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|-------------|------|--|--|
| <b>보도자료</b> | 보도일시 | 2019. 04. 03.(수) 12:00                             |  <b>통계청</b> |
|             | 배포일시 | 2019. 04. 03.(수) 09:00                             |  |
|             | 담당부서 | 경제통계국 서비스업동향과                                      |  |
|             | 담당자  | 과 장: 민경삼(042-481-2585)<br>사 무 관: 김태근(042-481-2195) |  |

# 2019년 2월 온라인쇼핑 동향

## 일 러 두 기

- 온라인쇼핑 거래액은 PC기반 인터넷쇼핑 거래액과 모바일기반 인터넷쇼핑 거래액을 합산한 수치입니다.
- 온라인쇼핑 동향통계는 최근의 온라인쇼핑 시장변화를 반영하기 위해 표본개편을 추진하여 과거 2016년 이전 시계열 자료와 단절하여 제공합니다.
- ※ 자세한 내용은 통계청 홈페이지에서 2018. 03. 07. 게시된 보도참고자료를 참조하시기 바랍니다.
- 이 통계는 온라인쇼핑 거래액을 경상금액으로 작성하였습니다.
- 반올림으로 인하여 본 자료내의 수치(합계, 구성비, 증감률)는 통계표상의 숫자를 이용하여 계산한 결과와 일치하지 않을 수 있습니다.
- 본문에 수록된 자료는 통계청 홈페이지(<http://kostat.go.kr>) 및 국가통계포털(<http://kosis.kr>)을 통해 이용하실 수 있습니다.
  - 국가통계포털 「주제별통계」의 “도소매·서비스” 부문(온라인쇼핑동향)
  - 본문에 수록된 통계자료의 최근 수치(2개월)는 잠정치(p)입니다.
  - 통계조사와 관련한 사항은 통계설명자료(<http://meta.narastat.kr>)를 이용하시기 바랍니다.

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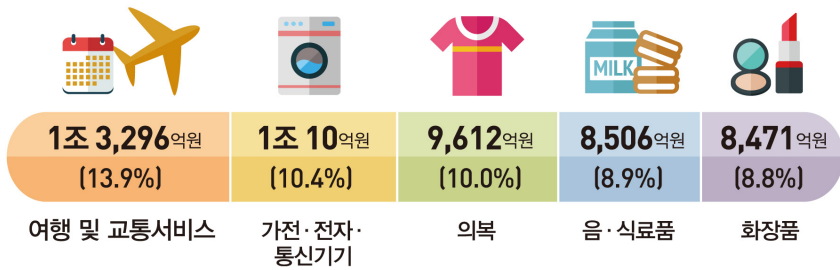


# 2019년 2월 온라인쇼핑동향

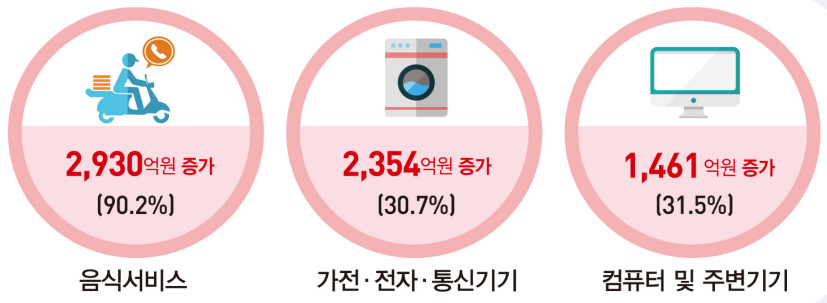
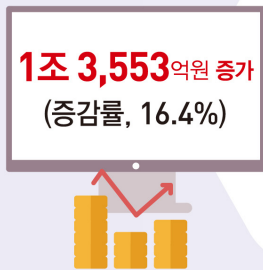


## 온라인쇼핑

### 온라인쇼핑 거래액

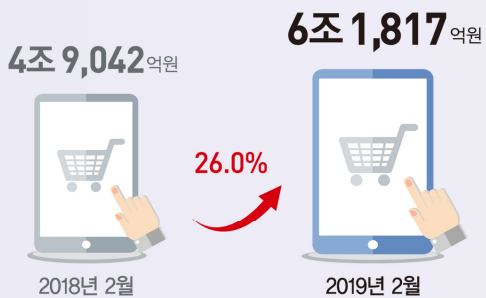


### 전년동월대비 증감

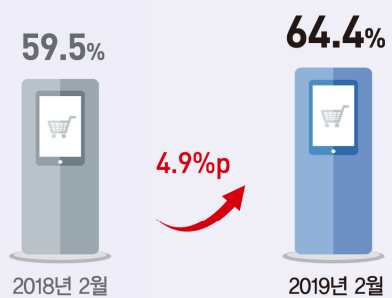


## 모바일쇼핑

### 모바일쇼핑 거래액



### 온라인쇼핑 중 모바일 비중



## 2019년 2월 온라인쇼핑 동향[요약]

### □ 온라인쇼핑 동향

○ 2019년 2월 온라인쇼핑 거래액은 전년동월대비 16.4%(1조 3,553억원) 증가한 9조 5,966억원을 기록

- 상품군별로는 음식서비스\*(90.2%), 가전·전자·통신기기\*\*(30.7%), 컴퓨터 및 주변기기\*\*\* (31.5%) 등의 상품군에서 증가

\* 가격할인, 배달음식 다양화 등으로 큰 폭의 증가세 지속

\*\* 잦은 미세먼지 등의 영향으로 안티바이러스 가전제품 등 거래 증가

\*\*\* 컴퓨터 부품(메모리) 가격 하락 등으로 컴퓨터 구매 및 업그레이드 수요 증가

○ 모바일쇼핑 거래액도 모바일 이용 확산, 간편결제 서비스 발전 등에 힘입어 전년동월대비 26.0%(1조 2,774억원) 증가한 6조 1,817억원을 기록

- 온라인쇼핑 총거래액에서 차지하는 비중도 전년동월(59.5%)에 비해 4.9%p 증가한 64.4%(최대)를 기록

□ 온라인쇼핑의 취급상품범위별 거래액은 전년동월대비 종합몰은 14.5% 증가한 6조 2,544억원을, 전문몰은 20.4% 증가한 3조 3,422억원을 기록

□ 온라인쇼핑의 운영형태별 거래액은 전년동월대비 온라인몰은 18.1% 증가한 6조 3,980억원을, 온오프라인병행몰은 13.2% 증가한 3조 1,986억원을 기록

### 참고

### < 소매판매액 중 온라인쇼핑 거래액 비중 >

(경상금액, 억원, %)

| 구 분                              | 2018년     |         |         | 2019년           |                 |
|----------------------------------|-----------|---------|---------|-----------------|-----------------|
|                                  | 연간        | 2월      | 12월     | 1월 <sup>P</sup> | 2월 <sup>P</sup> |
| ○ 소매 판매액(A)                      | 4,649,923 | 356,900 | 405,794 | 379,535         | 346,362         |
| ○ 온라인쇼핑거래액                       | 1,137,297 | 82,413  | 107,005 | 107,139         | 95,966          |
| - 온라인쇼핑 상품 거래액 <sup>1)</sup> (B) | 873,631   | 63,787  | 81,852  | 81,631          | 71,960          |
| <b>비중(B/A)</b>                   | 18.8      | 17.9    | 20.2    | 21.5            | 20.8            |

