년동월대비 14.3% 증가
 - (운영형태별) 온라인몰의 거래액은 18조 2,272억원으로 전년동월대비 6.9% 증가하고, 온·오프라인병행몰의 거래액은 5조 9,008억원으로 전년동월대비 20.6% 증가
- (모바일 거래액) 18조 4,382억원으로 전년동월대비 8.6%(1조 4,596억원) 증가
 - 총 거래액 중 모바일 거래액 비중*은 76.4%로 전년동월대비 1.0%p 감소
 - * 음식서비스(99.1%), 이쿠폰서비스(90.8%), 애완용품(83.5%) 순

참고

< 소매 판매액 중 온라인쇼핑 거래액 비중 >

(경상금액, 억원, %)

	2025년		2026년		
	연간	4월	2월	3월 ^p	4월 ^p
○ 소매 판매액(A)	6,550,665	533,624	525,241	591,705	558,247
○ 온라인쇼핑 거래액	2,749,442	219,424	224,857	255,903	241,280
- 온라인쇼핑 상품 거래액(B) ¹⁾	1,865,211	149,776	151,141	177,456	168,535
○ 비중(B/A)	28.5	28.1	28.8	30.0	30.2

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

2026년 4월 온라인쇼핑동향

1. 개요

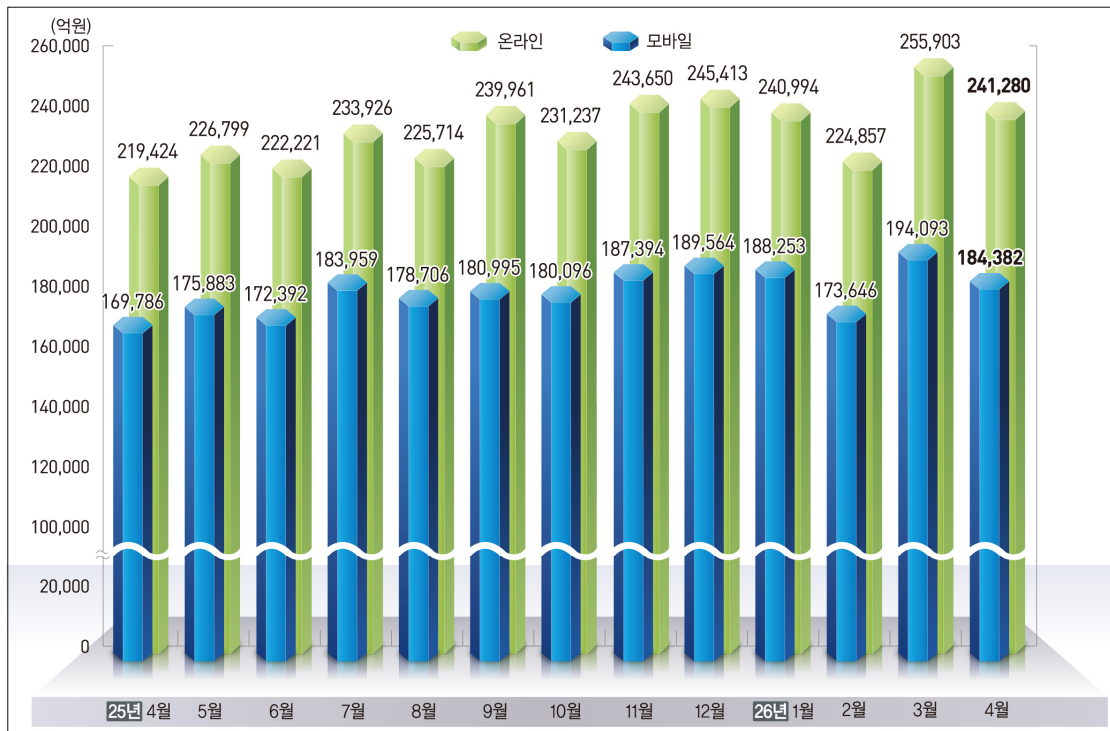
- 2026년 4월 온라인쇼핑 거래액은 24조 1,280억원으로 전년동월대비 10.0% 증가했으며, 온라인쇼핑 중 모바일쇼핑 거래액은 18조 4,382억원으로 8.6% 증가
- 전월대비 온라인쇼핑 거래액은 5.7%, 모바일쇼핑 거래액은 5.0% 각각 감소
- 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 76.4%로 전년동월(77.4%)에 비해 1.0%p 감소

< 온라인쇼핑 거래액 동향 >

(억원, %, %p)

	2025년		2026년		전월대비		전년동월대비	
	연간	4월	3월 ^p	4월 ^p	증감액	증감률(차)	증감액	증감률(차)
○ 총 거래액(A)	2,749,442	219,424	255,903	241,280	-14,623	-5.7	21,856	10.0
모바일 거래액(B)	2,130,247	169,786	194,093	184,382	-9,711	-5.0	14,596	8.6
비 중(B/A)	77.5	77.4	75.8	76.4	-	0.6	-	-1.0

< 온라인쇼핑 거래액 동향 >



2. 상품군별 거래액

□ 상품군별 온라인쇼핑 거래액

- 상품군별 온라인쇼핑 거래액은 전년동월대비 문화 및 레저서비스(-6.3%) 등에서 감소했으나, 자동차 및 자동차용품(154.8%), 음·식료품(9.6%), 음식서비스(7.8%) 등에서 증가
 - 전월대비로는 스포츠·레저용품(12.3%) 등에서 증가했으나, 여행 및 교통서비스(-13.0%), 통신기기(-39.6%) 등에서 감소
- 상품군별 거래액 구성비는 음식서비스(14.4%), 음·식료품(13.9%), 여행 및 교통서비스(11.8%) 순으로 높음

< 상품군별 온라인쇼핑 거래액(전년동월비) 증감 >



< 상품군별 온라인쇼핑 거래액 >

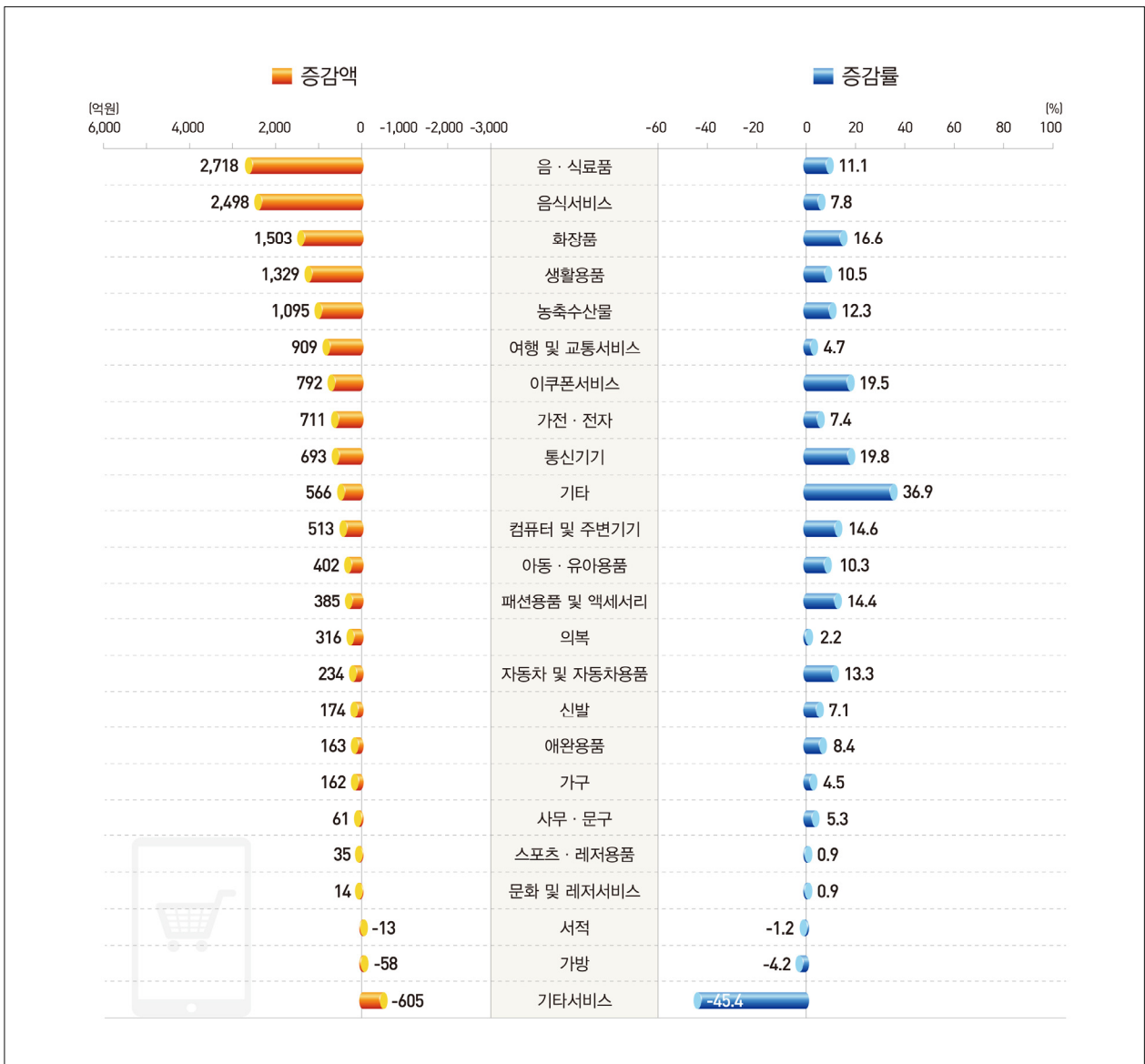
(억원, %)

	2025년		2026년		전월대비		전년동월대비		구성비
	연간	4월	3월 ^o	4월 ^o	증감액	증감률	증감액	증감률	
○ 합 계	2,749,442	219,424	255,903	241,280	-14,623	-5.7	21,856	10.0	100.0
- 가 전	315,490	23,786	32,135	26,112	-6,023	-18.7	2,326	9.8	10.8
· 컴퓨터 및 주변기기	85,267	6,610	9,692	7,126	-2,566	-26.5	516	7.8	3.0
· 가전·전자	163,420	12,664	12,988	13,276	289	2.2	612	4.8	5.5
· 통신기기	66,803	4,512	9,455	5,710	-3,745	-39.6	1,198	26.6	2.4
- 도 서	47,485	3,851	4,996	3,837	-1,159	-23.2	-14	-0.4	1.6
· 서적	25,949	2,017	2,882	1,959	-924	-32.0	-59	-2.9	0.8
· 사무·문구	21,536	1,834	2,113	1,878	-235	-11.1	45	2.4	0.8
- 패 션	583,060	49,981	53,210	54,116	906	1.7	4,135	8.3	22.4
· 의복	228,380	19,414	20,440	20,595	155	0.8	1,182	6.1	8.5
· 신발	36,825	3,404	3,343	3,672	329	9.9	269	7.9	1.5
· 가방	24,419	2,087	2,302	2,159	-144	-6.2	71	3.4	0.9
· 패션용품 및 액세서리	43,999	3,439	4,043	4,001	-42	-1.0	562	16.4	1.7
· 스포츠·레저용품	56,148	5,149	4,571	5,134	563	12.3	-15	-0.3	2.1
· 화장품	138,484	11,581	13,228	13,322	94	0.7	1,741	15.0	5.5
· 아동·유아용품	54,805	4,908	5,282	5,233	-49	-0.9	325	6.6	2.2
- 식 품	526,536	42,072	46,391	45,837	-554	-1.2	3,765	8.9	19.0
· 음·식료품	380,411	30,676	34,034	33,622	-412	-1.2	2,946	9.6	13.9
· 농축수산물	146,125	11,396	12,358	12,215	-143	-1.2	819	7.2	5.1
- 생 활	363,502	27,620	37,847	35,700	-2,147	-5.7	8,080	29.3	14.8
· 생활용품	200,693	16,432	18,806	17,875	-931	-5.0	1,443	8.8	7.4
· 자동차 및 자동차용품	76,032	4,112	11,023	10,478	-545	-4.9	6,366	154.8	4.3
· 가구	57,202	4,707	5,341	4,827	-514	-9.6	121	2.6	2.0
· 애완용품	29,574	2,369	2,678	2,520	-157	-5.9	151	6.4	1.0
- 서 비 스	884,231	69,648	78,447	72,745	-5,702	-7.3	3,097	4.4	30.1
· 여행 및 교통서비스	346,908	27,480	32,758	28,504	-4,254	-13.0	1,023	3.7	11.8
· 문화 및 레저서비스	33,662	2,875	2,588	2,695	107	4.1	-180	-6.3	1.1
· 이쿠폰서비스	62,815	4,466	5,390	5,342	-48	-0.9	877	19.6	2.2
· 음식서비스	415,889	32,144	36,307	34,664	-1,642	-4.5	2,521	7.8	14.4
· 기타서비스	24,956	2,683	1,404	1,540	136	9.7	-1,143	-42.6	0.6
- 기 타	29,138	2,466	2,877	2,932	56	1.9	466	18.9	1.2

□ 상품군별 모바일쇼핑 거래액

- 상품군별 모바일쇼핑 거래액은 전년동월대비 가방(-4.2%) 등에서 감소했으나, 음·식료품(11.1%), 음식서비스(7.8%), 화장품(16.6%) 등에서 증가
 - 전월대비로는 스포츠·레저용품(12.9%) 등에서 증가했으나, 통신기기(-38.0%), 여행 및 교통서비스(-8.8%) 등에서 감소
- 상품군별 거래액 구성비는 음식서비스(18.6%), 음·식료품(14.8%), 여행 및 교통서비스(11.1%) 순으로 높음

< 상품군별 모바일쇼핑 거래액(전년동월비) 증감 >



< 상품군별 모바일쇼핑 거래액 >

(억원, %)