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

# 2019년 2월 온라인쇼핑 동향

## 1. 개 황

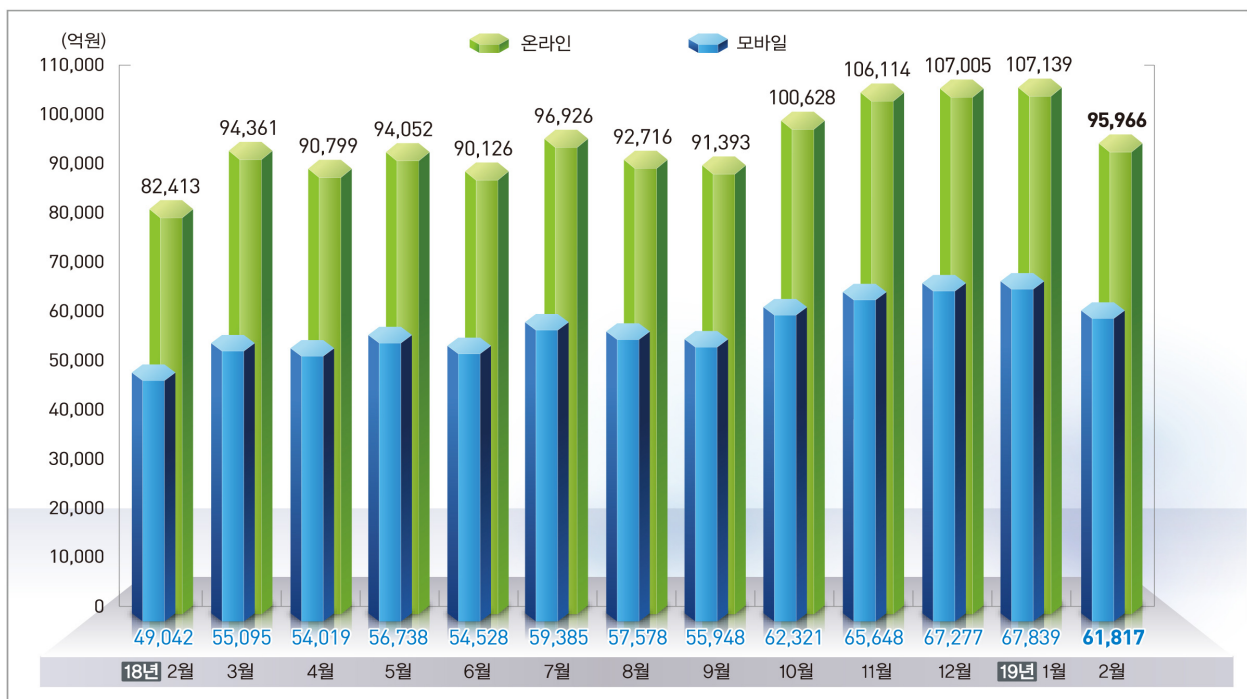
- 2019년 2월 온라인쇼핑 거래액은 전년동월대비 16.4% 증가한 9조 5,966억원 수준이며, 온라인쇼핑 거래액 중 모바일쇼핑은 26.0% 증가한 6조 1,817억원을 기록
- 전월대비 온라인쇼핑 거래액은 10.4%, 모바일쇼핑 거래액은 8.9% 각각 감소
- 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 64.4%로 전년동월(59.5%)에 비해 4.9%p 증가

### < 온라인쇼핑 거래액 동향 >

(억원, %, %p)

| 구 분        | 2018년     |        | 2019년           |                 | 전월대비    |              | 전년동월대비 |             |
|------------|-----------|--------|-----------------|-----------------|---------|--------------|--------|-------------|
|            | 연간        | 2월     | 1월 <sup>o</sup> | 2월 <sup>o</sup> | 증감액     | 증감률(차)       | 증감액    | 증감률(차)      |
| ○ 총 거래액(A) | 1,137,297 | 82,413 | 107,139         | <b>95,966</b>   | -11,173 | <b>-10.4</b> | 13,553 | <b>16.4</b> |
| 모바일 거래액(B) | 690,950   | 49,042 | 67,839          | <b>61,817</b>   | -6,022  | <b>-8.9</b>  | 12,774 | <b>26.0</b> |
| 비 중(B/A)   | 60.8      | 59.5   | 63.3            | <b>64.4</b>     | -       | 1.1          | -      | <b>4.9</b>  |

### < 온라인쇼핑 거래액 동향 >

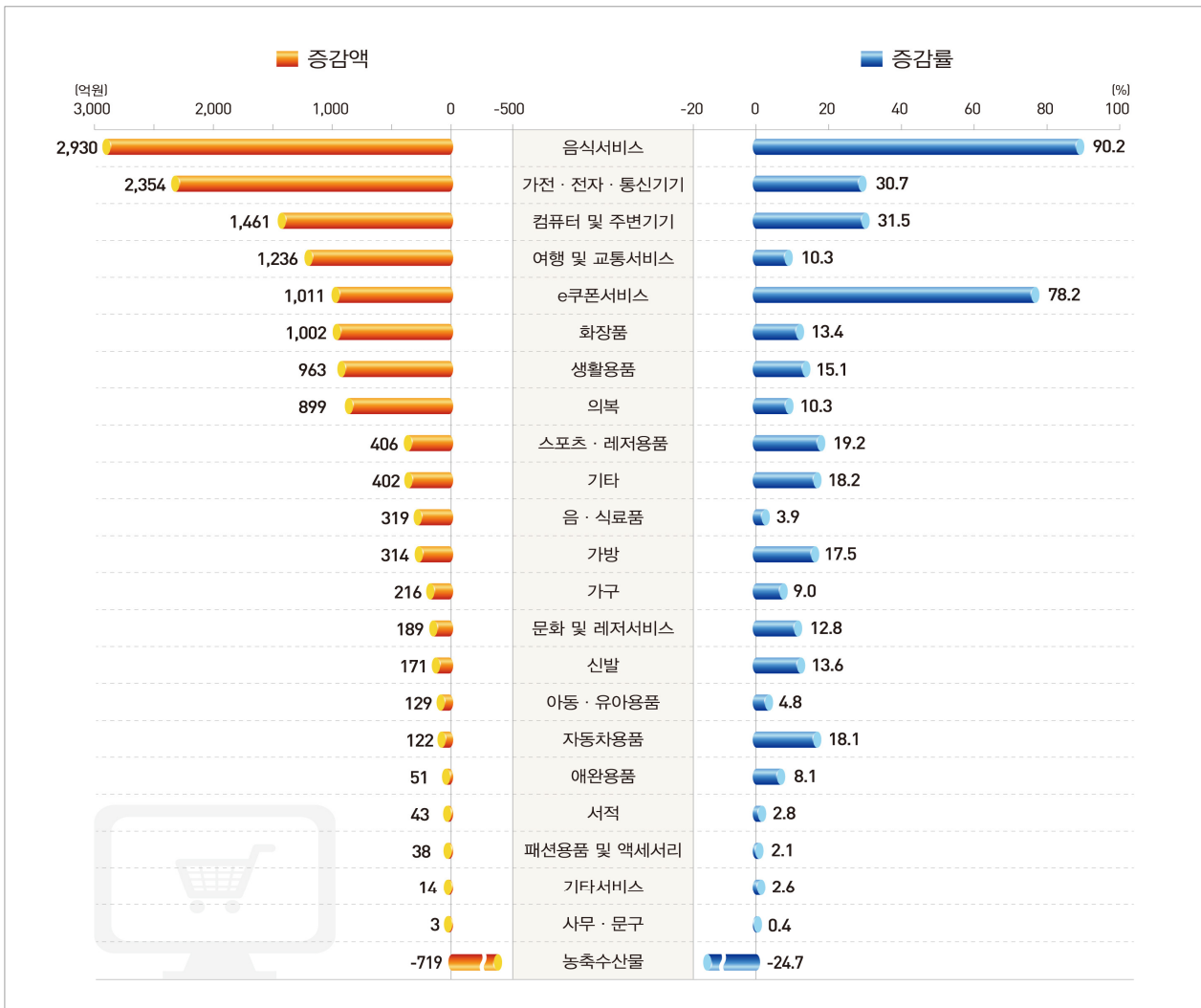


## 2. 상품군별 거래액

### □ 상품군별 온라인쇼핑 거래액

- 2019년 2월 상품 부문별 온라인쇼핑 거래액은 전년동월대비 서비스(28.9%), 가전(31.0%) 등에서 증가했으나, 식품(-3.6%)에서 감소
  - 전월대비로는 식품(-32.1%), 패션(-7.5%), 서비스(-5.9%) 순으로 감소
- 2019년 2월 세부 상품군별 온라인쇼핑 거래액은 전년동월대비 음식서비스(90.2%), 가전·전자·통신기기(30.7%), 컴퓨터 및 주변기기(31.5%) 등에서 증가하였으나, 농축수산물(-24.7%)에서 감소
  - 전월대비로는 음·식료품(-28.0%), 농축수산물(-44.3%), 의복(-13.8%) 등에서 감소하였으나, 문화 및 레저서비스(11.8%), 가방(6.0%)에서 증가

#### < 상품군별 온라인쇼핑 거래액(전년동월비) 증감 >





### < 상품군별 온라인쇼핑 거래액 >

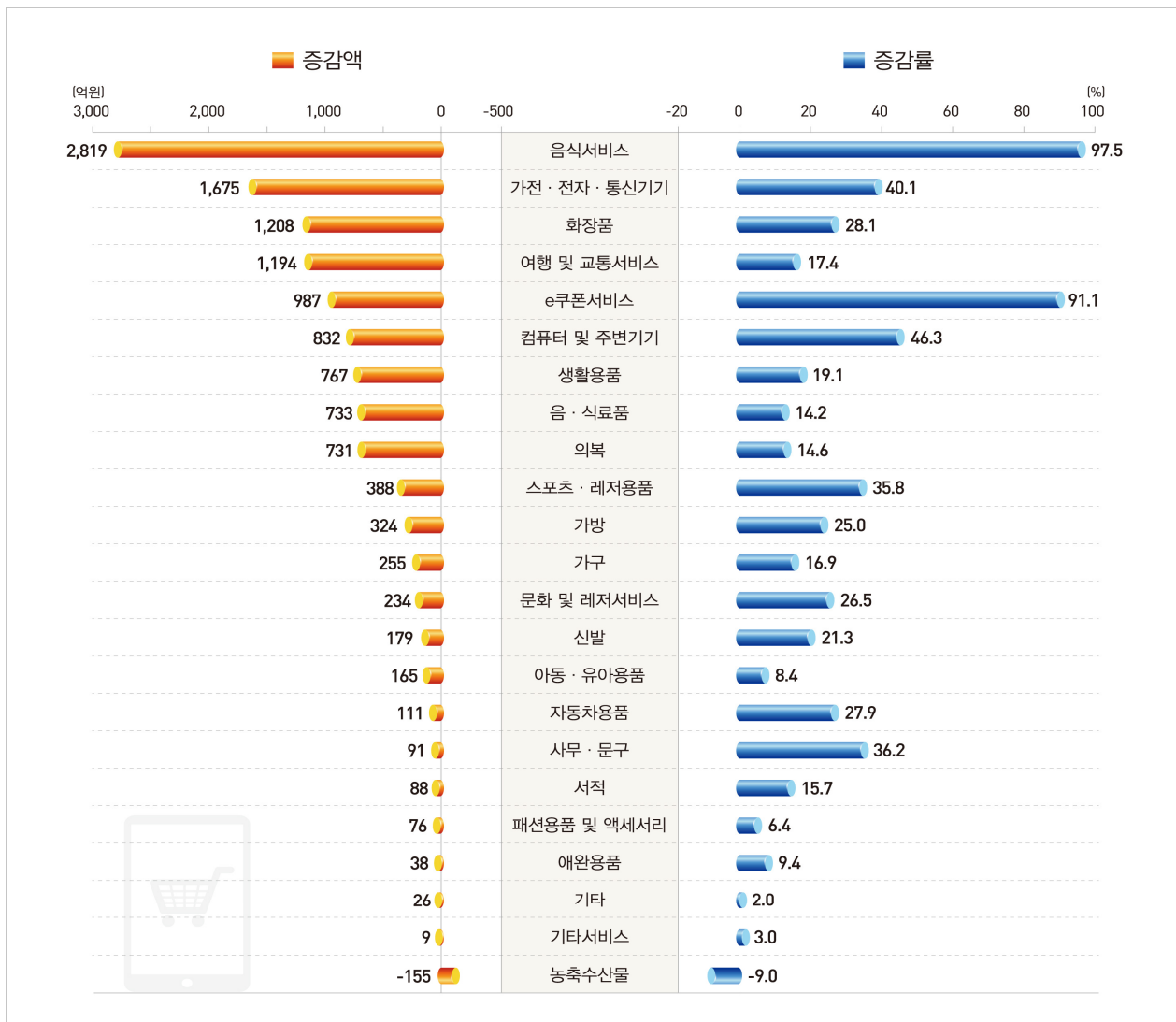
(억원, %)