	2025년		2026년		전월대비		전년동월대비		구성비
	연간	4월	3월 ^o	4월 ^o	증감액	증감률	증감액	증감률	
○ 합 계	2,130,247	169,786	194,093	184,382	-9,711	-5.0	14,596	8.6	100.0
- 가 전	224,077	16,661	22,369	18,578	-3,791	-16.9	1,917	11.5	10.1
· 컴퓨터 및 주변기기	47,159	3,522	5,489	4,035	-1,454	-26.5	513	14.6	2.2
· 가전·전자	126,881	9,639	10,116	10,350	234	2.3	711	7.4	5.6
· 통신기기	50,036	3,500	6,764	4,193	-2,571	-38.0	693	19.8	2.3
- 도 서	29,460	2,328	3,077	2,375	-701	-22.8	47	2.0	1.3
· 서적	15,313	1,170	1,686	1,157	-529	-31.4	-13	-1.2	0.6
· 사무·문구	14,146	1,158	1,390	1,218	-172	-12.4	61	5.3	0.7
- 패 셴	445,269	37,614	40,148	40,370	222	0.6	2,756	7.3	21.9
· 의복	169,354	14,457	14,565	14,774	208	1.4	316	2.2	8.0
· 신발	27,182	2,456	2,569	2,629	60	2.3	174	7.1	1.4
· 가방	16,530	1,390	1,408	1,332	-76	-5.4	-58	-4.2	0.7
· 패션용품 및 액세서리	35,124	2,679	3,122	3,064	-58	-1.9	385	14.4	1.7
· 스포츠·레저용품	40,487	3,688	3,299	3,723	424	12.9	35	0.9	2.0
· 화장품	111,513	9,063	10,888	10,566	-322	-3.0	1,503	16.6	5.7
· 아동·유아용품	45,078	3,881	4,297	4,282	-14	-0.3	402	10.3	2.3
- 식 품	420,923	33,390	37,661	37,204	-457	-1.2	3,814	11.4	20.2
· 음·식료품	306,369	24,517	27,755	27,236	-519	-1.9	2,718	11.1	14.8
· 농축수산물	114,554	8,873	9,906	9,968	62	0.6	1,095	12.3	5.4
- 생 활	247,714	19,949	23,209	21,837	-1,372	-5.9	1,888	9.5	11.8
· 생활용품	157,573	12,686	14,764	14,015	-749	-5.1	1,329	10.5	7.6
· 자동차 및 자동차용품	21,547	1,759	2,060	1,993	-67	-3.2	234	13.3	1.1
· 가구	44,064	3,562	4,152	3,724	-428	-10.3	162	4.5	2.0
· 애완용품	24,531	1,942	2,233	2,105	-128	-5.7	163	8.4	1.1
- 서 비 스	744,089	58,310	65,617	61,918	-3,699	-5.6	3,608	6.2	33.6
· 여행 및 교통서비스	243,340	19,480	22,351	20,390	-1,961	-8.8	909	4.7	11.1
· 문화 및 레저서비스	20,875	1,588	1,693	1,603	-90	-5.3	14	0.9	0.9
· 이쿠폰서비스	56,276	4,058	4,913	4,849	-64	-1.3	792	19.5	2.6
· 음식서비스	411,827	31,851	35,974	34,349	-1,625	-4.5	2,498	7.8	18.6
· 기타서비스	11,770	1,332	686	727	42	6.1	-605	-45.4	0.4
- 기 타	18,716	1,534	2,012	2,100	88	4.4	566	36.9	1.1

□ 상품군별 모바일쇼핑 거래액 비중

- 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 음식서비스(99.1%), 이쿠폰서비스(90.8%), 애완용품(83.5%) 순으로 높음
- 전년동월대비 문화 및 레저서비스(4.2%p) 등에서 증가했으나, 자동차 및 자동차용품(-23.8%p), 가방(-4.9%p) 등에서 감소
- 전월대비로는 문화 및 레저서비스(-5.9%p) 등에서 감소했으나, 여행 및 교통서비스(3.3%p), 통신기기(1.9%p) 등에서 증가

< 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중 >

(%, %p)

	2025년		2026년		증 감	
	연간	4월	3월 ^o	4월 ^o	전월차	전년동월차
○ 합 계	77.5	77.4	75.8	76.4	0.6	-1.0
- 가 전	71.0	70.0	69.6	71.1	1.5	1.1
· 컴퓨터 및 주변기기	55.3	53.3	56.6	56.6	0.0	3.3
· 가전·전자	77.6	76.1	77.9	78.0	0.1	1.9
· 통신기기	74.9	77.6	71.5	73.4	1.9	-4.2
- 도 서	62.0	60.5	61.6	61.9	0.3	1.4
· 서적	59.0	58.0	58.5	59.1	0.6	1.1
· 사무·문구	65.7	63.1	65.8	64.9	-0.9	1.8
- 패 셴	76.4	75.3	75.5	74.6	-0.9	-0.7
· 의복	74.2	74.5	71.3	71.7	0.4	-2.8
· 신발	73.8	72.1	76.9	71.6	-5.3	-0.5
· 가방	67.7	66.6	61.2	61.7	0.5	-4.9
· 패션용품 및 액세서리	79.8	77.9	77.2	76.6	-0.6	-1.3
· 스포츠·레저용품	72.1	71.6	72.2	72.5	0.3	0.9
· 화장품	80.5	78.3	82.3	79.3	-3.0	1.0
· 아동·유아용품	82.3	79.1	81.3	81.8	0.5	2.7
- 식 품	79.9	79.4	81.2	81.2	0.0	1.8
· 음·식료품	80.5	79.9	81.6	81.0	-0.6	1.1
· 농축수산물	78.4	77.9	80.2	81.6	1.4	3.7
- 생 활	68.1	72.2	61.3	61.2	-0.1	-11.0
· 생활용품	78.5	77.2	78.5	78.4	-0.1	1.2
· 자동차 및 자동차용품	28.3	42.8	18.7	19.0	0.3	-23.8
· 가구	77.0	75.7	77.7	77.1	-0.6	1.4
· 애완용품	82.9	82.0	83.4	83.5	0.1	1.5
- 서 비 스	84.2	83.7	83.6	85.1	1.5	1.4
· 여행 및 교통서비스	70.1	70.9	68.2	71.5	3.3	0.6
· 문화 및 레저서비스	62.0	55.3	65.4	59.5	-5.9	4.2
· 이쿠폰서비스	89.6	90.9	91.2	90.8	-0.4	-0.1
· 음식서비스	99.0	99.1	99.1	99.1	0.0	0.0
· 기타서비스	47.2	49.6	48.8	47.2	-1.6	-2.4
- 기 타	64.2	62.2	69.9	71.6	1.7	9.4

3. 취급상품범위별 및 운영형태별 거래액

○ 온라인쇼핑 취급상품범위별 거래액은 전년동월대비 종합몰은 6.5% 증가한 13조 486억원을, 전문몰은 14.3% 증가한 11조 794억원을 기록

- 전월대비 종합몰은 3.1%, 전문몰은 8.6% 각각 감소

○ 온라인쇼핑 운영형태별 거래액은 전년동월대비 온라인몰은 6.9% 증가한 18조 2,272억원을, 온·오프라인병행몰은 20.6% 증가한 5조 9,008억원을 기록

- 전월대비 온라인몰은 5.2%, 온·오프라인병행몰은 7.4% 각각 감소

< 취급상품범위별 및 운영형태별 거래액 동향 >

(억원, %)

		2025년		2026년		전월대비		전년동월대비	
		연간	4월	3월 ¹⁾	4월 ¹⁾	증감액	증감률	증감액	증감률
○ 총 거래액		2,749,442	219,424	255,903	241,280	-14,623	-5.7	21,856	10.0
취급상품 범위별	종합몰 ¹⁾	1,502,785	122,471	134,717	130,486	-4,231	-3.1	8,015	6.5
	비 중	54.7	55.8	52.6	54.1	-	-	-	-
	전문몰 ²⁾	1,246,657	96,953	121,186	110,794	-10,392	-8.6	13,841	14.3
	비 중	45.3	44.2	47.4	45.9	-	-	-	-
운 영 형태별	온라인몰 ³⁾	2,125,260	170,492	192,203	182,272	-9,931	-5.2	11,780	6.9
	비 중	77.3	77.7	75.1	75.5	-	-	-	-
	온·오프라인 병행몰 ⁴⁾	624,181	48,932	63,700	59,008	-4,692	-7.4	10,076	20.6
	비 중	22.7	22.3	24.9	24.5	-	-	-	-

- 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

< 소매 판매액 중 온라인쇼핑 거래액 비중 >

(경상금액, 억원, %)

	소매 판매액(A)	온라인쇼핑 거래액	온라인쇼핑 상품 거래액(B) ¹⁾	비중(B/A)
2023	6,409,582	2,422,068	1,655,257	25.8
2024	6,415,245	2,624,256	1,775,310	27.7
2025	6,550,665	2,749,442	1,865,211	28.5
2023.2/4	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	1,565,829	644,648	436,629	27.9
2/4	1,601,907	656,745	443,428	27.7
3/4	1,594,902	643,148	429,468	26.9
4/4	1,652,607	679,715	465,785	28.2
2025.1/4	1,580,218	661,097	445,208	28.2
2/4	1,618,618	668,444	456,267	28.2
3/4	1,647,277	699,600	474,861	28.8
4/4	1,704,553	720,300	488,874	28.7
2026.1/4p	1,660,214	721,755	489,152	29.5
2024. 4	527,395	213,835	146,274	27.7
5	548,438	225,351	151,651	27.7
6	526,075	217,558	145,503	27.7
7	525,557	217,289	145,939	27.8
8	523,572	213,372	140,238	26.8
9	545,774	212,487	143,291	26.3
10	543,868	219,199	149,403	27.5
11	550,148	229,025	160,205	29.1
12	558,590	231,492	156,177	28.0
2025. 1	531,648	221,893	146,111	27.5
2	497,750	213,466	144,864	29.1
3	550,820	225,738	154,234	28.0
4	533,624	219,424	149,776	28.1
5	551,453	226,799	154,229	28.0
6	533,540	222,221	152,262	28.5
7	547,692	233,926	157,929	28.8
8	530,850	225,714	148,869	28.0
9	568,735	239,961	168,063	29.6
10	559,715	231,237	154,247	27.6
11	566,931	243,650	169,416	29.9
12	577,907	245,413	165,212	28.6
2026. 1	543,268	240,994	160,555	29.6
2	525,241	224,857	151,141	28.8
3p	591,705	255,903	177,456	30.0
4p	558,247	241,280	168,535	30.2

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		
2023	2,422,068	304,044	87,078	156,036	60,931	44,075	24,678	19,397	557,385	217,087
2024	2,624,256	309,279	84,860	163,803	60,616	46,599	26,063	20,536	576,664	229,318
2025	2,749,442	315,490	85,267	163,420	66,803	47,485	25,949	21,536	583,060	228,380
2023.2/4	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	644,648	80,761	25,937	38,556	16,268	12,492	7,217	5,275	136,110	52,563
2/4	656,745	76,064	20,722	43,558	11,784	10,489	5,741	4,748	147,765	58,071
3/4	643,148	75,845	18,084	40,551	17,210	11,121	6,541	4,580	129,471	47,326
4/4	679,715	76,608	20,117	41,138	15,354	12,497	6,565	5,933	163,318	71,358
2025.1/4	661,097	78,690	24,038	37,146	17,506	12,907	7,469	5,438	135,514	51,203
2/4	668,444	73,633	18,754	42,194	12,686	10,566	5,655	4,911	148,112	57,927
3/4	699,600	82,007	20,221	43,053	18,733	11,775	6,728	5,047	135,978	49,013
4/4	720,300	81,161	22,255	41,028	17,877	12,236	6,097	6,140	163,457	70,238
2026.1/4p	721,755	85,729	27,632	37,283	20,814	13,057	7,396	5,661	144,825	53,509
2024. 4	213,835	24,471	6,945	13,504	4,022	3,674	1,953	1,721	50,429	20,199
5	225,351	25,721	6,986	14,786	3,949	3,623	2,018	1,605	50,326	19,227
6	217,558	25,872	6,791	15,268	3,813	3,192	1,769	1,422	47,009	18,646
7	217,289	27,089	6,333	15,312	5,444	3,847	2,314	1,533	45,477	17,350
8	213,372	23,439	5,945	13,129	4,365	3,675	2,146	1,530	41,306	14,388
9	212,487	25,317	5,806	12,109	7,402	3,598	2,081	1,517	42,689	15,588
10	219,199	24,479	5,764	12,852	5,863	3,828	2,082	1,746	51,045	21,914
11	229,025	27,482	7,383	15,197	4,902	4,031	2,077	1,954	56,703	25,680
12	231,492	24,648	6,971	13,089	4,588	4,638	2,406	2,232	55,571	23,764
2025. 1	221,893	24,720	7,508	12,147	5,064	3,927	2,314	1,613	43,077	16,273
2	213,466	28,683	8,473	12,325	7,885	4,129	2,296	1,833	43,322	15,848
3	225,738	25,287	8,057	12,673	4,557	4,850	2,859	1,992	49,114	19,082
4	219,424	23,786	6,610	12,664	4,512	3,851	2,017	1,834	49,981	19,414
5	226,799	25,305	6,247	14,535	4,523	3,520	1,947	1,573	49,392	19,095
6	222,221	24,542	5,896	14,995	3,651	3,195	1,691	1,504	48,739	19,418
7	233,926	28,569	6,481	16,695	5,393	3,934	2,302	1,631	46,867	17,609
8	225,714	25,116	6,421	13,256	5,439	3,769	2,206	1,563	41,918	13,874
9	239,961	28,321	7,318	13,102	7,901	4,073	2,220	1,853	47,194	17,530
10	231,237	25,413	6,291	12,771	6,352	3,373	1,689	1,684	51,996	22,061
11	243,650	28,906	8,085	14,841	5,980	4,000	1,960	2,041	57,548	26,211
12	245,413	26,842	7,880	13,416	5,546	4,863	2,449	2,414	53,913	21,966
2026. 1	240,994	27,982	9,529	12,711	5,742	4,229	2,379	1,850	47,840	17,376
2	224,857	25,612	8,411	11,584	5,616	3,832	2,135	1,698	43,776	15,692
3p	255,903	32,135	9,692	12,988	9,455	4,996	2,882	2,113	53,210	20,440
4p	241,280	26,112	7,126	13,276	5,710	3,837	1,959	1,878	54,116	20,595

* 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
2023	39,701	29,881	39,140	58,526	119,791	53,259	411,711	302,271	109,440	302,546	175,068
2024	38,484	27,536	40,888	57,254	130,260	52,925	477,638	348,054	129,584	335,892	191,826
2025	36,825	24,419	43,999	56,148	138,484	54,805	526,536	380,411	146,125	363,502	200,693
2023.2/4	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	8,912	7,545	9,584	12,291	32,324	12,891	118,194	84,435	33,759	81,996	46,148
2/4	10,253	6,916	10,440	15,990	32,473	13,622	115,559	85,007	30,552	86,092	47,987
3/4	8,739	6,565	9,910	13,675	31,162	12,094	123,090	90,081	33,009	82,974	48,570
4/4	10,579	6,511	10,954	15,298	34,300	14,318	120,796	88,531	32,264	84,830	49,121
2025.1/4	8,296	6,468	10,354	11,669	34,560	12,964	129,181	91,791	37,390	81,985	47,270
2/4	10,307	5,986	10,525	14,978	34,545	13,843	126,348	92,213	34,134	90,139	50,305
3/4	8,473	5,878	10,938	14,519	33,859	13,298	139,534	101,022	38,512	98,620	52,247
4/4	9,748	6,087	12,182	14,981	35,520	14,700	131,474	95,385	36,089	92,758	50,871
2026.1/4p	8,394	6,649	12,370	11,923	37,941	14,040	141,719	100,986	40,733	95,980	50,812
2024. 4	3,415	2,388	3,463	5,371	10,776	4,818	38,273	28,180	10,093	26,784	15,633
5	3,653	2,409	3,603	5,560	11,171	4,704	40,019	29,433	10,586	29,444	16,388
6	3,185	2,119	3,374	5,059	10,526	4,100	37,267	27,395	9,872	29,863	15,966
7	3,202	2,285	3,631	4,735	10,204	4,070	38,724	28,813	9,912	28,478	16,761
8	2,765	2,127	3,161	4,380	10,459	4,026	41,297	30,538	10,758	28,360	16,379
9	2,772	2,153	3,118	4,560	10,499	3,998	43,069	30,730	12,339	26,136	15,430
10	3,135	2,147	3,312	5,470	10,649	4,418	39,793	29,370	10,424	27,706	16,351
11	3,981	2,106	3,494	5,371	11,477	4,594	40,030	29,521	10,510	29,351	16,438
12	3,462	2,258	4,148	4,457	12,175	5,305	40,972	29,641	11,331	27,772	16,332
2025. 1	2,334	2,021	3,258	3,593	11,544	4,055	47,327	32,388	14,938	24,873	15,091
2	2,791	2,199	3,556	3,535	11,177	4,215	39,172	28,401	10,772	27,338	15,340
3	3,171	2,248	3,539	4,542	11,839	4,694	42,682	31,002	11,680	29,774	16,839
4	3,404	2,087	3,439	5,149	11,581	4,908	42,072	30,676	11,396	27,620	16,432
5	3,460	1,986	3,574	5,099	11,463	4,716	42,745	31,157	11,588	30,704	16,811
6	3,444	1,914	3,512	4,731	11,500	4,220	41,531	30,381	11,150	31,815	17,061
7	3,097	1,957	3,768	5,018	10,945	4,473	43,969	32,396	11,573	32,255	17,771
8	2,545	1,921	3,361	4,503	11,435	4,280	43,943	32,262	11,682	31,883	16,947
9	2,832	2,000	3,810	4,999	11,479	4,544	51,621	36,364	15,258	34,483	17,529
10	2,998	1,920	4,157	5,162	11,185	4,513	41,992	30,537	11,455	29,037	16,455
11	3,711	1,959	3,736	5,219	12,004	4,708	44,143	32,218	11,925	32,114	17,228
12	3,040	2,208	4,290	4,599	12,332	5,479	45,339	32,630	12,709	31,607	17,188
2026. 1	2,600	2,201	4,525	3,912	12,786	4,440	48,994	34,932	14,063	28,927	16,663
2	2,451	2,147	3,801	3,440	11,928	4,317	46,333	32,021	14,312	29,205	15,344
3p	3,343	2,302	4,043	4,571	13,228	5,282	46,391	34,034	12,358	37,847	18,806
4p	3,672	2,159	4,001	5,134	13,322	5,233	45,837	33,622	12,215	35,700	17,875