| 구 분            | 2018년            |               | 2019년           |                 | 전월대비           |              | 전년동월대비        |             |
|----------------|------------------|---------------|-----------------|-----------------|----------------|--------------|---------------|-------------|
|                | 연간               | 2월            | 1월 <sup>P</sup> | 2월 <sup>P</sup> | 증감액            | 증감률          | 증감액           | 증감률         |
| <b>○ 합 계</b>   | <b>1,137,297</b> | <b>82,413</b> | <b>107,139</b>  | <b>95,966</b>   | <b>-11,173</b> | <b>-10.4</b> | <b>13,553</b> | <b>16.4</b> |
| <b>- 가 전</b>   | <b>169,807</b>   | <b>12,301</b> | <b>17,000</b>   | <b>16,115</b>   | <b>-884</b>    | <b>-5.2</b>  | <b>3,815</b>  | <b>31.0</b> |
| · 컴퓨터 및 주변기기   | 53,895           | 4,645         | 6,303           | 6,106           | -198           | -3.1         | 1,461         | 31.5        |
| · 가전·전자·통신기기   | 115,912          | 7,656         | 10,696          | 10,010          | -687           | -6.4         | 2,354         | 30.7        |
| <b>- 도 서</b>   | <b>26,521</b>    | <b>2,251</b>  | <b>2,567</b>    | <b>2,296</b>    | <b>-270</b>    | <b>-10.5</b> | <b>45</b>     | <b>2.0</b>  |
| · 서적           | 18,211           | 1,540         | 1,775           | 1,583           | -192           | -10.8        | 43            | 2.8         |
| · 사무·문구        | 8,309            | 711           | 792             | 713             | -79            | -9.9         | 3             | 0.4         |
| <b>- 패 셴</b>   | <b>376,485</b>   | <b>25,835</b> | <b>31,122</b>   | <b>28,794</b>   | <b>-2,328</b>  | <b>-7.5</b>  | <b>2,959</b>  | <b>11.5</b> |
| · 의복           | 138,991          | 8,714         | 11,148          | 9,612           | -1,536         | -13.8        | 899           | 10.3        |
| · 신발           | 18,932           | 1,258         | 1,428           | 1,429           | 0              | 0.0          | 171           | 13.6        |
| · 가방           | 22,397           | 1,792         | 1,987           | 2,106           | 119            | 6.0          | 314           | 17.5        |
| · 패션용품 및 액세서리  | 23,669           | 1,808         | 1,898           | 1,846           | -52            | -2.7         | 38            | 2.1         |
| · 스포츠·레저용품     | 37,985           | 2,110         | 2,730           | 2,516           | -214           | -7.9         | 406           | 19.2        |
| · 화장품          | 98,404           | 7,469         | 8,846           | 8,471           | -376           | -4.2         | 1,002         | 13.4        |
| · 아동·유아용품      | 36,107           | 2,685         | 3,084           | 2,815           | -269           | -8.7         | 129           | 4.8         |
| <b>- 식 품</b>   | <b>134,813</b>   | <b>11,100</b> | <b>15,762</b>   | <b>10,701</b>   | <b>-5,061</b>  | <b>-32.1</b> | <b>-399</b>   | <b>-3.6</b> |
| · 음·식료품        | 105,327          | 8,186         | 11,820          | 8,506           | -3,314         | -28.0        | 319           | 3.9         |
| · 농축수산물        | 29,486           | 2,914         | 3,943           | 2,196           | -1,747         | -44.3        | -719          | -24.7       |
| <b>- 생 활</b>   | <b>137,990</b>   | <b>10,094</b> | <b>12,535</b>   | <b>11,445</b>   | <b>-1,090</b>  | <b>-8.7</b>  | <b>1,351</b>  | <b>13.4</b> |
| · 생활용품         | 87,742           | 6,385         | 8,067           | 7,348           | -719           | -8.9         | 963           | 15.1        |
| · 자동차용품        | 10,310           | 672           | 964             | 794             | -170           | -17.6        | 122           | 18.1        |
| · 가구           | 31,335           | 2,412         | 2,751           | 2,628           | -124           | -4.5         | 216           | 9.0         |
| · 애완용품         | 8,602            | 625           | 753             | 675             | -78            | -10.3        | 51            | 8.1         |
| <b>- 서 비 스</b> | <b>263,666</b>   | <b>18,626</b> | <b>25,508</b>   | <b>24,006</b>   | <b>-1,502</b>  | <b>-5.9</b>  | <b>5,380</b>  | <b>28.9</b> |
| · 여행 및 교통서비스   | 161,599          | 12,060        | 14,627          | 13,296          | -1,331         | -9.1         | 1,236         | 10.3        |
| · 문화 및 레저서비스   | 19,955           | 1,477         | 1,490           | 1,666           | 176            | 11.8         | 189           | 12.8        |
| · e쿠폰서비스       | 21,087           | 1,292         | 2,361           | 2,303           | -58            | -2.5         | 1,011         | 78.2        |
| · 음식서비스        | 52,731           | 3,249         | 6,252           | 6,179           | -72            | -1.2         | 2,930         | 90.2        |
| · 기타서비스        | 8,294            | 547           | 778             | 562             | -217           | -27.8        | 14            | 2.6         |
| <b>- 기 타</b>   | <b>28,017</b>    | <b>2,206</b>  | <b>2,645</b>    | <b>2,608</b>    | <b>-37</b>     | <b>-1.4</b>  | <b>402</b>    | <b>18.2</b> |

## □ 상품군별 모바일쇼핑 거래액

- 2019년 2월 상품 부문별 모바일쇼핑 거래액은 전년동월대비 서비스(43.6%), 패션(19.6%), 가전(41.9%) 순으로 증가
  - 전월대비로는 식품(-28.8%), 패션(-6.0%), 생활(-9.8%) 순으로 감소
- 2019년 2월 세부 상품군별 모바일쇼핑 거래액은 전년동월대비 음식서비스(97.5%), 가전·전자·통신기기(40.1%), 화장품(28.1%) 등에서 증가하였으나, 농축수산물(-9.0%)에서 감소
  - 전월대비로는 음·식료품(-25.6%), 농축수산물(-38.9%), 의복(-12.3%) 등에서 감소하였으나, 문화 및 레저서비스(19.0%), 가방(7.5%) 등에서 증가

### < 상품군별 모바일쇼핑 거래액(전년동월비) 증감 >



### < 상품군별 모바일쇼핑 거래액 >

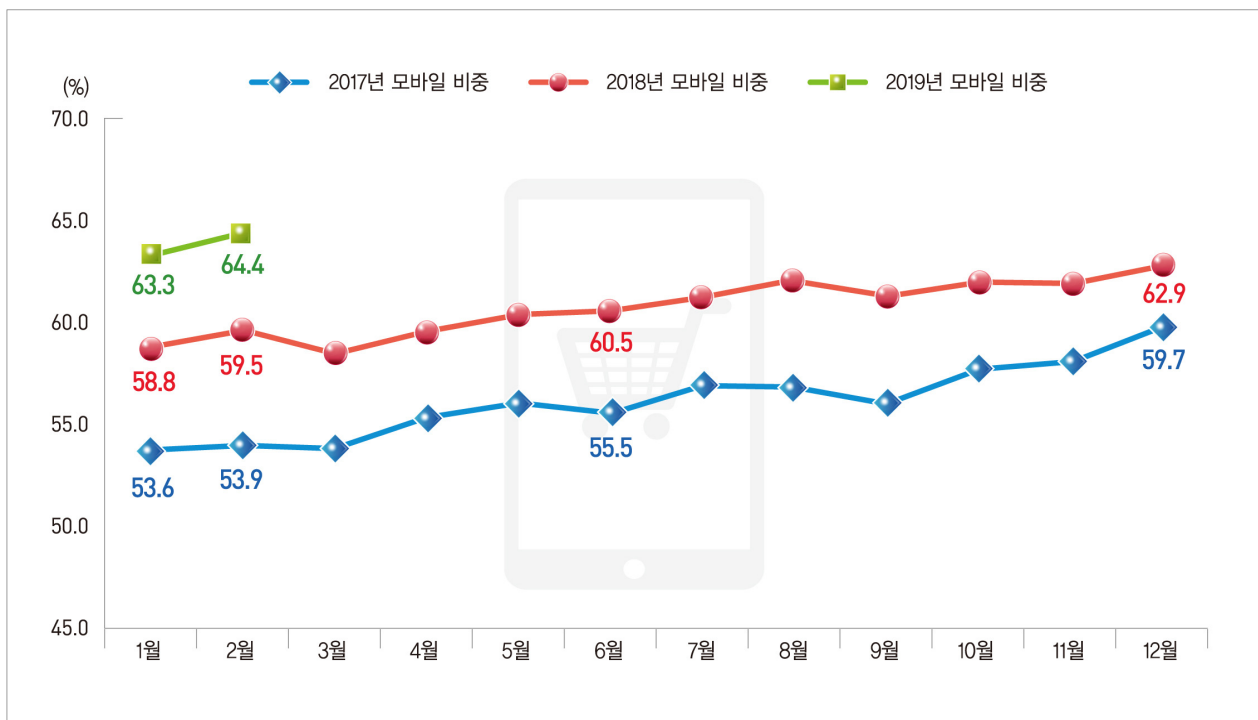
(억원, %)