* 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		
2023	48,065	53,521	25,893	766,811	293,920	30,069	97,423	323,722	21,676	35,497
2024	58,197	57,943	27,926	848,946	328,891	32,108	86,513	372,014	29,420	29,240
2025	76,032	57,202	29,574	884,231	346,908	33,662	62,815	415,889	24,956	29,138
2023.2/4	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	13,686	15,431	6,732	208,019	80,229	7,104	27,802	86,948	5,937	7,076
2/4	16,913	14,307	6,885	213,317	81,470	8,448	28,079	88,946	6,375	7,460
3/4	13,900	13,503	7,001	213,680	84,479	9,056	14,790	98,318	7,037	6,967
4/4	13,698	14,703	7,308	213,930	82,714	7,500	15,842	97,802	10,072	7,736
2025.1/4	12,501	15,131	7,082	215,889	83,978	6,729	15,815	99,288	10,079	6,932
2/4	18,662	13,915	7,257	212,177	83,038	8,179	14,194	101,480	5,285	7,470
3/4	24,899	13,862	7,612	224,739	89,198	9,586	15,141	105,920	4,894	6,947
4/4	19,970	14,295	7,623	231,426	90,694	9,167	17,666	109,201	4,698	7,788
2026.1/4p	22,375	15,237	7,556	232,603	94,184	8,331	17,248	108,535	4,304	7,842
2024. 4	3,990	4,903	2,259	67,561	25,906	2,641	8,763	28,150	2,101	2,643
5	5,941	4,784	2,331	73,701	29,042	2,469	9,720	30,312	2,158	2,517
6	6,982	4,620	2,295	72,055	26,522	3,338	9,596	30,483	2,116	2,300
7	4,728	4,620	2,368	71,350	28,919	2,771	5,271	32,291	2,098	2,323
8	5,054	4,545	2,382	73,134	29,168	2,959	4,381	34,496	2,130	2,161
9	4,118	4,337	2,251	69,196	26,392	3,326	5,138	31,532	2,809	2,483
10	4,021	4,920	2,414	69,796	28,260	2,792	4,574	31,588	2,581	2,552
11	5,478	5,020	2,415	68,819	26,382	2,543	5,393	30,927	3,574	2,609
12	4,199	4,763	2,479	75,315	28,072	2,165	5,874	35,287	3,917	2,576
2025. 1	2,746	4,653	2,383	75,782	29,742	2,315	5,863	34,429	3,432	2,187
2	4,505	5,238	2,255	68,603	27,014	2,094	5,077	31,025	3,393	2,219
3	5,251	5,240	2,444	71,504	27,222	2,321	4,874	33,834	3,254	2,526
4	4,112	4,707	2,369	69,648	27,480	2,875	4,466	32,144	2,683	2,466
5	6,930	4,539	2,422	72,570	28,578	2,725	5,139	34,833	1,295	2,564
6	7,620	4,669	2,465	69,958	26,980	2,579	4,589	34,503	1,306	2,440
7	7,325	4,623	2,537	75,997	30,483	3,300	5,133	35,766	1,316	2,336
8	7,844	4,571	2,522	76,845	30,156	3,768	4,767	36,864	1,290	2,240
9	9,731	4,669	2,554	71,897	28,558	2,519	5,241	33,291	2,288	2,371
10	5,577	4,505	2,500	76,990	31,157	3,035	5,569	35,764	1,465	2,436
11	7,403	4,962	2,522	74,234	29,015	2,820	5,628	35,155	1,617	2,704
12	6,990	4,828	2,601	80,202	30,523	3,312	6,469	38,281	1,616	2,649
2026. 1	4,638	5,033	2,593	80,440	32,160	2,891	5,626	38,161	1,601	2,583
2	6,714	4,862	2,286	73,716	29,265	2,853	6,232	34,067	1,299	2,383
3p	11,023	5,341	2,678	78,447	32,758	2,588	5,390	36,307	1,404	2,877
4p	10,478	4,827	2,520	72,745	28,504	2,695	5,342	34,664	1,540	2,932

※ p는 잠정치임

1-2. 상품군별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	합계	가 전			도 서			패 션		
		컴퓨터 및 주변기기	가전·전자	통신기기	서적	사무·문구	의복			
2024	8.3	1.7	-2.5	5.0	-0.5	5.7	5.6	5.9	3.5	5.6
2025	4.8	2.0	0.5	-0.2	10.2	1.9	-0.4	4.9	1.1	-0.4
2024.2/4	11.0	6.4	2.3	9.5	2.8	4.5	3.7	5.3	4.1	6.4
3/4	5.8	4.1	-9.6	2.9	27.8	7.2	6.7	7.9	0.6	1.9
4/4	3.9	-8.5	-6.0	-3.2	-22.6	6.8	9.3	4.1	3.8	6.9
2025.1/4	2.6	-2.6	-7.3	-3.7	7.6	3.3	3.5	3.1	-0.4	-2.6
2/4	1.8	-3.2	-9.5	-3.1	7.7	0.7	-1.5	3.4	0.2	-0.2
3/4	8.8	8.1	11.8	6.2	8.8	5.9	2.9	10.2	5.0	3.6
4/4	6.0	5.9	10.6	-0.3	16.4	-2.1	-7.1	3.5	0.1	-1.6
2026.1/4p	9.2	8.9	15.0	0.4	18.9	1.2	-1.0	4.1	6.9	4.5
2024. 4	12.7	10.9	2.6	18.0	4.5	5.4	4.3	6.7	7.5	11.7
5	9.9	1.0	-1.7	3.8	-4.0	5.8	4.2	8.0	1.2	0.4
6	10.4	8.0	6.3	8.5	8.9	1.9	2.6	1.0	3.7	7.6
7	7.9	7.0	-6.3	4.0	42.0	9.7	8.3	11.9	2.9	5.8
8	4.8	-8.9	-12.3	0.2	-25.4	4.1	2.8	6.0	0.0	2.9
9	4.6	15.9	-10.1	4.5	95.6	7.8	9.3	5.9	-1.2	-3.0
10	2.6	-14.5	-9.7	-1.0	-36.7	16.5	23.4	9.2	-1.0	1.3
11	3.2	-6.7	-2.9	-5.3	-15.6	2.8	5.2	0.4	2.7	5.1
12	5.9	-3.8	-6.1	-2.6	-3.4	3.1	2.7	3.6	9.8	14.9
2025. 1	1.8	-14.5	-16.2	-8.3	-24.5	-4.3	-1.2	-8.4	-1.2	0.2
2	3.7	9.3	-0.9	-1.9	53.4	10.1	8.1	12.6	1.1	-4.6
3	2.2	-1.2	-4.4	-0.5	3.1	4.6	3.9	5.6	-1.1	-3.3
4	2.6	-2.8	-4.8	-6.2	12.2	4.8	3.3	6.6	-0.9	-3.9
5	0.6	-1.6	-10.6	-1.7	14.5	-2.8	-3.5	-2.0	-1.9	-0.7
6	2.1	-5.1	-13.2	-1.8	-4.2	0.1	-4.4	5.8	3.7	4.1
7	7.7	5.5	2.3	9.0	-0.9	2.2	-0.5	6.4	3.1	1.5
8	5.8	7.2	8.0	1.0	24.6	2.5	2.8	2.2	1.5	-3.6
9	12.9	11.9	26.1	8.2	6.7	13.2	6.7	22.1	10.6	12.5
10	5.5	3.8	9.1	-0.6	8.3	-11.9	-18.9	-3.5	1.9	0.7
11	6.4	5.2	9.5	-2.3	22.0	-0.8	-5.6	4.4	1.5	2.1
12	6.0	8.9	13.0	2.5	20.9	4.8	1.8	8.2	-3.0	-7.6
2026. 1	8.6	13.2	26.9	4.6	13.4	7.7	2.8	14.7	11.1	6.8
2	5.3	-10.7	-0.7	-6.0	-28.8	-7.2	-7.0	-7.4	1.0	-1.0
3p	13.4	27.1	20.3	2.5	107.5	3.0	0.8	6.1	8.3	7.1
4p	10.0	9.8	7.8	4.8	26.6	-0.4	-2.9	2.4	8.3	6.1

* 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		
2024	-3.1	-7.8	4.5	-2.2	8.7	-0.6	16.0	15.1	18.4	11.0	9.6
2025	-4.3	-11.3	7.6	-1.9	6.3	3.6	10.2	9.3	12.8	8.2	4.6
2024.2/4	-2.9	-8.9	6.6	0.7	8.6	-0.4	17.8	15.7	24.0	15.8	10.8
3/4	-0.7	-12.4	3.6	-5.5	5.4	-2.0	12.5	13.3	10.5	8.4	9.9
4/4	-1.6	-7.3	5.5	-4.0	6.8	-0.8	14.2	14.6	13.3	2.9	4.9
2025.1/4	-6.9	-14.3	8.0	-5.1	6.9	0.6	9.3	8.7	10.8	0.0	2.4
2/4	0.5	-13.4	0.8	-6.3	6.4	1.6	9.3	8.5	11.7	4.7	4.8
3/4	-3.0	-10.5	10.4	6.2	8.7	9.9	13.4	12.1	16.7	18.9	7.6
4/4	-7.9	-6.5	11.2	-2.1	3.6	2.7	8.8	7.7	11.9	9.3	3.6
2026.1/4p	1.2	2.8	19.5	2.2	9.8	8.3	9.7	10.0	8.9	17.1	7.5
2024. 4	-0.9	-7.5	8.8	5.5	9.6	2.5	21.0	18.8	27.4	16.7	14.0
5	-2.5	-8.3	5.0	-0.6	7.7	-2.2	18.4	16.0	25.6	18.3	9.6
6	-5.5	-11.2	6.1	-2.6	8.6	-1.7	14.0	12.3	19.0	12.7	9.0
7	-3.8	-9.4	8.1	-3.2	6.9	-2.1	15.1	14.7	16.2	15.4	12.1
8	2.1	-16.3	-2.6	-7.6	4.8	-1.9	14.6	14.7	14.4	11.8	8.9
9	0.2	-11.5	5.4	-5.7	4.4	-2.1	8.4	10.6	3.3	-1.4	8.6
10	-13.5	-7.6	9.5	-5.8	0.4	-2.5	17.0	17.1	16.9	4.0	7.1
11	4.4	-8.0	1.9	-5.2	4.8	-1.4	12.3	12.5	11.8	1.2	2.9
12	4.4	-6.3	5.6	0.0	15.1	1.0	13.5	14.2	11.5	3.8	4.9
2025. 1	-8.6	-16.8	1.0	-7.1	3.0	-0.9	12.8	8.7	22.8	-4.8	-2.5
2	-8.8	-11.8	21.6	-3.6	11.6	3.0	4.8	8.0	-2.7	9.6	5.7
3	-3.9	-14.3	3.0	-4.5	6.7	-0.3	9.8	9.4	11.0	-3.7	4.2
4	-0.3	-12.6	-0.7	-4.1	7.5	1.9	9.9	8.9	12.9	3.1	5.1
5	-5.3	-17.6	-0.8	-8.3	2.6	0.3	6.8	5.9	9.5	4.3	2.6
6	8.1	-9.7	4.1	-6.5	9.3	2.9	11.4	10.9	12.9	6.5	6.9
7	-3.3	-14.3	3.8	6.0	7.3	9.9	13.5	12.4	16.8	13.3	6.0
8	-8.0	-9.7	6.3	2.8	9.3	6.3	6.4	5.6	8.6	12.4	3.5
9	2.2	-7.1	22.2	9.6	9.3	13.7	19.9	18.3	23.7	31.9	13.6
10	-4.4	-10.5	25.5	-5.6	5.0	2.1	5.5	4.0	9.9	4.8	0.6
11	-6.8	-7.0	6.9	-2.8	4.6	2.5	10.3	9.1	13.5	9.4	4.8
12	-12.2	-2.2	3.4	3.2	1.3	3.3	10.7	10.1	12.2	13.8	5.2
2026. 1	11.4	8.9	38.9	8.9	10.8	9.5	3.5	7.9	-5.9	16.3	10.4
2	-12.2	-2.4	6.9	-2.7	6.7	2.4	18.3	12.7	32.9	6.8	0.0
3p	5.4	2.4	14.2	0.6	11.7	12.5	8.7	9.8	5.8	27.1	11.7
4p	7.9	3.4	16.4	-0.3	15.0	6.6	8.9	9.6	7.2	29.3	8.8

※ 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		
2024	21.1	8.3	7.9	10.7	11.9	6.8	-11.2	14.9	35.7	-17.6
2025	30.6	-1.3	5.9	4.2	5.5	4.8	-27.4	11.8	-15.2	-0.3
2024.2/4	43.8	10.9	8.2	14.0	12.7	2.6	18.6	14.2	27.6	-13.3
3/4	8.9	3.6	6.7	6.2	6.7	13.6	-38.5	17.2	14.5	-20.6
4/4	-5.8	3.4	6.7	5.0	6.5	-4.7	-41.8	15.2	67.4	-19.1
2025.1/4	-8.7	-1.9	5.2	3.8	4.7	-5.3	-43.1	14.2	69.8	-2.0
2/4	10.3	-2.7	5.4	-0.5	1.9	-3.2	-49.4	14.1	-17.1	0.1
3/4	79.1	2.7	8.7	5.2	5.6	5.9	2.4	7.7	-30.5	-0.3
4/4	45.8	-2.8	4.3	8.2	9.6	22.2	11.5	11.7	-53.4	0.7
2026.1/4p	79.0	0.7	6.7	7.7	12.2	23.8	9.1	9.3	-57.3	13.1
2024. 4	33.0	16.6	10.8	13.6	15.9	19.3	14.1	10.4	20.4	-15.1
5	77.7	8.3	7.3	13.7	13.7	-6.8	14.1	14.5	32.4	-11.7
6	28.7	8.0	6.5	14.8	8.9	-1.0	28.3	17.6	30.4	-12.8
7	50.4	5.1	8.2	6.5	8.5	-0.1	-27.2	13.0	19.0	-21.7
8	41.0	1.4	5.3	6.6	8.3	0.3	-43.9	19.6	3.0	-28.5
9	-31.7	4.5	6.5	5.3	3.1	48.0	-43.0	18.9	21.4	-10.8
10	-9.1	5.6	5.5	5.1	9.2	1.7	-46.1	15.3	36.3	-17.9
11	-7.0	2.7	6.8	5.4	5.7	-1.9	-37.7	14.4	73.2	-22.6
12	-0.6	2.1	7.7	4.7	4.8	-14.4	-41.7	15.7	90.1	-16.4
2025. 1	-16.4	-8.1	3.1	6.8	5.9	10.5	-36.1	17.5	51.2	-6.3
2	36.0	4.9	6.4	0.2	3.5	-13.0	-48.4	10.4	70.4	0.5
3	-25.9	-2.4	6.2	4.2	4.6	-10.8	-44.5	14.6	94.2	-0.3
4	3.1	-4.0	4.9	3.1	6.1	8.9	-49.0	14.2	27.7	-6.7
5	16.7	-5.1	3.9	-1.5	-1.6	10.4	-47.1	14.9	-40.0	1.9
6	9.1	1.1	7.4	-2.9	1.7	-22.7	-52.2	13.2	-38.3	6.1
7	54.9	0.1	7.1	6.5	5.4	19.1	-2.6	10.8	-37.3	0.6
8	55.2	0.6	5.9	5.1	3.4	27.3	8.8	6.9	-39.4	3.6
9	136.3	7.7	13.5	3.9	8.2	-24.3	2.0	5.6	-18.5	-4.5
10	38.7	-8.4	3.5	10.3	10.3	8.7	21.8	13.2	-43.2	-4.5
11	35.1	-1.2	4.4	7.9	10.0	10.9	4.3	13.7	-54.8	3.6
12	66.5	1.3	4.9	6.5	8.7	53.0	10.1	8.5	-58.7	2.8
2026. 1	68.9	8.2	8.8	6.1	8.1	24.9	-4.0	10.8	-53.3	18.1
2	49.0	-7.2	1.4	7.5	8.3	36.3	22.7	9.8	-61.7	7.4
3p	109.9	1.9	9.6	9.7	20.3	11.5	10.6	7.3	-56.9	13.9
4p	154.8	2.6	6.4	4.4	3.7	-6.3	19.6	7.8	-42.6	18.9

* p는 잠정치임

2-1. 상품군별 모바일쇼핑 거래액

(단위: 억원)

	합계	가 전				도 서			패 셴	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구		의복	
2023	1,818,657	195,156	43,796	106,360	45,000	24,262	12,458	11,804	418,269	163,676
2024	2,000,905	206,445	43,834	117,925	44,685	26,550	13,758	12,791	438,773	171,785
2025	2,130,247	224,077	47,159	126,881	50,036	29,460	15,313	14,146	445,269	169,354
2023.2/4	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	487,125	52,611	13,373	27,012	12,226	7,187	3,877	3,310	103,696	39,577
2/4	496,388	49,298	10,271	30,374	8,652	5,875	2,920	2,955	112,837	44,019
3/4	496,036	52,131	9,566	29,845	12,720	6,279	3,431	2,848	98,968	35,370
4/4	521,356	52,405	10,624	30,694	11,087	7,208	3,530	3,678	123,271	52,819
2025.1/4	511,471	54,760	13,106	28,342	13,313	7,964	4,398	3,566	103,012	38,222
2/4	518,061	52,604	10,374	32,434	9,796	6,494	3,298	3,195	112,475	43,180
3/4	543,661	59,325	11,399	33,969	13,957	7,322	3,973	3,349	105,912	36,923
4/4	557,054	57,387	12,280	32,137	12,970	7,680	3,644	4,036	123,870	51,029
2026.1/4p	555,992	59,998	15,781	29,077	15,140	8,152	4,340	3,813	109,729	38,347
2024. 4	162,021	15,761	3,471	9,351	2,939	2,078	1,019	1,059	38,390	15,466
5	170,154	16,755	3,637	10,228	2,890	1,984	973	1,012	38,451	14,659
6	164,213	16,781	3,163	10,794	2,824	1,813	928	885	35,997	13,894
7	166,629	18,157	3,152	11,072	3,932	2,121	1,177	943	34,836	13,139
8	165,268	16,283	3,229	9,754	3,300	2,088	1,141	947	31,329	10,503
9	164,139	17,691	3,184	9,018	5,488	2,071	1,114	957	32,803	11,728
10	168,830	16,679	3,018	9,596	4,064	2,254	1,174	1,080	38,898	16,359
11	173,942	18,941	4,083	11,273	3,586	2,232	1,033	1,199	42,137	18,646
12	178,583	16,785	3,523	9,825	3,437	2,723	1,323	1,400	42,236	17,814
2025. 1	174,594	17,520	4,202	9,339	3,978	2,554	1,451	1,103	33,474	12,420
2	163,035	19,616	4,509	9,296	5,811	2,496	1,304	1,192	32,293	11,400
3	173,842	17,624	4,395	9,706	3,523	2,915	1,644	1,271	37,245	14,402
4	169,786	16,661	3,522	9,639	3,500	2,328	1,170	1,158	37,614	14,457
5	175,883	18,205	3,537	11,191	3,477	2,143	1,097	1,045	37,775	14,371
6	172,392	17,739	3,315	11,604	2,820	2,023	1,031	992	37,085	14,352
7	183,959	20,848	3,589	13,214	4,046	2,461	1,363	1,098	36,914	13,491
8	178,706	18,782	3,767	10,643	4,372	2,394	1,334	1,060	33,102	10,662
9	180,995	19,695	4,043	10,112	5,539	2,467	1,276	1,191	35,896	12,771
10	180,096	18,174	3,506	10,154	4,515	2,149	1,045	1,105	40,109	16,544
11	187,394	20,566	4,664	11,621	4,280	2,469	1,115	1,354	43,413	18,953
12	189,564	18,647	4,110	10,362	4,176	3,062	1,484	1,577	40,348	15,531
2026. 1	188,253	19,273	5,345	9,839	4,088	2,716	1,470	1,246	36,585	12,632
2	173,646	18,356	4,946	9,122	4,288	2,359	1,183	1,176	32,996	11,149
3p	194,093	22,369	5,489	10,116	6,764	3,077	1,686	1,390	40,148	14,565
4p	184,382	18,578	4,035	10,350	4,193	2,375	1,157	1,218	40,370	14,774

※ 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	
2023	27,428	20,576	29,783	41,895	91,960	42,951	307,406	225,936	81,470	212,984	132,974
2024	27,536	18,986	31,950	41,493	103,917	43,105	367,129	268,656	98,472	236,289	148,065
2025	27,182	16,530	35,124	40,487	111,513	45,078	420,923	306,369	114,554	247,714	157,573
2023.2/4	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	6,139	5,162	7,447	8,952	25,772	10,647	90,163	64,590	25,573	57,887	35,616
2/4	7,318	4,751	8,118	11,688	25,842	11,102	88,844	65,748	23,096	59,234	37,130
3/4	6,209	4,579	7,783	10,021	25,140	9,866	94,623	69,534	25,089	59,201	37,748
4/4	7,870	4,494	8,603	10,833	27,163	11,490	93,499	68,785	24,714	59,967	37,571
2025.1/4	6,040	4,420	8,280	8,160	27,267	10,622	101,701	72,780	28,921	59,277	36,926
2/4	7,596	4,020	8,311	10,868	27,200	11,300	100,737	74,006	26,731	61,271	39,359
3/4	6,334	4,049	8,768	10,677	28,027	11,134	112,822	82,362	30,460	64,552	41,606
4/4	7,213	4,040	9,766	10,782	29,018	12,022	105,663	77,221	28,442	62,615	39,681
2026.1/4p	6,299	4,170	9,649	8,565	31,016	11,682	113,845	81,645	32,200	63,571	39,975
2024. 4	2,411	1,627	2,672	3,912	8,451	3,851	29,430	21,786	7,644	19,344	12,022
5	2,517	1,654	2,794	4,070	8,888	3,869	30,732	22,733	7,999	20,223	12,694
6	2,390	1,470	2,652	3,705	8,503	3,382	28,682	21,229	7,453	19,667	12,414
7	2,370	1,567	2,849	3,411	8,160	3,340	29,886	22,292	7,595	20,211	12,953
8	1,837	1,494	2,480	3,233	8,511	3,271	31,703	23,538	8,166	19,895	12,707
9	2,001	1,518	2,454	3,377	8,469	3,256	33,033	23,705	9,329	19,096	12,088
10	2,347	1,481	2,581	3,989	8,595	3,546	30,747	22,775	7,971	20,124	12,549
11	2,825	1,472	2,749	3,788	8,976	3,680	30,803	22,791	8,013	20,181	12,483
12	2,698	1,541	3,273	3,056	9,592	4,263	31,949	23,219	8,730	19,662	12,539
2025. 1	1,747	1,418	2,632	2,524	9,281	3,451	37,273	25,717	11,556	19,110	12,079
2	1,895	1,501	2,833	2,469	8,751	3,444	30,834	22,493	8,341	19,378	11,850
3	2,398	1,502	2,814	3,167	9,235	3,727	33,595	24,570	9,024	20,789	12,998
4	2,456	1,390	2,679	3,688	9,063	3,881	33,390	24,517	8,873	19,949	12,686
5	2,465	1,340	2,813	3,701	9,186	3,900	34,003	24,944	9,059	20,392	13,169
6	2,675	1,290	2,818	3,479	8,951	3,519	33,343	24,545	8,799	20,930	13,505
7	2,332	1,347	3,038	3,736	9,159	3,810	36,232	26,889	9,343	22,001	14,319
8	1,900	1,339	2,708	3,370	9,474	3,651	36,304	26,864	9,440	21,400	13,745
9	2,102	1,363	3,022	3,571	9,395	3,672	40,286	28,608	11,678	21,152	13,542
10	2,242	1,317	3,415	3,770	9,116	3,705	33,717	24,703	9,014	20,332	12,966
11	2,677	1,344	2,989	3,755	9,852	3,843	35,518	26,115	9,402	21,219	13,394
12	2,294	1,379	3,363	3,257	10,050	4,473	36,429	26,403	10,026	21,064	13,320
2026. 1	1,883	1,407	3,574	2,820	10,511	3,758	39,382	28,245	11,137	20,908	13,101
2	1,847	1,355	2,953	2,446	9,618	3,628	36,802	25,644	11,158	19,454	12,110
3p	2,569	1,408	3,122	3,299	10,888	4,297	37,661	27,755	9,906	23,209	14,764
4p	2,629	1,332	3,064	3,723	10,566	4,282	37,204	27,236	9,968	21,837	14,015

※ 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		
2023	19,443	39,724	20,843	636,652	213,496	17,507	75,454	319,275	10,919	23,928
2024	21,507	44,058	22,659	706,417	239,002	18,240	66,746	368,038	14,390	19,304
2025	21,547	44,064	24,531	744,089	243,340	20,875	56,276	411,827	11,770	18,716
2023.2/4	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	5,107	11,700	5,464	171,028	57,904	4,120	20,026	85,918	3,060	4,553
2/4	5,594	10,906	5,605	175,396	59,292	4,638	20,137	88,002	3,327	4,904
3/4	5,415	10,343	5,695	180,214	61,782	5,034	12,949	97,300	3,149	4,620
4/4	5,392	11,109	5,895	179,779	60,024	4,447	13,634	96,818	4,855	5,227
2025.1/4	4,923	11,610	5,818	180,001	58,933	3,972	13,790	98,377	4,928	4,755
2/4	5,228	10,705	5,979	179,395	58,619	4,772	12,828	100,564	2,612	5,086
3/4	5,768	10,775	6,402	189,534	63,019	6,078	13,612	104,773	2,052	4,193
4/4	5,628	10,974	6,331	195,158	62,768	6,052	16,046	108,114	2,178	4,682
2026.1/4p	5,442	11,873	6,282	195,110	64,210	5,480	15,748	107,551	2,121	5,586
2024. 4	1,813	3,670	1,839	55,310	18,891	1,449	6,070	27,841	1,059	1,708
5	1,939	3,687	1,903	60,353	20,746	1,424	7,007	29,997	1,179	1,656
6	1,842	3,549	1,863	59,733	19,655	1,765	7,061	30,163	1,089	1,540
7	1,821	3,509	1,929	59,929	21,058	1,630	4,382	31,950	909	1,489
8	1,786	3,479	1,922	62,534	21,621	1,710	3,949	34,140	1,113	1,437
9	1,808	3,356	1,843	57,751	19,103	1,694	4,618	31,209	1,126	1,694
10	1,882	3,740	1,954	58,395	20,291	1,633	3,953	31,263	1,254	1,736
11	1,958	3,806	1,935	57,908	19,294	1,513	4,632	30,618	1,851	1,739
12	1,551	3,564	2,007	63,477	20,440	1,301	5,050	34,937	1,750	1,751
2025. 1	1,434	3,601	1,997	63,097	20,705	1,413	5,124	34,108	1,746	1,566
2	1,695	4,004	1,829	56,882	18,960	1,198	4,334	30,744	1,645	1,537
3	1,794	4,005	1,993	60,023	19,267	1,362	4,332	33,525	1,537	1,652
4	1,759	3,562	1,942	58,310	19,480	1,588	4,058	31,851	1,332	1,534
5	1,716	3,509	1,999	61,534	20,076	1,625	4,656	34,512	665	1,832
6	1,753	3,634	2,039	59,552	19,063	1,559	4,114	34,200	615	1,719
7	1,937	3,600	2,145	64,193	21,480	2,040	4,644	35,379	650	1,312
8	1,886	3,625	2,143	65,150	21,265	2,515	4,280	36,438	652	1,574
9	1,946	3,551	2,114	60,192	20,273	1,524	4,688	32,956	750	1,308
10	1,823	3,473	2,071	64,293	21,113	2,009	5,067	35,389	715	1,322
11	1,898	3,832	2,094	62,667	20,215	1,755	5,111	34,803	782	1,544
12	1,907	3,670	2,167	68,198	21,440	2,289	5,868	37,921	680	1,816
2026. 1	1,765	3,895	2,147	67,503	21,895	1,881	5,091	37,824	812	1,886
2	1,618	3,825	1,902	61,990	19,964	1,906	5,744	33,753	623	1,688
3p	2,060	4,152	2,233	65,617	22,351	1,693	4,913	35,974	686	2,012
4p	1,993	3,724	2,105	61,918	20,390	1,603	4,849	34,349	727	2,100