| 구 분           | 2018년   |        | 2019년           |                 | 전월대비   |       | 전년동월대비 |      |
|---------------|---------|--------|-----------------|-----------------|--------|-------|--------|------|
|               | 연간      | 2월     | 1월 <sup>p</sup> | 2월 <sup>p</sup> | 증감액    | 증감률   | 증감액    | 증감률  |
| ○ 합 계         | 690,950 | 49,042 | 67,839          | 61,817          | -6,022 | -8.9  | 12,774 | 26.0 |
| - 가 전         | 86,061  | 5,977  | 8,684           | 8,483           | -201   | -2.3  | 2,506  | 41.9 |
| · 컴퓨터 및 주변기기  | 21,262  | 1,796  | 2,587           | 2,628           | 41     | 1.6   | 832    | 46.3 |
| · 가전·전자·통신기기  | 64,799  | 4,180  | 6,097           | 5,855           | -242   | -4.0  | 1,675  | 40.1 |
| - 도 서         | 10,207  | 815    | 1,129           | 995             | -135   | -11.9 | 180    | 22.1 |
| · 서적          | 6,865   | 562    | 753             | 651             | -103   | -13.6 | 88     | 15.7 |
| · 사무·문구       | 3,342   | 253    | 376             | 344             | -32    | -8.5  | 91     | 36.2 |
| - 패 션         | 229,769 | 15,671 | 19,931          | 18,741          | -1,190 | -6.0  | 3,070  | 19.6 |
| · 의복          | 81,193  | 5,003  | 6,541           | 5,734           | -808   | -12.3 | 731    | 14.6 |
| · 신발          | 12,733  | 841    | 993             | 1,020           | 26     | 2.6   | 179    | 21.3 |
| · 가방          | 16,588  | 1,293  | 1,504           | 1,616           | 112    | 7.5   | 324    | 25.0 |
| · 패션용품 및 액세서리 | 15,641  | 1,185  | 1,309           | 1,261           | -48    | -3.7  | 76     | 6.4  |
| · 스포츠·레저용품    | 21,761  | 1,084  | 1,621           | 1,472           | -148   | -9.2  | 388    | 35.8 |
| · 화장품         | 55,137  | 4,293  | 5,616           | 5,501           | -115   | -2.1  | 1,208  | 28.1 |
| · 아동·유아용품     | 26,717  | 1,973  | 2,347           | 2,138           | -209   | -8.9  | 165    | 8.4  |
| - 식 품         | 88,152  | 6,908  | 10,520          | 7,485           | -3,035 | -28.8 | 578    | 8.4  |
| · 음·식료품       | 68,865  | 5,177  | 7,942           | 5,910           | -2,031 | -25.6 | 733    | 14.2 |
| · 농축수산물       | 19,287  | 1,731  | 2,579           | 1,575           | -1,004 | -38.9 | -155   | -9.0 |
| - 생 활         | 87,873  | 6,330  | 8,318           | 7,501           | -818   | -9.8  | 1,171  | 18.5 |
| · 생활용품        | 56,062  | 4,012  | 5,370           | 4,779           | -591   | -11.0 | 767    | 19.1 |
| · 자동차용품       | 6,078   | 396    | 615             | 507             | -109   | -17.7 | 111    | 27.9 |
| · 가구          | 19,925  | 1,511  | 1,813           | 1,766           | -47    | -2.6  | 255    | 16.9 |
| · 애완용품        | 5,808   | 411    | 520             | 449             | -71    | -13.6 | 38     | 9.4  |
| - 서 비 스       | 173,543 | 12,016 | 17,815          | 17,259          | -556   | -3.1  | 5,243  | 43.6 |
| · 여행 및 교통서비스  | 92,174  | 6,851  | 8,754           | 8,044           | -710   | -8.1  | 1,194  | 17.4 |
| · 문화 및 레저서비스  | 12,224  | 883    | 939             | 1,117           | 178    | 19.0  | 234    | 26.5 |
| · e쿠폰서비스      | 17,463  | 1,084  | 2,040           | 2,071           | 31     | 1.5   | 987    | 91.1 |
| · 음식서비스       | 47,799  | 2,893  | 5,747           | 5,711           | -35    | -0.6  | 2,819  | 97.5 |
| · 기타서비스       | 3,882   | 306    | 336             | 315             | -21    | -6.2  | 9      | 3.0  |
| - 기 타         | 15,345  | 1,327  | 1,440           | 1,353           | -87    | -6.0  | 26     | 2.0  |

## □ 상품군별 모바일쇼핑 거래액 비중

- 2019년 2월 상품 부문별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 서비스(71.9%), 식품(70.0%), 생활(65.5%) 순으로 높음
  - 전년동월대비 식품(7.7%p), 서비스(7.4%p), 도서(7.1%p) 등에서 확대되었으나, 기타(-8.3%p)에서 축소
  - 전월대비 식품(3.2%p), 서비스(2.1%p) 등에서 확대되었으나, 생활(-0.8%p), 도서(-0.7%p) 등에서 축소
- 2019년 2월 세부 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중은 음식서비스(92.4%), e쿠폰서비스(89.9%), 가방(76.7%) 순으로 높음
  - 전년동월대비 사무·문구(12.7%p), 농축수산물(12.4%p) 등에서 확대되었으나, 기타(-8.3%p)에서 축소
  - 전월대비 농축수산물(6.3%p), 문화 및 레저서비스(4.0%p) 등에서 확대되었으나, 애완용품(-2.5%p), 생활용품(-1.5%p) 등에서 축소