※ 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			
2024	10.0	5.8	0.1	10.9	-0.7	9.4	10.4	8.4	4.9	5.0
2025	6.5	8.5	7.6	7.6	12.0	11.0	11.3	10.6	1.5	-1.4
2024.2/4	12.1	8.3	1.7	13.0	1.3	8.2	8.6	7.8	6.8	7.3
3/4	8.8	11.1	-4.8	10.7	28.3	11.2	10.4	12.2	2.9	2.2
4/4	6.0	-4.2	0.3	3.2	-23.0	10.3	14.0	7.0	3.8	5.0
2025.1/4	5.0	4.1	-2.0	4.9	8.9	10.8	13.5	7.7	-0.7	-3.4
2/4	4.4	6.7	1.0	6.8	13.2	10.5	13.0	8.1	-0.3	-1.9
3/4	9.6	13.8	19.2	13.8	9.7	16.6	15.8	17.6	7.0	4.4
4/4	6.8	9.5	15.6	4.7	17.0	6.5	3.2	9.7	0.5	-3.4
2026.1/4p	8.7	9.6	20.4	2.6	13.7	2.4	-1.3	6.9	6.5	0.3
2024. 4	13.8	14.3	5.1	22.7	2.4	8.6	8.9	8.3	10.7	13.7
5	10.2	1.8	-1.4	5.6	-6.2	9.2	8.3	10.2	2.9	0.2
6	12.5	9.8	1.8	12.6	8.8	6.6	8.5	4.8	7.2	8.6
7	9.0	10.8	-6.4	9.3	36.6	11.0	7.8	15.3	4.9	4.9
8	7.8	-1.4	-5.3	9.2	-20.9	8.9	8.1	9.9	1.2	0.4
9	9.7	26.0	-2.6	14.2	91.6	13.8	15.8	11.6	2.5	0.8
10	5.8	-10.7	-3.1	5.6	-37.2	24.5	36.8	13.4	0.6	-0.7
11	5.2	-2.1	6.0	0.6	-16.7	4.7	6.3	3.4	2.1	2.4
12	6.9	0.5	-2.8	3.9	-5.1	5.0	4.4	5.5	8.8	14.0
2025. 1	6.1	-6.0	-7.5	1.7	-19.0	5.9	10.4	0.5	0.6	0.4
2	4.1	13.6	1.1	5.1	46.6	15.7	16.2	15.1	0.1	-5.4
3	4.8	5.5	0.6	8.0	5.1	11.3	14.1	8.0	-2.4	-5.0
4	4.8	5.7	1.5	3.1	19.1	12.0	14.8	9.3	-2.0	-6.5
5	3.4	8.6	-2.8	9.4	20.3	8.0	12.8	3.3	-1.8	-2.0
6	5.0	5.7	4.8	7.5	-0.2	11.6	11.0	12.2	3.0	3.3
7	10.4	14.8	13.8	19.3	2.9	16.1	15.8	16.4	6.0	2.7
8	8.1	15.3	16.6	9.1	32.5	14.7	17.0	12.0	5.7	1.5
9	10.3	11.3	27.0	12.1	0.9	19.1	14.6	24.4	9.4	8.9
10	6.7	9.0	16.1	5.8	11.1	-4.6	-11.0	2.3	3.1	1.1
11	7.7	8.6	14.3	3.1	19.4	10.6	7.9	12.9	3.0	1.6
12	6.1	11.1	16.7	5.5	21.5	12.4	12.2	12.7	-4.5	-12.8
2026. 1	7.8	10.0	27.2	5.4	2.8	6.4	1.3	13.0	9.3	1.7
2	6.5	-6.4	9.7	-1.9	-26.2	-5.5	-9.2	-1.3	2.2	-2.2
3p	11.6	26.9	24.9	4.2	92.0	5.5	2.6	9.4	7.8	1.1
4p	8.6	11.5	14.6	7.4	19.8	2.0	-1.2	5.3	7.3	2.2

※ 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		
2024	0.4	-7.7	7.3	-1.0	13.0	0.4	19.4	18.9	20.9	10.9	11.3
2025	-1.3	-12.9	9.9	-2.4	7.3	4.6	14.7	14.0	16.3	4.8	6.4
2024.2/4	0.3	-8.4	9.9	2.2	15.8	1.0	21.5	20.1	25.8	13.4	13.4
3/4	1.7	-12.5	7.5	-4.2	11.7	-1.4	15.7	16.7	13.0	10.4	11.6
4/4	2.5	-7.2	6.9	-4.0	8.5	-0.6	17.2	17.8	15.8	5.0	5.5
2025.1/4	-1.6	-14.4	11.2	-8.8	5.8	-0.2	12.8	12.7	13.1	2.4	3.7
2/4	3.8	-15.4	2.4	-7.0	5.3	1.8	13.4	12.6	15.7	3.4	6.0
3/4	2.0	-11.6	12.7	6.5	11.5	12.8	19.2	18.4	21.4	9.0	10.2
4/4	-8.3	-10.1	13.5	-0.5	6.8	4.6	13.0	12.3	15.1	4.4	5.6
2026.1/4p	4.3	-5.7	16.5	5.0	13.7	10.0	11.9	12.2	11.3	7.2	8.3
2024. 4	4.4	-8.1	11.8	7.3	16.2	4.4	25.4	23.8	30.1	16.6	17.0
5	-2.9	-8.9	7.3	0.0	14.8	-1.7	21.8	20.2	26.8	12.1	11.7
6	-0.3	-8.1	11.0	-0.5	16.5	0.5	17.5	16.5	20.6	11.7	11.8
7	4.3	-11.0	11.4	-3.7	14.0	-2.0	18.3	17.9	19.3	11.6	13.0
8	-1.1	-16.1	0.1	-6.0	12.1	-1.8	16.9	17.2	16.0	9.0	10.6
9	1.5	-10.2	11.3	-3.0	9.1	-0.5	12.3	14.9	6.1	10.8	11.1
10	-3.2	-9.5	10.7	-3.9	7.3	-2.7	20.5	20.5	20.5	8.1	7.7
11	3.4	-4.9	4.0	-5.4	6.6	-1.2	14.9	15.1	14.4	4.1	4.1
12	7.1	-7.1	6.5	-2.5	11.5	1.8	16.5	17.8	13.1	2.9	4.8
2025. 1	-4.8	-14.2	4.8	-9.0	6.5	1.1	18.4	14.8	27.1	-0.4	2.2
2	-2.8	-11.9	25.2	-7.4	7.0	0.3	7.0	10.6	-1.8	4.9	4.6
3	1.9	-16.8	5.4	-9.8	4.0	-1.9	12.5	12.4	13.0	2.8	4.2
4	1.9	-14.6	0.3	-5.7	7.3	0.8	13.5	12.5	16.1	3.1	5.5
5	-2.1	-19.0	0.7	-9.1	3.4	0.8	10.6	9.7	13.3	0.8	3.7
6	11.9	-12.2	6.3	-6.1	5.3	4.1	16.3	15.6	18.1	6.4	8.8
7	-1.6	-14.1	6.7	9.5	12.2	14.1	21.2	20.6	23.0	8.9	10.6
8	3.4	-10.4	9.2	4.2	11.3	11.6	14.5	14.1	15.6	7.6	8.2
9	5.0	-10.2	23.1	5.7	10.9	12.8	22.0	20.7	25.2	10.8	12.0
10	-4.4	-11.1	32.3	-5.5	6.1	4.5	9.7	8.5	13.1	1.0	3.3
11	-5.3	-8.7	8.7	-0.9	9.8	4.4	15.3	14.6	17.3	5.1	7.3
12	-15.0	-10.5	2.8	6.6	4.8	4.9	14.0	13.7	14.8	7.1	6.2
2026. 1	7.8	-0.8	35.8	11.7	13.2	8.9	5.7	9.8	-3.6	9.4	8.5
2	-2.6	-9.7	4.3	-0.9	9.9	5.3	19.4	14.0	33.8	0.4	2.2
3p	7.1	-6.2	10.9	4.2	17.9	15.3	12.1	13.0	9.8	11.6	13.6
4p	7.1	-4.2	14.4	0.9	16.6	10.3	11.4	11.1	12.3	9.5	10.5

※ p는 잠정치임

2-2. 상품군별 모바일쇼핑 거래액(전년동기비)

(단위: %)

	생활			서비스						기 타
	자동차 및 자동차용품	가구	애완용품		여행 및 교통서비스	문화 및 레저서비스	이쿠폰 서비스	음식서비스	기타서비스	
2024	10.6	10.9	8.7	11.0	11.9	4.2	-11.5	15.3	31.8	-19.3
2025	0.2	0.0	8.3	5.3	1.8	14.4	-15.7	11.9	-18.2	-3.0
2024.2/4	14.4	14.6	9.8	13.2	12.9	1.0	10.2	14.6	20.7	-16.0
3/4	12.9	6.9	7.3	8.7	8.1	8.7	-29.5	17.5	9.9	-21.0
4/4	0.2	4.9	6.5	6.5	6.3	-2.6	-35.2	15.5	65.5	-16.9
2025.1/4	-3.6	-0.8	6.5	5.2	1.8	-3.6	-31.1	14.5	61.1	4.4
2/4	-6.5	-1.8	6.7	2.3	-1.1	2.9	-36.3	14.3	-21.5	3.7
3/4	6.5	4.2	12.4	5.2	2.0	20.7	5.1	7.7	-34.8	-9.2
4/4	4.4	-1.2	7.4	8.6	4.6	36.1	17.7	11.7	-55.1	-10.4
2026.1/4p	10.6	2.3	8.0	8.4	9.0	38.0	14.2	9.3	-57.0	17.5
2024. 4	14.4	18.5	12.3	11.2	14.4	14.6	3.8	10.8	9.2	-20.7
5	16.9	12.4	9.0	12.7	13.3	-5.9	5.1	14.9	26.4	-16.2
6	12.0	13.0	8.3	15.6	11.3	-2.6	22.4	18.0	27.5	-9.8
7	13.0	7.4	8.6	7.1	8.4	-4.4	-22.6	13.4	-6.3	-24.3
8	9.8	4.8	6.0	10.5	11.4	1.0	-33.5	20.0	2.1	-29.3
9	16.0	8.7	7.5	8.4	4.3	37.5	-31.8	19.2	40.1	-8.4
10	15.4	6.9	6.1	7.4	9.9	6.5	-38.6	15.7	34.3	-11.1
11	-0.2	4.9	6.5	7.0	5.3	5.4	-30.5	14.8	79.7	-23.6
12	-13.3	2.8	7.0	5.3	3.9	-18.5	-36.3	16.0	80.5	-15.0
2025. 1	-14.9	-5.6	6.9	8.7	3.1	12.3	-22.5	17.8	55.3	5.3
2	5.9	4.5	6.4	1.1	0.7	-18.0	-39.4	10.7	55.1	8.1
3	-1.5	-1.3	6.2	5.8	1.4	-2.8	-30.8	14.8	75.7	0.5
4	-3.0	-2.9	5.6	5.4	3.1	9.6	-33.1	14.4	25.8	-10.2
5	-11.5	-4.8	5.1	2.0	-3.2	14.1	-33.5	15.1	-43.6	10.6
6	-4.8	2.4	9.4	-0.3	-3.0	-11.7	-41.7	13.4	-43.5	11.6
7	6.4	2.6	11.2	7.1	2.0	25.1	6.0	10.7	-28.5	-11.9
8	5.6	4.2	11.5	4.2	-1.6	47.1	8.4	6.7	-41.4	9.5
9	7.6	5.8	14.7	4.2	6.1	-10.1	1.5	5.6	-33.4	-22.8
10	-3.1	-7.1	6.0	10.1	4.0	23.0	28.2	13.2	-42.9	-23.8
11	-3.1	0.7	8.2	8.2	4.8	15.9	10.3	13.7	-57.7	-11.2
12	22.9	3.0	7.9	7.4	4.9	76.0	16.2	8.5	-61.2	3.7
2026. 1	23.1	8.2	7.5	7.0	5.7	33.2	-0.7	10.9	-53.5	20.4
2	-4.6	-4.5	4.0	9.0	5.3	59.1	32.5	9.8	-62.1	9.8
3p	14.8	3.7	12.1	9.3	16.0	24.4	13.4	7.3	-55.4	21.8
4p	13.3	4.5	8.4	6.2	4.7	0.9	19.5	7.8	-45.4	36.9

※ p는 잠정치임

3-1. 취급상품범위별 및 운영형태별 온라인쇼핑 거래액

(단위: 억원)

	거래액	취급상품범위별		운영형태별	
		종합몰	전문몰	온라인몰	온·오프라인병행몰
2023	2,422,068	1,415,639	1,006,429	1,872,770	549,298
2024	2,624,256	1,482,777	1,141,479	2,036,404	587,852
2025	2,749,442	1,502,785	1,246,657	2,125,260	624,181
2023.2/4	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	644,648	374,914	269,734	501,183	143,465
2/4	656,745	379,454	277,291	510,008	146,738
3/4	643,148	351,796	291,353	499,454	143,694
4/4	679,715	376,613	303,102	525,760	153,955
2025.1/4	661,097	369,280	291,817	515,770	145,327
2/4	668,444	366,934	301,510	516,586	151,858
3/4	699,600	378,644	320,957	541,183	158,418
4/4	720,300	387,927	332,373	551,721	168,579
2026.1/4p	721,755	388,297	333,457	550,084	171,671
2024. 4	213,835	125,679	88,157	166,602	47,234
5	225,351	130,052	95,299	173,969	51,382
6	217,558	123,723	93,835	169,437	48,122
7	217,289	119,388	97,901	168,865	48,424
8	213,372	115,130	98,242	165,944	47,429
9	212,487	117,277	95,210	164,646	47,841
10	219,199	120,918	98,281	168,635	50,563
11	229,025	128,725	100,300	177,896	51,129
12	231,492	126,971	104,521	179,228	52,263
2025. 1	221,893	124,774	97,119	174,085	47,808
2	213,466	118,264	95,202	165,984	47,482
3	225,738	126,242	99,496	175,701	50,037
4	219,424	122,471	96,953	170,492	48,932
5	226,799	124,098	102,701	175,440	51,360
6	222,221	120,365	101,856	170,654	51,566
7	233,926	126,816	107,110	181,868	52,058
8	225,714	119,813	105,901	175,483	50,231
9	239,961	132,015	107,945	183,833	56,128
10	231,237	123,592	107,645	176,919	54,318
11	243,650	132,032	111,618	186,110	57,540
12	245,413	132,303	113,110	188,692	56,722
2026. 1	240,994	131,553	109,441	185,778	55,217
2	224,857	122,028	102,830	172,103	52,755
3p	255,903	134,717	121,186	192,203	63,700
4p	241,280	130,486	110,794	182,272	59,008

※ p는 잠정치임

3-2. 취급상품범위별 및 운영형태별 온라인쇼핑 거래액(전년동기비)

(단위: %)

	거래액	취급상품범위별		운영형태별	
		종합몰	전문몰	온라인몰	온·오프라인병행몰
2024	8.3	4.7	13.4	8.7	7.0
2025	4.8	1.3	9.2	4.4	6.2
2024.2/4	11.0	9.7	12.9	11.8	8.3
3/4	5.8	0.5	12.9	5.2	8.0
4/4	3.9	-1.0	10.7	4.1	3.4
2025.1/4	2.6	-1.5	8.2	2.9	1.3
2/4	1.8	-3.3	8.7	1.3	3.5
3/4	8.8	7.6	10.2	8.4	10.2
4/4	6.0	3.0	9.7	4.9	9.5
2026.1/4p	9.2	5.1	14.3	6.7	18.1
2024. 4	12.7	12.6	12.9	14.1	8.3
5	9.9	7.6	13.4	10.6	7.8
6	10.4	9.0	12.4	11.0	8.6
7	7.9	3.3	14.3	7.0	11.5
8	4.8	-1.6	13.5	3.6	9.3
9	4.6	-0.1	11.1	5.0	3.5
10	2.6	-2.1	9.0	2.8	2.0
11	3.2	-1.6	10.1	3.7	1.6
12	5.9	0.7	13.0	5.7	6.7
2025. 1	1.8	-2.8	8.3	2.4	-0.4
2	3.7	-1.1	10.5	2.9	6.8
3	2.2	-0.5	6.0	3.5	-1.9
4	2.6	-2.6	10.0	2.3	3.6
5	0.6	-4.6	7.8	0.8	0.0
6	2.1	-2.7	8.5	0.7	7.2
7	7.7	6.2	9.4	7.7	7.5
8	5.8	4.1	7.8	5.7	5.9
9	12.9	12.6	13.4	11.7	17.3
10	5.5	2.2	9.5	4.9	7.4
11	6.4	2.6	11.3	4.6	12.5
12	6.0	4.2	8.2	5.3	8.5
2026. 1	8.6	5.4	12.7	6.7	15.5
2	5.3	3.2	8.0	3.7	11.1
3p	13.4	6.7	21.8	9.4	27.3
4p	10.0	6.5	14.3	6.9	20.6