### < 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중 >



## < 상품군별 온라인쇼핑 거래액 중 모바일쇼핑 거래액 비중 >

(% , %p)

| 구 분            | 2018년       |             |             |             | 2019년           |                 | 증 감         |             |
|----------------|-------------|-------------|-------------|-------------|-----------------|-----------------|-------------|-------------|
|                | 연간          | 2월          | 11월         | 12월         | 1월 <sup>p</sup> | 2월 <sup>p</sup> | 전월차         | 전년<br>동월차   |
| <b>○ 합 계</b>   | <b>60.8</b> | <b>59.5</b> | <b>61.9</b> | <b>62.9</b> | <b>63.3</b>     | <b>64.4</b>     | <b>1.1</b>  | <b>4.9</b>  |
| <b>- 가 전</b>   | <b>50.7</b> | <b>48.6</b> | <b>51.9</b> | <b>50.5</b> | <b>51.1</b>     | <b>52.6</b>     | <b>1.6</b>  | <b>4.0</b>  |
| · 컴퓨터 및 주변기기   | 39.5        | 38.7        | 40.5        | 40.7        | 41.0            | 43.0            | 2.0         | 4.4         |
| · 가전·전자·통신기기   | 55.9        | 54.6        | 56.5        | 55.3        | 57.0            | 58.5            | 1.5         | 3.9         |
| <b>- 도 서</b>   | <b>38.5</b> | <b>36.2</b> | <b>40.7</b> | <b>40.5</b> | <b>44.0</b>     | <b>43.3</b>     | <b>-0.7</b> | <b>7.1</b>  |
| · 서적           | 37.7        | 36.5        | 39.1        | 38.6        | 42.4            | 41.1            | -1.3        | 4.6         |
| · 사무·문구        | 40.2        | 35.6        | 43.8        | 43.9        | 47.5            | 48.2            | 0.8         | 12.7        |
| <b>- 패 션</b>   | <b>61.0</b> | <b>60.7</b> | <b>61.7</b> | <b>64.1</b> | <b>64.0</b>     | <b>65.1</b>     | <b>1.0</b>  | <b>4.4</b>  |
| · 의복           | 58.4        | 57.4        | 59.8        | 62.4        | 58.7            | 59.6            | 1.0         | 2.2         |
| · 신발           | 67.3        | 66.8        | 69.1        | 69.6        | 69.5            | 71.4            | 1.8         | 4.5         |
| · 가방           | 74.1        | 72.1        | 75.4        | 75.7        | 75.7            | 76.7            | 1.1         | 4.6         |
| · 패션용품 및 액세서리  | 66.1        | 65.5        | 67.7        | 67.9        | 69.0            | 68.3            | -0.7        | 2.8         |
| · 스포츠·레저용품     | 57.3        | 51.4        | 59.0        | 59.2        | 59.4            | 58.5            | -0.8        | 7.1         |
| · 화장품          | 56.0        | 57.5        | 56.1        | 59.4        | 63.5            | 64.9            | 1.5         | 7.5         |
| · 아동·유아용품      | 74.0        | 73.5        | 74.6        | 74.5        | 76.1            | 76.0            | -0.2        | 2.5         |
| <b>- 식 품</b>   | <b>65.4</b> | <b>62.2</b> | <b>67.0</b> | <b>64.6</b> | <b>66.7</b>     | <b>70.0</b>     | <b>3.2</b>  | <b>7.7</b>  |
| · 음·식료품        | 65.4        | 63.2        | 67.2        | 63.6        | 67.2            | 69.5            | 2.3         | 6.2         |
| · 농축수산물        | 65.4        | 59.4        | 66.4        | 68.4        | 65.4            | 71.7            | 6.3         | 12.4        |
| <b>- 생 활</b>   | <b>63.7</b> | <b>62.7</b> | <b>64.5</b> | <b>64.5</b> | <b>66.4</b>     | <b>65.5</b>     | <b>-0.8</b> | <b>2.8</b>  |
| · 생활용품         | 63.9        | 62.8        | 65.2        | 65.0        | 66.6            | 65.0            | -1.5        | 2.2         |
| · 자동차용품        | 59.0        | 58.9        | 56.9        | 59.6        | 63.9            | 63.8            | 0.0         | 4.9         |
| · 가구           | 63.6        | 62.6        | 64.4        | 63.8        | 65.9            | 67.2            | 1.3         | 4.6         |
| · 애완용품         | 67.5        | 65.7        | 68.1        | 67.9        | 69.0            | 66.5            | -2.5        | 0.8         |
| <b>- 서 비 스</b> | <b>65.8</b> | <b>64.5</b> | <b>68.2</b> | <b>70.4</b> | <b>69.8</b>     | <b>71.9</b>     | <b>2.1</b>  | <b>7.4</b>  |
| · 여행 및 교통서비스   | 57.0        | 56.8        | 58.1        | 59.6        | 59.8            | 60.5            | 0.7         | 3.7         |
| · 문화 및 레저서비스   | 61.3        | 59.8        | 61.1        | 65.7        | 63.0            | 67.1            | 4.0         | 7.3         |
| · e쿠폰서비스       | 82.8        | 83.9        | 83.5        | 84.8        | 86.4            | 89.9            | 3.5         | 6.1         |
| · 음식서비스        | 90.6        | 89.0        | 91.7        | 91.6        | 91.9            | 92.4            | 0.5         | 3.4         |
| · 기타서비스        | 46.8        | 55.9        | 44.9        | 45.8        | 43.2            | 56.1            | 12.9        | 0.2         |
| <b>- 기 타</b>   | <b>54.8</b> | <b>60.1</b> | <b>55.3</b> | <b>54.7</b> | <b>54.4</b>     | <b>51.9</b>     | <b>-2.6</b> | <b>-8.3</b> |

### 3. 취급상품범위 및 운영형태별 거래액

○ 온라인쇼핑 취급상품범위별 거래액은 전년동월대비 종합몰은 14.5% 증가한 6조 2,544억원을, 전문몰은 20.4% 증가한 3조 3,422억원을 기록

- 전월대비 종합몰은 11.7%, 전문몰은 7.9% 각각 감소

○ 온라인쇼핑 운영형태별 거래액은 전년동월대비 온라인몰은 18.1% 증가한 6조 3,980억원을, 온·오프라인병행몰은 13.2% 증가한 3조 1,986억원을 기록

- 전월대비 온라인몰은 10.2%, 온·오프라인병행몰은 10.8% 각각 감소

#### < 취급상품범위 및 운영형태별 거래액 동향 >

(억원, %)

| 구 분              |                         | 2018년     |        | 2019년           |                 | 전월대비    |       | 전년동월대비 |      |
|------------------|-------------------------|-----------|--------|-----------------|-----------------|---------|-------|--------|------|
|                  |                         | 연간        | 2월     | 1월 <sup>p</sup> | 2월 <sup>p</sup> | 증감액     | 증감률   | 증감액    | 증감률  |
| ○ 총 거래액          |                         | 1,137,297 | 82,413 | 107,139         | 95,966          | -11,173 | -10.4 | 13,553 | 16.4 |
| 취급상품<br>범 위 별    | 종합몰 <sup>1)</sup>       | 756,783   | 54,644 | 70,840          | 62,544          | -8,297  | -11.7 | 7,900  | 14.5 |
|                  | 비 중                     | 66.5      | 66.3   | 66.1            | 65.2            | -       | -     | -      | -    |
|                  | 전문몰 <sup>2)</sup>       | 380,514   | 27,769 | 36,299          | 33,422          | -2,877  | -7.9  | 5,653  | 20.4 |
|                  | 비 중                     | 33.5      | 33.7   | 33.9            | 34.8            | -       | -     | -      | -    |
| 온<br>영<br>태<br>별 | 온라인몰 <sup>3)</sup>      | 759,514   | 54,165 | 71,282          | 63,980          | -7,302  | -10.2 | 9,815  | 18.1 |
|                  | 비 중                     | 66.8      | 65.7   | 66.5            | 66.7            | -       | -     | -      | -    |
|                  | 온·오프라인병행몰 <sup>4)</sup> | 377,782   | 28,248 | 35,857          | 31,986          | -3,871  | -10.8 | 3,738  | 13.2 |
|                  | 비 중                     | 33.2      | 34.3   | 33.5            | 33.3            | -       | -     | -      | -    |

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 판매하는 쇼핑몰

## 통 계 표

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### 1-1. 상품군별 온라인쇼핑 거래액

| 구분       | 합계          | 가 전        |            | 도 서        |           | 패 션       |         |            |             |           |           |           |           |           |           |
|----------|-------------|------------|------------|------------|-----------|-----------|---------|------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|
|          |             | 컴퓨터 및 주변기기 | 가전·전자·통신기기 | 서적         | 사무·문구     | 의복        | 신발      | 가방         | 패션용품 및 액세서리 | 스포츠·레저용품  | 화장품       | 이동·유아용품   |           |           |           |
| 2017     | 94,185,765  | 14,065,332 | 4,953,619  | 9,111,713  | 2,414,820 | 1,681,876 | 732,944 | 32,248,449 | 11,875,368  | 1,714,217 | 1,924,482 | 2,028,424 | 3,201,612 | 8,117,168 | 3,387,178 |
| 2018     | 113,729,692 | 16,980,667 | 5,389,478  | 11,591,189 | 2,652,050 | 1,821,131 | 830,919 | 37,648,458 | 13,899,099  | 1,893,161 | 2,239,669 | 2,366,922 | 3,798,512 | 9,840,412 | 3,610,683 |
| 2017.1/4 | 22,206,339  | 3,267,799  | 1,371,077  | 1,896,722  | 674,732   | 491,131   | 183,601 | 7,628,871  | 2,734,929   | 375,722   | 475,507   | 456,001   | 665,851   | 2,098,667 | 822,194   |
| 2/4      | 22,517,644  | 3,426,722  | 1,095,922  | 2,330,800  | 528,233   | 353,070   | 175,163 | 7,838,041  | 2,860,624   | 468,350   | 461,211   | 496,710   | 865,194   | 1,858,722 | 827,230   |
| 3/4      | 23,909,355  | 3,588,886  | 1,196,879  | 2,392,007  | 601,791   | 429,739   | 172,052 | 7,617,578  | 2,605,275   | 399,303   | 480,395   | 518,584   | 824,500   | 1,989,135 | 800,386   |
| 4/4      | 25,552,427  | 3,781,925  | 1,289,741  | 2,492,184  | 610,064   | 407,936   | 202,128 | 9,163,959  | 3,674,540   | 470,842   | 507,369   | 557,129   | 846,067   | 2,170,644 | 937,368   |
| 2018.1/4 | 26,753,748  | 4,071,428  | 1,511,793  | 2,559,635  | 755,287   | 531,029   | 224,258 | 8,657,756  | 3,124,883   | 430,185   | 562,183   | 592,321   | 735,263   | 2,351,135 | 861,786   |
| 2/4      | 27,497,651  | 4,135,488  | 1,217,900  | 2,917,588  | 592,199   | 402,880   | 189,319 | 9,304,342  | 3,380,713   | 509,779   | 556,465   | 592,073   | 971,651   | 2,392,493 | 901,168   |
| 3/4      | 28,103,555  | 4,163,426  | 1,237,754  | 2,925,672  | 617,159   | 435,986   | 181,173 | 8,774,311  | 2,966,746   | 425,576   | 553,315   | 582,537   | 980,891   | 2,428,312 | 836,934   |
| 4/4      | 31,374,738  | 4,610,325  | 1,422,031  | 3,188,294  | 687,405   | 451,236   | 236,169 | 10,912,049 | 4,426,757   | 527,621   | 567,706   | 599,991   | 1,110,707 | 2,668,472 | 1,010,795 |
| 2017. 1  | 7,310,479   | 1,024,506  | 422,384    | 602,122    | 204,422   | 151,230   | 53,192  | 2,370,710  | 864,515     | 103,798   | 143,643   | 143,439   | 201,380   | 654,145   | 259,790   |
| 2        | 7,148,849   | 1,102,216  | 475,342    | 626,874    | 214,733   | 154,330   | 60,403  | 2,454,934  | 827,672     | 118,631   | 163,204   | 146,885   | 207,110   | 729,228   | 262,204   |
| 3        | 7,747,011   | 1,141,077  | 473,351    | 667,726    | 255,577   | 185,571   | 70,006  | 2,803,227  | 1,042,742   | 153,293   | 168,660   | 165,677   | 257,361   | 715,294   | 300,200   |
| 4        | 7,380,795   | 1,084,988  | 368,280    | 716,708    | 184,372   | 122,418   | 61,954  | 2,608,943  | 972,647     | 151,628   | 159,399   | 165,183   | 283,154   | 583,336   | 293,596   |
| 5        | 7,621,719   | 1,212,541  | 350,923    | 861,618    | 171,619   | 114,380   | 57,239  | 2,650,258  | 978,235     | 160,562   | 152,370   | 168,702   | 292,971   | 622,853   | 274,565   |
| 6        | 7,515,130   | 1,129,193  | 376,719    | 752,474    | 172,242   | 116,272   | 55,970  | 2,578,840  | 909,742     | 156,160   | 149,442   | 162,825   | 289,069   | 652,533   | 259,069   |
| 7        | 7,898,554   | 1,307,841  | 380,974    | 926,867    | 196,910   | 143,084   | 53,826  | 2,526,589  | 887,371     | 140,746   | 151,719   | 170,035   | 292,683   | 619,456   | 264,579   |
| 8        | 7,859,658   | 1,174,875  | 416,393    | 758,482    | 207,740   | 149,989   | 57,751  | 2,400,645  | 758,225     | 118,311   | 163,461   | 178,204   | 266,351   | 652,563   | 263,530   |
| 9        | 8,151,143   | 1,106,170  | 399,512    | 706,658    | 197,141   | 136,666   | 60,475  | 2,690,344  | 959,679     | 140,246   | 165,215   | 170,345   | 265,466   | 717,116   | 272,277   |
| 10       | 7,661,802   | 1,081,931  | 353,524    | 728,407    | 170,053   | 113,732   | 56,321  | 2,706,741  | 1,034,705   | 140,365   | 157,007   | 161,449   | 274,798   | 677,876   | 260,541   |
| 11       | 8,996,978   | 1,409,249  | 460,739    | 948,510    | 200,465   | 132,523   | 67,942  | 3,380,416  | 1,443,945   | 175,549   | 169,508   | 189,580   | 313,019   | 789,224   | 299,591   |
| 12       | 8,893,647   | 1,290,745  | 475,478    | 815,267    | 239,546   | 161,681   | 77,865  | 3,076,802  | 1,195,890   | 154,928   | 180,854   | 206,100   | 258,250   | 703,544   | 377,236   |
| 2018. 1  | 9,076,322   | 1,380,094  | 526,500    | 853,594    | 248,411   | 176,335   | 72,076  | 2,850,417  | 1,029,823   | 133,154   | 187,953   | 198,135   | 234,991   | 771,579   | 294,782   |
| 2        | 8,241,284   | 1,230,059  | 464,483    | 765,576    | 225,109   | 154,040   | 71,069  | 2,583,508  | 871,350     | 125,796   | 179,181   | 180,806   | 210,958   | 746,899   | 268,518   |
| 3        | 9,436,142   | 1,461,275  | 520,810    | 940,465    | 281,767   | 200,654   | 81,113  | 3,223,831  | 1,223,710   | 171,235   | 195,049   | 213,380   | 289,314   | 832,657   | 298,486   |
| 4        | 9,079,855   | 1,359,513  | 419,904    | 939,609    | 218,019   | 150,600   | 67,419  | 3,126,843  | 1,142,705   | 171,462   | 187,073   | 199,048   | 304,354   | 802,367   | 319,834   |
| 5        | 9,405,150   | 1,436,054  | 416,039    | 1,020,015  | 194,930   | 132,025   | 62,905  | 3,189,586  | 1,157,589   | 174,531   | 191,801   | 200,793   | 336,658   | 818,354   | 309,860   |
| 6        | 9,012,646   | 1,339,921  | 381,957    | 957,964    | 179,250   | 120,255   | 58,995  | 2,987,913  | 1,080,419   | 163,786   | 177,591   | 192,232   | 330,639   | 771,772   | 271,474   |
| 7        | 9,692,619   | 1,596,161  | 414,861    | 1,181,300  | 214,223   | 152,402   | 61,821  | 3,047,742  | 1,049,812   | 159,485   | 193,775   | 213,390   | 365,740   | 778,072   | 287,468   |
| 8        | 9,271,640   | 1,386,679  | 429,437    | 957,242    | 214,173   | 152,669   | 61,504  | 2,757,920  | 869,348     | 126,829   | 181,934   | 197,265   | 305,652   | 801,072   | 275,820   |
| 9        | 9,139,296   | 1,180,586  | 393,456    | 787,130    | 188,763   | 130,915   | 57,848  | 2,968,649  | 1,047,586   | 139,262   | 177,606   | 171,882   | 309,499   | 849,168   | 273,646   |
| 10       | 10,062,838  | 1,416,440  | 433,931    | 982,509    | 205,014   | 134,441   | 70,573  | 3,563,470  | 1,430,975   | 163,279   | 185,720   | 185,544   | 394,628   | 894,505   | 308,819   |
| 11       | 10,611,411  | 1,652,159  | 477,921    | 1,174,238  | 220,994   | 145,077   | 75,917  | 3,720,262  | 1,566,636   | 184,615   | 180,469   | 193,167   | 378,977   | 906,659   | 309,739   |
| 12       | 10,700,489  | 1,541,726  | 510,179    | 1,031,547  | 261,397   | 171,718   | 89,679  | 3,628,317  | 1,429,146   | 179,727   | 201,517   | 221,280   | 337,102   | 867,308   | 392,237   |
| 2019. 1p | 10,713,896  | 1,699,978  | 630,342    | 1,069,636  | 256,667   | 177,468   | 79,199  | 3,112,186  | 1,114,818   | 142,839   | 198,722   | 189,807   | 273,011   | 884,636   | 308,353   |
| 2p       | 9,596,567   | 1,611,548  | 610,587    | 1,000,961  | 229,640   | 158,306   | 71,334  | 2,879,382  | 961,226     | 142,868   | 210,591   | 184,606   | 251,562   | 847,076   | 281,453   |