※ 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			
2023	1,415,639	256,648	65,207	142,106	49,335	25,842	9,028	16,813	365,425	91,224
2024	1,482,777	255,675	62,951	144,681	48,043	28,129	10,101	18,028	360,354	83,782
2025	1,502,785	251,733	60,285	140,322	51,125	29,516	10,378	19,139	357,989	78,127
2023.2/4	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	374,914	66,762	18,939	34,728	13,095	7,501	2,893	4,608	87,175	20,228
2/4	379,454	65,190	16,150	38,848	10,192	6,306	2,139	4,167	94,752	22,414
3/4	351,796	60,837	13,111	35,297	12,429	6,439	2,489	3,950	81,373	16,263
4/4	376,613	62,886	14,750	35,808	12,328	7,883	2,580	5,303	97,054	24,877
2025.1/4	369,280	62,099	16,607	32,086	13,406	7,882	3,055	4,827	84,038	17,786
2/4	366,934	60,440	13,444	36,231	10,765	6,590	2,241	4,350	91,113	20,161
3/4	378,644	64,210	14,375	36,674	13,161	7,068	2,635	4,433	85,270	16,478
4/4	387,927	64,984	15,858	35,332	13,793	7,976	2,447	5,529	97,569	23,702
2026.1/4p	388,297	64,399	18,246	32,179	13,974	7,878	2,792	5,086	89,120	17,916
2024. 4	125,679	20,793	5,315	12,019	3,459	2,294	769	1,525	32,584	8,039
5	130,052	22,219	5,609	13,226	3,384	2,102	700	1,402	32,523	7,518
6	123,723	22,179	5,225	13,604	3,350	1,910	670	1,240	29,645	6,857
7	119,388	21,846	4,530	13,427	3,890	2,216	891	1,325	28,394	6,017
8	115,130	19,191	4,326	11,420	3,444	2,132	823	1,309	26,223	4,917
9	117,277	19,801	4,256	10,450	5,095	2,091	775	1,316	26,756	5,328
10	120,918	19,693	4,153	11,148	4,392	2,341	791	1,550	31,437	7,963
11	128,725	22,983	5,686	13,234	4,063	2,533	790	1,744	33,266	8,897
12	126,971	20,209	4,911	11,426	3,872	3,009	999	2,010	32,352	8,017
2025. 1	124,774	20,284	5,226	10,579	4,479	2,444	1,013	1,432	26,935	5,650
2	118,264	21,275	5,659	10,594	5,022	2,518	893	1,624	26,727	5,280
3	126,242	20,540	5,721	10,913	3,906	2,920	1,149	1,771	30,375	6,857
4	122,471	19,147	4,589	10,729	3,830	2,435	807	1,627	31,029	6,893
5	124,098	20,992	4,637	12,544	3,811	2,142	746	1,396	30,785	6,860
6	120,365	20,301	4,219	12,958	3,124	2,013	687	1,326	29,298	6,408
7	126,816	22,699	4,529	14,195	3,975	2,321	901	1,421	29,270	6,039
8	119,813	19,555	4,642	11,318	3,595	2,262	885	1,377	26,970	4,870
9	132,015	21,956	5,205	11,160	5,591	2,485	849	1,636	29,030	5,569
10	123,592	20,098	4,415	11,079	4,604	2,181	683	1,498	31,646	7,615
11	132,032	23,282	6,023	12,636	4,624	2,608	761	1,847	33,099	8,563
12	132,303	21,603	5,420	11,618	4,566	3,187	1,003	2,184	32,823	7,524
2026. 1	131,553	21,851	6,516	11,067	4,269	2,624	966	1,658	30,239	6,006
2	122,028	20,018	5,673	10,002	4,343	2,270	736	1,534	26,737	5,037
3p	134,717	22,530	6,057	11,110	5,363	2,985	1,090	1,894	32,145	6,872
4p	130,486	20,239	4,953	11,331	3,955	2,428	756	1,672	33,078	7,292

※ 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		
2023	23,092	17,376	27,903	54,309	101,548	49,974	356,145	259,437	96,708	249,609	162,481
2024	22,012	15,784	28,307	52,089	108,883	49,496	418,340	303,226	115,114	271,613	178,146
2025	21,406	13,946	30,042	49,045	114,489	50,934	468,375	337,772	130,603	281,897	186,773
2023.2/4	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	5,008	4,320	6,849	11,231	27,374	12,165	103,622	73,518	30,104	66,519	42,640
2/4	6,032	4,011	7,463	14,550	27,485	12,796	101,313	74,252	27,060	67,858	44,623
3/4	4,878	3,763	6,753	12,376	26,074	11,267	107,353	77,955	29,398	67,594	45,287
4/4	6,094	3,690	7,242	13,931	27,950	13,268	106,052	77,500	28,552	69,643	45,596
2025.1/4	4,763	3,587	6,978	10,185	28,665	12,074	114,621	81,170	33,451	67,828	43,909
2/4	6,010	3,453	7,169	13,016	28,532	12,773	112,394	82,057	30,338	70,188	46,874
3/4	5,038	3,477	7,426	12,674	27,774	12,404	124,330	89,797	34,533	72,318	48,631
4/4	5,596	3,430	8,469	13,171	29,518	13,683	117,029	84,749	32,280	71,563	47,359
2026.1/4p	4,809	3,568	7,915	10,413	31,375	13,126	125,950	89,427	36,523	71,601	47,030
2024. 4	2,013	1,373	2,478	4,869	9,312	4,500	33,526	24,614	8,912	22,345	14,569
5	2,073	1,390	2,512	5,072	9,524	4,435	35,053	25,678	9,375	23,085	15,238
6	1,947	1,248	2,473	4,608	8,650	3,861	32,734	23,960	8,774	22,427	14,816
7	1,852	1,281	2,512	4,292	8,655	3,786	33,859	25,082	8,778	23,259	15,615
8	1,465	1,235	2,172	3,964	8,736	3,734	35,946	26,403	9,543	22,770	15,286
9	1,561	1,246	2,069	4,120	8,683	3,747	37,548	26,471	11,078	21,565	14,387
10	1,868	1,244	2,250	4,958	9,064	4,089	34,824	25,626	9,198	23,187	15,180
11	2,245	1,237	2,393	4,925	9,322	4,247	35,089	25,809	9,280	23,442	15,275
12	1,981	1,210	2,599	4,049	9,564	4,932	36,139	26,065	10,074	23,015	15,142
2025. 1	1,354	1,165	2,153	3,134	9,671	3,809	41,912	28,420	13,492	21,576	13,986
2	1,481	1,187	2,351	3,110	9,411	3,907	34,802	25,232	9,570	22,274	14,244
3	1,928	1,234	2,474	3,941	9,583	4,359	37,907	27,517	10,390	23,979	15,678
4	1,988	1,204	2,365	4,353	9,701	4,524	37,364	27,248	10,115	23,104	15,308
5	2,039	1,170	2,403	4,489	9,522	4,303	38,035	27,749	10,286	23,327	15,632
6	1,983	1,079	2,401	4,173	9,309	3,946	36,996	27,059	9,936	23,756	15,934
7	1,815	1,132	2,560	4,435	9,118	4,171	39,299	28,957	10,342	24,536	16,589
8	1,527	1,145	2,293	3,939	9,194	4,003	39,197	28,756	10,442	23,613	15,818
9	1,696	1,200	2,573	4,300	9,462	4,230	45,834	32,084	13,750	24,168	16,223
10	1,779	1,126	2,991	4,472	9,457	4,207	37,627	27,352	10,275	23,105	15,367
11	2,008	1,117	2,563	4,587	9,887	4,374	39,164	28,521	10,643	24,253	16,017
12	1,809	1,186	2,915	4,111	10,174	5,103	40,238	28,876	11,363	24,205	15,975
2026. 1	1,480	1,218	2,947	3,469	10,947	4,171	43,475	30,877	12,598	23,540	15,312
2	1,379	1,159	2,356	2,957	9,808	4,041	41,163	28,251	12,912	21,854	14,204
3p	1,950	1,191	2,612	3,987	10,620	4,914	41,312	30,299	11,013	26,207	17,514
4p	2,059	1,157	2,487	4,479	10,728	4,875	40,665	29,736	10,929	24,794	16,698

※ 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		
2023	14,958	49,085	23,085	135,980	25,216	3,496	92,964	834	13,469	25,990
2024	15,601	52,680	25,186	126,953	23,372	1,700	81,597	400	19,883	21,713
2025	16,238	51,881	27,006	91,868	17,725	1,397	58,536	0	14,209	21,407
2023.2/4	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	3,790	14,012	6,077	38,085	7,165	502	26,499	135	3,783	5,251
2/4	4,046	12,979	6,210	38,528	6,706	486	26,945	96	4,295	5,508
3/4	3,715	12,295	6,297	22,975	4,592	374	13,600	97	4,312	5,224
4/4	4,050	13,395	6,602	27,364	4,909	338	14,553	72	7,493	5,730
2025.1/4	3,747	13,719	6,453	27,695	4,805	427	14,686	0	7,776	5,117
2/4	4,078	12,630	6,605	20,648	4,228	314	13,112	0	2,993	5,561
3/4	4,141	12,605	6,942	20,452	4,475	334	13,988	0	1,655	4,996
4/4	4,272	12,928	7,005	23,073	4,217	323	16,749	0	1,785	5,733
2026.1/4p	3,910	13,743	6,919	23,442	4,827	327	16,481	0	1,806	5,906
2024. 4	1,348	4,387	2,041	12,229	2,240	159	8,390	33	1,407	1,908
5	1,376	4,364	2,107	13,230	2,250	152	9,349	32	1,447	1,841
6	1,322	4,227	2,062	13,070	2,216	176	9,206	31	1,441	1,759
7	1,313	4,194	2,138	8,094	1,610	157	4,880	32	1,416	1,720
8	1,207	4,139	2,138	7,235	1,627	117	4,011	35	1,446	1,634
9	1,195	3,962	2,022	7,646	1,356	101	4,709	30	1,450	1,871
10	1,328	4,492	2,186	7,591	1,577	99	4,128	27	1,759	1,846
11	1,407	4,585	2,174	9,507	1,656	107	4,973	24	2,747	1,905
12	1,314	4,317	2,242	10,267	1,676	132	5,451	20	2,987	1,980
2025. 1	1,200	4,210	2,180	9,900	1,639	182	5,477	0	2,602	1,722
2	1,201	4,782	2,046	9,146	1,647	134	4,713	0	2,652	1,523
3	1,346	4,727	2,227	8,649	1,519	111	4,495	0	2,523	1,872
4	1,382	4,262	2,152	7,591	1,380	105	4,175	0	1,930	1,801
5	1,348	4,134	2,213	6,875	1,492	101	4,739	0	544	1,942
6	1,348	4,234	2,240	6,182	1,356	108	4,199	0	519	1,818
7	1,428	4,209	2,310	6,983	1,628	120	4,723	0	512	1,708
8	1,323	4,174	2,299	6,643	1,627	110	4,378	0	528	1,572
9	1,390	4,222	2,333	6,826	1,220	104	4,887	0	614	1,717
10	1,365	4,075	2,299	7,214	1,289	84	5,254	0	586	1,720
11	1,425	4,492	2,319	7,587	1,457	104	5,354	0	672	2,039
12	1,482	4,361	2,388	8,272	1,470	134	6,141	0	527	1,974
2026. 1	1,307	4,548	2,373	7,846	1,666	134	5,353	0	692	1,978
2	1,161	4,395	2,094	8,172	1,536	100	5,978	0	558	1,815
3p	1,442	4,801	2,452	7,424	1,625	93	5,150	0	556	2,114
4p	1,397	4,380	2,319	7,126	1,379	82	5,094	0	572	2,156

※ p는 잠정치임

4. 취급상품범위별/상품군별 온라인쇼핑 거래액

2) 전문몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 션	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구	의복		
2023	1,006,429	47,396	21,871	13,930	11,595	18,233	15,650	2,583	191,960	125,862
2024	1,141,479	53,604	21,909	19,122	12,572	18,470	15,962	2,508	216,310	145,536
2025	1,246,657	63,758	24,982	23,098	15,677	17,969	15,572	2,397	225,071	150,253
2023.2/4	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	269,734	14,000	6,998	3,828	3,173	4,991	4,324	667	48,935	32,335
2/4	277,291	10,874	4,572	4,710	1,591	4,183	3,602	581	53,013	35,657
3/4	291,353	15,008	4,972	5,254	4,782	4,682	4,052	630	48,098	31,063
4/4	303,102	13,723	5,367	5,330	3,026	4,614	3,985	629	66,264	46,480
2025.1/4	291,817	16,591	7,431	5,060	4,100	5,025	4,414	611	51,476	33,417
2/4	301,510	13,192	5,309	5,963	1,920	3,976	3,414	562	56,999	37,766
3/4	320,957	17,797	5,845	6,379	5,573	4,708	4,094	614	50,708	32,535
4/4	332,373	16,177	6,397	5,696	4,084	4,260	3,650	610	65,888	46,536
2026.1/4p	333,457	21,330	9,386	5,104	6,839	5,179	4,604	575	55,705	35,593
2024. 4	88,157	3,678	1,630	1,485	563	1,380	1,184	196	17,845	12,159
5	95,299	3,502	1,377	1,560	565	1,521	1,318	203	17,803	11,709
6	93,835	3,693	1,566	1,664	463	1,281	1,099	182	17,364	11,789
7	97,901	5,243	1,804	1,885	1,554	1,631	1,423	208	17,083	11,333
8	98,242	4,248	1,619	1,709	920	1,543	1,323	221	15,083	9,470
9	95,210	5,517	1,550	1,659	2,308	1,507	1,306	202	15,933	10,260
10	98,281	4,785	1,610	1,704	1,471	1,487	1,291	196	19,609	13,951
11	100,300	4,499	1,696	1,963	839	1,498	1,287	211	23,437	16,783
12	104,521	4,439	2,060	1,663	716	1,629	1,407	222	23,219	15,747
2025. 1	97,119	4,435	2,281	1,568	585	1,483	1,301	182	16,142	10,624
2	95,202	7,408	2,814	1,732	2,863	1,612	1,403	209	16,595	10,568
3	99,496	4,748	2,336	1,760	651	1,930	1,709	221	18,739	12,225
4	96,953	4,638	2,022	1,935	682	1,416	1,210	206	18,952	12,520
5	102,701	4,314	1,610	1,992	711	1,378	1,201	177	18,607	12,235
6	101,856	4,240	1,677	2,036	527	1,182	1,004	178	19,440	13,010
7	107,110	5,870	1,952	2,499	1,418	1,612	1,402	211	17,596	11,570
8	105,901	5,562	1,780	1,938	1,844	1,507	1,321	186	14,947	9,004
9	107,945	6,366	2,114	1,942	2,310	1,588	1,371	217	18,164	11,961
10	107,645	5,315	1,876	1,692	1,748	1,192	1,005	187	20,350	14,446
11	111,618	5,624	2,062	2,206	1,357	1,392	1,199	194	24,449	17,648
12	113,110	5,238	2,460	1,798	980	1,676	1,446	230	21,090	14,442
2026. 1	109,441	6,131	3,013	1,645	1,473	1,605	1,413	192	17,601	11,370
2	102,830	5,594	2,738	1,582	1,274	1,563	1,399	164	17,039	10,655
3p	121,186	9,605	3,635	1,877	4,093	2,011	1,792	219	21,064	13,569
4p	110,794	5,874	2,173	1,946	1,755	1,409	1,202	207	21,038	13,304

* 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	
2023	16,609	12,505	11,237	4,217	18,243	3,286	55,566	42,834	12,732	52,936	12,587
2024	16,471	11,752	12,580	5,165	21,376	3,429	59,298	44,828	14,470	64,278	13,680
2025	15,419	10,473	13,957	7,103	23,995	3,871	58,161	42,639	15,522	81,604	13,920
2023.2/4	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	3,904	3,225	2,735	1,059	4,950	726	14,572	10,917	3,655	15,478	3,508
2/4	4,221	2,905	2,976	1,440	4,988	826	14,246	10,754	3,492	18,234	3,364
3/4	3,862	2,802	3,157	1,299	5,088	828	15,736	12,126	3,610	15,380	3,283
4/4	4,485	2,821	3,712	1,366	6,350	1,049	14,743	11,031	3,712	15,187	3,524
2025.1/4	3,533	2,881	3,376	1,485	5,895	890	14,560	10,621	3,939	14,156	3,361
2/4	4,298	2,534	3,356	1,963	6,012	1,071	13,953	10,157	3,796	19,951	3,430
3/4	3,436	2,400	3,512	1,846	6,085	894	15,204	11,225	3,979	26,303	3,616
4/4	4,153	2,658	3,713	1,810	6,003	1,017	14,445	10,636	3,808	21,194	3,512
2026.1/4p	3,585	3,081	4,455	1,510	6,567	914	15,769	11,559	4,210	24,378	3,782
2024. 4	1,402	1,015	985	501	1,465	318	4,747	3,565	1,182	4,439	1,064
5	1,580	1,019	1,091	488	1,647	269	4,966	3,755	1,212	6,358	1,150
6	1,239	871	901	451	1,876	239	4,533	3,434	1,098	7,437	1,150
7	1,350	1,004	1,119	443	1,549	285	4,865	3,731	1,134	5,219	1,146
8	1,301	891	989	417	1,723	292	5,351	4,136	1,215	5,591	1,093
9	1,211	907	1,048	439	1,817	251	5,520	4,259	1,261	4,570	1,043
10	1,267	903	1,062	512	1,584	329	4,969	3,744	1,226	4,520	1,171
11	1,736	869	1,101	446	2,155	347	4,941	3,712	1,229	5,909	1,163
12	1,481	1,048	1,549	408	2,611	373	4,833	3,576	1,258	4,758	1,190
2025. 1	980	855	1,105	459	1,874	246	5,414	3,968	1,446	3,297	1,105
2	1,310	1,012	1,206	425	1,766	309	4,371	3,169	1,202	5,064	1,096
3	1,243	1,013	1,065	601	2,256	335	4,775	3,484	1,291	5,795	1,161
4	1,416	883	1,074	795	1,880	384	4,708	3,427	1,281	4,516	1,124
5	1,421	816	1,171	610	1,942	413	4,710	3,408	1,302	7,376	1,179
6	1,461	835	1,111	557	2,191	274	4,535	3,322	1,214	8,059	1,127
7	1,282	825	1,208	583	1,827	302	4,670	3,439	1,231	7,719	1,182
8	1,017	775	1,068	564	2,241	277	4,746	3,506	1,240	8,269	1,128
9	1,136	800	1,237	699	2,017	315	5,787	4,279	1,508	10,315	1,306
10	1,219	794	1,166	690	1,728	306	4,365	3,186	1,179	5,931	1,088
11	1,704	841	1,172	632	2,117	335	4,979	3,696	1,282	7,862	1,211
12	1,231	1,022	1,375	488	2,158	376	5,101	3,754	1,346	7,401	1,214
2026. 1	1,119	983	1,578	443	1,839	269	5,519	4,054	1,465	5,387	1,351
2	1,072	988	1,445	483	2,120	276	5,170	3,770	1,400	7,352	1,140
3p	1,393	1,111	1,432	584	2,608	368	5,079	3,735	1,345	11,640	1,292
4p	1,613	1,001	1,514	654	2,594	358	5,173	3,886	1,286	10,906	1,177

※ 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	
2023	33,107	4,435	2,808	630,831	268,704	26,573	4,459	322,888	8,207	9,506
2024	42,596	5,263	2,740	721,994	305,519	30,407	4,916	371,614	9,537	7,526
2025	59,795	5,322	2,568	792,363	329,183	32,265	4,279	415,889	10,747	7,730
2023.2/4	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	9,896	1,418	655	169,933	73,063	6,602	1,303	86,812	2,154	1,825
2/4	12,867	1,328	675	174,789	74,764	7,961	1,135	88,850	2,080	1,953
3/4	10,185	1,208	704	190,705	79,887	8,682	1,190	98,221	2,725	1,743
4/4	9,648	1,309	706	186,566	77,805	7,162	1,289	97,731	2,579	2,006
2025.1/4	8,754	1,412	629	188,194	79,173	6,303	1,129	99,288	2,303	1,815
2/4	14,584	1,285	652	191,529	78,810	7,865	1,082	101,480	2,291	1,909
3/4	20,758	1,258	671	204,287	84,722	9,253	1,152	105,920	3,239	1,951
4/4	15,698	1,367	617	208,353	86,478	8,845	917	109,201	2,914	2,055
2026.1/4p	18,465	1,493	638	209,161	89,356	8,004	767	108,535	2,499	1,936
2024. 4	2,642	515	218	55,333	23,666	2,482	373	28,118	694	735
5	4,565	420	224	60,471	26,791	2,317	371	30,281	711	676
6	5,660	393	233	58,986	24,306	3,162	391	30,452	675	541
7	3,415	426	231	63,256	27,310	2,614	391	32,259	682	603
8	3,847	407	244	65,899	27,541	2,843	370	34,461	684	528
9	2,923	375	229	61,551	25,036	3,226	429	31,501	1,359	612
10	2,693	428	228	62,205	26,683	2,693	446	31,561	822	706
11	4,071	435	241	59,313	24,727	2,436	420	30,902	827	704
12	2,884	446	237	65,048	26,396	2,033	423	35,267	930	596
2025. 1	1,546	443	204	65,882	28,103	2,133	386	34,429	830	466
2	3,303	456	209	59,457	25,367	1,960	364	31,025	741	696
3	3,905	513	216	62,856	25,702	2,210	379	33,834	731	654
4	2,730	445	217	62,057	26,100	2,770	291	32,144	752	665
5	5,582	406	209	65,695	27,086	2,624	400	34,833	751	622
6	6,272	434	226	63,777	25,624	2,471	390	34,503	788	623
7	5,897	414	226	69,014	28,855	3,180	410	35,766	804	628
8	6,521	397	223	70,201	28,529	3,658	389	36,864	762	669
9	8,340	447	221	65,071	27,338	2,415	354	33,291	1,674	654
10	4,212	430	201	69,776	29,867	2,951	315	35,764	879	716
11	5,978	470	203	66,648	27,558	2,716	274	35,155	946	665
12	5,508	467	213	71,930	29,052	3,178	328	38,281	1,089	674
2026. 1	3,331	486	220	72,594	30,494	2,756	273	38,161	909	605
2	5,553	467	192	65,544	27,729	2,753	254	34,067	741	568
3p	9,582	540	226	71,023	31,133	2,494	241	36,307	848	763
4p	9,081	447	202	65,619	27,125	2,613	248	34,664	968	776

* p는 잠정치임

5. 운영형태별/상품군별 온라인쇼핑 거래액

1) 온라인몰 거래액

(단위: 억원)

	합계	가 전				도 서			패 션	
		컴퓨터 및 주변기기	가전·전자	통신기기		서적	사무·문구	의복		
2023	1,872,770	255,135	68,798	130,989	55,349	27,394	10,023	17,371	373,461	132,189
2024	2,036,404	255,855	66,409	134,340	55,107	29,647	10,945	18,703	379,584	135,188
2025	2,125,260	256,321	64,842	131,600	59,880	30,731	11,171	19,560	380,375	132,108
2023.2/4	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	501,183	67,198	20,045	31,999	15,154	7,907	3,117	4,790	90,134	31,719
2/4	510,008	64,207	16,849	36,312	11,047	6,703	2,356	4,347	98,088	34,670
3/4	499,454	61,600	13,877	32,818	14,905	6,831	2,696	4,135	85,355	28,054
4/4	525,760	62,849	15,638	33,210	14,002	8,206	2,776	5,430	106,006	40,745
2025.1/4	515,770	63,928	17,887	29,771	16,269	8,178	3,256	4,922	88,313	30,281
2/4	516,586	60,281	14,425	33,997	11,860	6,893	2,433	4,460	96,663	33,643
3/4	541,183	66,648	15,457	34,719	16,473	7,389	2,823	4,566	91,206	29,313
4/4	551,721	65,464	17,073	33,113	15,278	8,271	2,659	5,612	104,193	38,871
2026.1/4p	550,084	67,566	19,946	30,070	17,550	8,231	3,041	5,190	92,768	30,179
2024. 4	166,602	20,477	5,564	11,158	3,755	2,387	807	1,580	33,304	11,994
5	173,969	21,951	5,831	12,416	3,704	2,301	837	1,464	33,527	11,542
6	169,437	21,780	5,454	12,738	3,587	2,015	712	1,303	31,258	11,134
7	168,865	22,358	4,801	12,548	5,009	2,311	919	1,392	30,045	10,311
8	165,944	19,348	4,579	10,664	4,105	2,332	965	1,367	27,473	8,692
9	164,646	19,894	4,497	9,606	5,791	2,187	812	1,375	27,838	9,051
10	168,635	19,802	4,401	10,250	5,150	2,395	813	1,582	33,326	12,600
11	177,896	22,945	6,001	12,384	4,560	2,716	909	1,807	37,348	15,023
12	179,228	20,103	5,236	10,576	4,291	3,095	1,054	2,041	35,332	13,122
2025. 1	174,085	20,241	5,673	9,854	4,714	2,506	1,045	1,461	28,208	9,475
2	165,984	23,160	6,149	9,728	7,283	2,680	1,029	1,651	28,244	9,564
3	175,701	20,527	6,065	10,189	4,273	2,992	1,182	1,810	31,861	11,242
4	170,492	19,150	4,958	9,976	4,216	2,498	833	1,665	32,870	11,376
5	175,440	21,004	4,943	11,823	4,238	2,302	868	1,433	32,638	11,224
6	170,654	20,127	4,524	12,198	3,405	2,093	731	1,362	31,155	11,043
7	181,868	23,290	4,867	13,497	4,926	2,401	934	1,467	31,478	10,538
8	175,483	20,726	4,956	10,627	5,144	2,421	1,003	1,417	28,053	8,089
9	183,833	22,633	5,634	10,595	6,404	2,567	886	1,681	31,675	10,685
10	176,919	20,327	4,801	10,316	5,210	2,256	735	1,521	33,423	12,462
11	186,110	23,368	6,409	11,893	5,066	2,746	875	1,870	36,389	14,457
12	188,692	21,769	5,863	10,904	5,002	3,270	1,049	2,220	34,381	11,953
2026. 1	185,778	22,350	7,044	10,369	4,937	2,696	1,003	1,692	30,376	9,506
2	172,103	20,227	6,255	9,290	4,682	2,442	891	1,552	28,152	9,036
3p	192,203	24,988	6,646	10,411	7,930	3,093	1,147	1,946	34,240	11,637
4p	182,272	20,252	5,293	10,557	4,402	2,509	797	1,712	34,550	11,228

* 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		
2023	20,678	15,867	24,175	50,253	80,220	50,080	342,702	250,030	92,672	248,528	157,510
2024	19,495	14,555	22,711	48,796	88,607	50,233	414,130	299,662	114,468	275,771	174,585
2025	18,957	11,791	23,076	47,373	94,780	52,290	461,140	331,267	129,873	290,448	183,556
2023.2/4	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	4,488	4,026	5,522	10,283	21,879	12,217	102,001	72,410	29,591	67,508	41,864
2/4	5,386	3,640	5,954	13,655	21,872	12,911	100,440	73,328	27,111	68,852	43,789
3/4	4,292	3,437	5,172	11,899	21,030	11,471	106,167	77,145	29,022	68,591	44,223
4/4	5,330	3,452	6,062	12,958	23,826	13,634	105,523	76,779	28,744	70,820	44,709
2025.1/4	4,154	3,276	5,364	9,764	23,209	12,265	112,556	79,528	33,028	69,532	43,042
2/4	5,336	2,865	5,657	12,676	23,318	13,167	110,808	80,438	30,370	72,228	46,033
3/4	4,460	2,832	5,708	12,567	23,568	12,759	122,245	88,101	34,144	74,949	47,872
4/4	5,008	2,818	6,348	12,366	24,684	14,099	115,532	83,201	32,331	73,739	46,609
2026.1/4p	4,232	3,067	6,186	9,950	25,679	13,476	125,386	88,729	36,657	74,044	46,386
2024. 4	1,801	1,268	2,005	4,498	7,193	4,544	33,202	24,258	8,943	22,675	14,291
5	1,820	1,256	2,010	4,778	7,650	4,471	34,700	25,323	9,377	23,452	14,978
6	1,765	1,116	1,939	4,380	7,029	3,896	32,538	23,747	8,791	22,725	14,521
7	1,670	1,160	1,957	4,101	6,993	3,853	33,573	24,804	8,769	23,597	15,258
8	1,281	1,118	1,639	3,851	7,073	3,819	35,563	26,110	9,453	23,114	14,903
9	1,341	1,160	1,576	3,947	6,964	3,799	37,031	26,231	10,800	21,881	14,062
10	1,622	1,141	1,808	4,589	7,364	4,204	34,665	25,388	9,278	23,394	14,870
11	1,999	1,199	2,047	4,589	8,100	4,390	35,102	25,731	9,371	23,828	15,030
12	1,709	1,112	2,207	3,781	8,363	5,040	35,756	25,661	10,095	23,599	14,808
2025. 1	1,174	1,064	1,693	3,059	7,883	3,859	40,951	27,865	13,086	21,933	13,626
2	1,276	1,112	1,808	2,969	7,534	3,981	34,209	24,614	9,595	22,886	14,000
3	1,704	1,101	1,862	3,735	7,792	4,425	37,396	27,049	10,347	24,713	15,416
4	1,745	1,004	1,908	4,290	7,904	4,643	36,807	26,687	10,120	23,723	15,088
5	1,768	959	1,877	4,337	7,975	4,498	37,402	27,103	10,299	24,125	15,365
6	1,823	901	1,872	4,049	7,439	4,027	36,600	26,649	9,951	24,380	15,579
7	1,622	927	1,989	4,343	7,771	4,288	38,712	28,399	10,314	25,310	16,277
8	1,334	914	1,720	3,910	7,979	4,107	38,596	28,212	10,385	24,541	15,596
9	1,505	991	1,998	4,314	7,819	4,364	44,937	31,491	13,446	25,098	15,998
10	1,588	933	2,030	4,257	7,832	4,322	36,924	26,649	10,275	23,846	15,110
11	1,790	936	1,994	4,295	8,399	4,517	38,799	28,134	10,666	25,032	15,791
12	1,629	948	2,323	3,815	8,453	5,260	39,808	28,418	11,390	24,861	15,708
2026. 1	1,290	1,001	2,260	3,280	8,772	4,267	43,157	30,548	12,609	24,123	15,062
2	1,200	999	1,835	2,861	8,073	4,148	40,721	27,962	12,758	22,595	14,061
3p	1,742	1,067	2,091	3,809	8,834	5,061	41,509	30,219	11,289	27,325	17,263
4p	1,798	1,012	1,972	4,300	9,218	5,021	41,038	29,767	11,271	25,785	16,474

※ 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		
2023	19,186	47,117	24,716	593,239	150,761	19,196	97,088	308,077	18,117	32,310
2024	22,828	51,497	26,860	656,135	167,736	21,839	86,258	353,895	26,406	25,282
2025	26,597	51,770	28,525	681,077	177,800	23,274	62,580	396,322	21,102	25,167
2023.2/4	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	5,524	13,650	6,470	160,347	40,011	4,628	27,736	82,754	5,218	6,088
2/4	5,754	12,697	6,611	165,277	41,277	5,937	28,012	84,446	5,604	6,441
3/4	5,556	12,077	6,734	164,892	44,144	6,115	14,726	93,657	6,251	6,019
4/4	5,994	13,073	7,045	165,620	42,304	5,160	15,784	93,038	9,334	6,735
2025.1/4	6,045	13,598	6,848	167,227	42,639	4,734	15,756	94,856	9,243	6,035
2/4	6,570	12,594	7,031	163,235	41,964	5,855	14,136	96,859	4,420	6,478
3/4	7,097	12,632	7,349	172,765	46,192	6,635	15,077	100,963	3,899	5,981
4/4	6,885	12,946	7,298	177,850	47,004	6,050	17,611	103,644	3,540	6,672
2026.1/4p	6,996	13,427	7,235	175,232	46,150	5,479	17,199	103,401	3,003	6,857
2024. 4	1,937	4,282	2,165	52,232	13,041	1,839	8,742	26,762	1,848	2,325
5	1,951	4,285	2,239	55,890	13,975	1,612	9,698	28,726	1,879	2,149
6	1,867	4,130	2,207	57,155	14,261	2,486	9,572	28,958	1,877	1,966
7	1,908	4,150	2,280	54,972	15,220	1,824	5,245	30,832	1,851	2,010
8	1,858	4,064	2,289	56,262	15,278	1,863	4,362	32,901	1,858	1,852
9	1,790	3,863	2,165	53,659	13,647	2,428	5,119	29,924	2,542	2,157
10	1,856	4,342	2,325	52,859	13,970	1,955	4,557	30,068	2,309	2,194
11	1,991	4,479	2,327	53,702	13,775	1,840	5,374	29,354	3,359	2,256
12	2,147	4,251	2,393	59,059	14,559	1,364	5,853	33,616	3,666	2,285
2025. 1	1,834	4,167	2,306	58,298	14,818	1,579	5,844	32,873	3,184	1,946
2	1,977	4,733	2,175	52,875	13,627	1,450	5,061	29,667	3,071	1,931
3	2,233	4,698	2,366	56,054	14,194	1,705	4,851	32,316	2,988	2,158
4	2,138	4,205	2,292	53,359	13,661	2,125	4,449	30,747	2,378	2,085
5	2,289	4,124	2,347	55,712	14,453	1,899	5,118	33,250	993	2,257
6	2,143	4,266	2,392	54,163	13,850	1,832	4,570	32,862	1,049	2,137
7	2,368	4,207	2,457	58,653	15,900	2,454	5,111	34,147	1,042	2,025
8	2,306	4,192	2,448	59,237	15,834	2,535	4,743	35,130	995	1,909
9	2,422	4,233	2,444	54,875	14,458	1,646	5,223	31,686	1,862	2,048
10	2,275	4,068	2,393	58,131	15,504	2,025	5,552	33,994	1,058	2,011
11	2,328	4,501	2,411	57,419	15,361	1,886	5,612	33,302	1,258	2,357
12	2,283	4,377	2,493	62,299	16,140	2,140	6,447	36,348	1,224	2,303
2026. 1	2,144	4,433	2,484	60,791	15,660	2,026	5,609	36,419	1,077	2,284
2	2,060	4,288	2,187	55,854	14,414	1,880	6,215	32,441	905	2,111
3p	2,793	4,705	2,564	58,587	16,076	1,573	5,375	34,540	1,021	2,462
4p	2,637	4,262	2,413	55,600	14,237	1,923	5,328	32,965	1,148	2,540

* 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		
2023	549,298	48,909	18,280	25,047	5,582	16,681	14,655	2,026	183,923	84,898
2024	587,852	53,423	18,452	29,463	5,509	16,951	15,118	1,833	197,080	94,130
2025	624,181	59,169	20,426	31,821	6,923	16,754	14,778	1,976	202,685	96,272
2023.2/4	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	143,465	13,563	5,892	6,557	1,114	4,585	4,100	485	45,975	20,844
2/4	146,738	11,857	3,874	7,246	737	3,785	3,385	401	49,676	23,402
3/4	143,694	14,245	4,206	7,733	2,306	4,290	3,845	445	44,116	19,272
4/4	153,955	13,759	4,479	7,927	1,352	4,291	3,789	502	57,312	30,613
2025.1/4	145,327	14,762	6,151	7,375	1,237	4,729	4,213	516	47,200	20,922
2/4	151,858	13,352	4,329	8,197	826	3,673	3,222	451	51,449	24,284
3/4	158,418	15,359	4,764	8,335	2,260	4,387	3,906	481	44,772	19,700
4/4	168,579	15,697	5,182	7,915	2,599	3,965	3,437	527	59,264	31,367
2026.1/4p	171,671	18,163	7,686	7,213	3,264	4,826	4,356	471	52,057	23,330
2024. 4	47,234	3,994	1,381	2,346	267	1,287	1,146	140	17,125	8,205
5	51,382	3,770	1,155	2,370	245	1,322	1,181	141	16,799	7,685
6	48,122	4,092	1,337	2,530	225	1,177	1,057	119	15,752	7,512
7	48,424	4,731	1,532	2,764	435	1,536	1,395	141	15,433	7,039
8	47,429	4,090	1,365	2,465	260	1,343	1,181	162	13,833	5,696
9	47,841	5,424	1,309	2,503	1,612	1,411	1,269	142	14,851	6,537
10	50,563	4,677	1,362	2,602	713	1,433	1,269	164	17,719	9,314
11	51,129	4,537	1,382	2,813	342	1,315	1,168	147	19,355	10,657
12	52,263	4,545	1,735	2,513	297	1,544	1,352	191	20,238	10,642
2025. 1	47,808	4,478	1,835	2,293	350	1,421	1,269	152	14,869	6,798
2	47,482	5,523	2,324	2,597	602	1,450	1,268	182	15,078	6,284
3	50,037	4,760	1,992	2,484	284	1,858	1,676	182	17,253	7,840
4	48,932	4,635	1,652	2,688	295	1,353	1,184	169	17,111	8,038
5	51,360	4,301	1,304	2,712	285	1,218	1,079	140	16,754	7,871
6	51,566	4,415	1,372	2,797	246	1,102	960	142	17,584	8,375
7	52,058	5,279	1,614	3,198	467	1,533	1,369	164	15,389	7,071
8	50,231	4,390	1,465	2,629	296	1,348	1,202	145	13,865	5,785
9	56,128	5,689	1,684	2,508	1,497	1,506	1,335	172	15,518	6,844
10	54,318	5,086	1,489	2,455	1,142	1,117	954	163	18,573	9,599
11	57,540	5,538	1,676	2,948	914	1,255	1,084	170	21,160	11,754
12	56,722	5,073	2,017	2,512	543	1,593	1,399	194	19,532	10,014
2026. 1	55,217	5,631	2,484	2,342	805	1,533	1,376	157	17,464	7,870
2	52,755	5,385	2,156	2,294	934	1,390	1,244	146	15,624	6,657
3p	63,700	7,147	3,046	2,576	1,525	1,903	1,736	167	18,969	8,803
4p	59,008	5,860	1,833	2,719	1,308	1,328	1,162	166	19,566	9,367

* 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		
2023	19,023	14,014	14,965	8,273	39,571	3,179	69,009	52,241	16,768	54,017	17,558
2024	18,989	12,982	18,177	8,458	41,652	2,692	63,508	48,392	15,115	60,121	17,240
2025	17,868	12,628	20,923	8,775	43,705	2,515	65,396	49,144	16,252	73,053	17,137
2023.2/4	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	4,424	3,520	4,062	2,008	10,445	674	16,193	12,025	4,168	14,489	4,285
2/4	4,867	3,276	4,485	2,335	10,601	710	15,119	11,679	3,440	17,240	4,197
3/4	4,448	3,127	4,738	1,776	10,132	623	16,923	12,936	3,987	14,383	4,346
4/4	5,249	3,059	4,892	2,340	10,474	684	15,273	11,752	3,520	14,009	4,412
2025.1/4	4,142	3,191	4,990	1,906	11,351	699	16,625	12,263	4,362	12,452	4,228
2/4	4,971	3,121	4,868	2,302	11,226	676	15,540	11,776	3,764	17,910	4,272
3/4	4,014	3,046	5,230	1,953	10,291	539	17,289	12,921	4,368	23,672	4,375
4/4	4,741	3,269	5,835	2,614	10,837	601	15,942	12,184	3,758	19,019	4,261
2026.1/4p	4,161	3,583	6,184	1,973	12,263	564	16,333	12,257	4,076	21,936	4,426
2024. 4	1,614	1,119	1,458	873	3,583	273	5,071	3,921	1,150	4,110	1,342
5	1,833	1,153	1,592	783	3,521	233	5,319	4,110	1,209	5,992	1,411
6	1,420	1,004	1,435	680	3,497	205	4,729	3,648	1,081	7,139	1,445
7	1,533	1,125	1,673	634	3,211	218	5,151	4,009	1,143	4,881	1,503
8	1,484	1,009	1,522	529	3,386	206	5,734	4,428	1,305	5,247	1,475
9	1,431	994	1,542	613	3,535	199	6,038	4,499	1,539	4,255	1,368
10	1,514	1,006	1,505	881	3,285	214	5,128	3,982	1,146	4,313	1,481
11	1,982	907	1,446	782	3,377	204	4,928	3,790	1,138	5,524	1,407
12	1,754	1,146	1,942	676	3,812	266	5,216	3,980	1,236	4,173	1,524
2025. 1	1,160	956	1,565	534	3,661	196	6,376	4,523	1,852	2,939	1,465
2	1,515	1,088	1,748	565	3,643	234	4,963	3,787	1,176	4,452	1,340
3	1,467	1,147	1,677	806	4,047	269	5,286	3,953	1,333	5,061	1,423
4	1,659	1,083	1,531	859	3,677	265	5,265	3,989	1,276	3,897	1,344
5	1,692	1,026	1,697	762	3,488	218	5,343	4,054	1,289	6,579	1,446
6	1,621	1,012	1,640	682	4,061	193	4,931	3,732	1,199	7,435	1,482
7	1,475	1,030	1,779	675	3,174	185	5,257	3,998	1,259	6,945	1,494
8	1,211	1,007	1,640	593	3,457	173	5,347	4,050	1,297	7,341	1,350
9	1,328	1,009	1,812	685	3,660	181	6,685	4,873	1,812	9,385	1,531
10	1,410	987	2,126	906	3,353	191	5,068	3,888	1,179	5,190	1,344
11	1,921	1,022	1,742	925	3,605	191	5,344	4,084	1,259	7,082	1,436
12	1,410	1,260	1,966	784	3,879	219	5,531	4,212	1,319	6,746	1,481
2026. 1	1,310	1,200	2,265	632	4,014	173	5,838	4,384	1,454	4,804	1,601
2	1,251	1,148	1,967	579	3,855	169	5,613	4,059	1,554	6,610	1,283
3p	1,601	1,235	1,953	762	4,394	221	4,883	3,814	1,069	10,522	1,542
4p	1,874	1,146	2,030	834	4,103	212	4,799	3,855	944	9,915	1,401

※ 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		
2023	28,879	6,404	1,177	173,572	143,159	10,873	334	15,645	3,560	3,187
2024	35,368	6,446	1,066	192,811	161,155	10,268	255	18,119	3,014	3,958
2025	49,435	5,433	1,049	203,154	169,109	10,388	235	19,568	3,854	3,971
2023.2/4	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	8,162	1,780	262	47,672	40,218	2,476	66	4,193	719	988
2/4	11,159	1,610	274	48,041	40,193	2,510	67	4,500	771	1,020
3/4	8,344	1,425	267	48,788	40,334	2,941	65	4,662	786	949
4/4	7,704	1,630	263	48,310	40,410	2,340	57	4,764	738	1,001
2025.1/4	6,457	1,533	234	48,662	41,339	1,996	59	4,432	836	897
2/4	12,092	1,320	226	48,942	41,074	2,324	58	4,622	865	992
3/4	17,802	1,231	264	51,974	43,006	2,952	64	4,957	995	966
4/4	13,084	1,348	325	53,576	43,690	3,117	54	5,557	1,158	1,117
2026.1/4p	15,379	1,810	321	57,371	48,034	2,853	49	5,134	1,301	985
2024. 4	2,054	620	94	15,329	12,865	802	21	1,389	253	317
5	3,990	499	92	17,811	15,067	857	22	1,586	279	368
6	5,115	490	88	14,901	12,261	852	24	1,525	239	334
7	2,820	470	89	16,378	13,699	947	26	1,459	247	313
8	3,197	482	93	16,873	13,890	1,096	20	1,595	272	309
9	2,328	474	85	15,537	12,745	898	19	1,608	267	326
10	2,165	577	89	16,937	14,290	837	17	1,521	272	358
11	3,487	541	88	15,118	12,608	703	19	1,573	216	352
12	2,051	512	86	16,256	13,513	801	21	1,671	251	291
2025. 1	911	485	77	17,483	14,924	736	19	1,556	248	241
2	2,527	506	80	15,728	13,387	644	17	1,358	322	288
3	3,018	542	78	15,451	13,027	616	23	1,518	266	368
4	1,974	501	77	16,289	13,819	750	17	1,397	305	382
5	4,642	416	75	16,858	14,125	826	21	1,584	302	306
6	5,477	403	74	15,795	13,130	747	20	1,641	257	304
7	4,956	416	79	17,344	14,584	846	22	1,619	273	311
8	5,538	379	74	17,608	14,322	1,233	24	1,734	295	332
9	7,308	436	110	17,022	14,100	873	18	1,605	427	323
10	3,303	437	107	18,859	15,653	1,010	17	1,771	407	425
11	5,075	461	110	16,815	13,653	935	15	1,852	359	346
12	4,707	451	108	17,902	14,383	1,172	21	1,934	392	345
2026. 1	2,494	600	109	19,649	16,500	865	17	1,742	524	298
2	4,654	574	99	17,862	14,852	973	17	1,626	395	272
3p	8,231	636	114	19,860	16,682	1,014	15	1,766	383	415
4p	7,841	566	107	17,145	14,267	772	14	1,699	392	393

* 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	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 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	조사범위
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