※ p는 잠정치임



(단위: 백만원)

| 식 품        |            |           | 생 활        |           |           |           |            | 서 비 스      |            |           |           |           | 기 타     |           |
|------------|------------|-----------|------------|-----------|-----------|-----------|------------|------------|------------|-----------|-----------|-----------|---------|-----------|
| 음·식료품      | 농축수산물      |           | 생활용품       | 자동차용품     | 가구        | 애완용품      | 여행 및 교통서비스 | 문화 및 레저서비스 | e쿠폰 서비스    | 음식 서비스    | 기타 서비스    |           |         |           |
| 10,421,609 | 7,997,022  | 2,424,587 | 11,855,261 | 7,483,561 | 1,023,240 | 2,611,894 | 736,566    | 21,006,598 | 14,578,350 | 1,819,172 | 1,201,628 | 2,732,568 | 674,880 | 2,173,707 |
| 13,481,288 | 10,532,726 | 2,948,562 | 13,798,970 | 8,774,234 | 1,031,002 | 3,133,485 | 860,249    | 26,366,570 | 16,159,868 | 1,995,482 | 2,108,683 | 5,273,121 | 829,416 | 2,801,697 |
| 2,511,329  | 1,890,604  | 620,725   | 2,885,872  | 1,818,922 | 238,118   | 648,466   | 180,366    | 4,776,021  | 3,398,499  | 426,279   | 259,593   | 549,374   | 142,276 | 461,718   |
| 2,460,610  | 1,927,861  | 532,749   | 2,811,674  | 1,773,124 | 255,915   | 611,048   | 171,587    | 4,944,454  | 3,527,644  | 397,695   | 278,565   | 602,738   | 137,812 | 507,913   |
| 2,824,405  | 2,158,668  | 665,737   | 3,024,504  | 1,898,954 | 273,942   | 666,441   | 185,167    | 5,711,571  | 4,008,689  | 463,561   | 292,894   | 717,502   | 228,925 | 540,623   |
| 2,625,265  | 2,019,889  | 605,376   | 3,133,211  | 1,992,561 | 255,265   | 685,939   | 199,446    | 5,574,552  | 3,643,518  | 531,637   | 370,576   | 862,954   | 165,867 | 663,453   |
| 3,277,283  | 2,504,061  | 773,222   | 3,303,449  | 2,093,251 | 231,935   | 771,678   | 206,585    | 5,972,993  | 3,888,538  | 489,544   | 374,443   | 1,035,796 | 184,672 | 715,556   |
| 3,135,840  | 2,482,542  | 653,298   | 3,365,378  | 2,132,126 | 254,149   | 759,479   | 219,624    | 6,336,643  | 4,076,836  | 448,061   | 467,903   | 1,171,555 | 172,288 | 627,768   |
| 3,529,404  | 2,757,614  | 771,790   | 3,377,372  | 2,164,321 | 260,813   | 732,996   | 219,242    | 7,032,550  | 4,286,383  | 519,366   | 556,601   | 1,419,799 | 250,401 | 609,331   |
| 3,538,761  | 2,788,509  | 750,252   | 3,752,771  | 2,384,536 | 284,105   | 869,332   | 214,798    | 7,024,384  | 3,908,111  | 538,511   | 709,736   | 1,645,971 | 222,055 | 849,042   |
| 934,880    | 675,851    | 259,029   | 914,152    | 592,310   | 80,144    | 188,602   | 53,096     | 1,717,317  | 1,215,463  | 164,254   | 88,648    | 183,355   | 65,597  | 144,492   |
| 740,628    | 573,082    | 167,546   | 964,977    | 607,119   | 76,677    | 219,176   | 62,005     | 1,529,785  | 1,110,440  | 123,892   | 80,796    | 173,924   | 40,733  | 141,578   |
| 835,821    | 641,671    | 194,150   | 1,006,743  | 619,493   | 81,297    | 240,688   | 65,265     | 1,528,919  | 1,072,596  | 138,133   | 90,149    | 192,095   | 35,946  | 175,648   |
| 829,053    | 652,914    | 176,139   | 921,243    | 575,323   | 80,513    | 206,024   | 59,383     | 1,589,133  | 1,134,841  | 119,599   | 84,933    | 196,543   | 53,217  | 163,064   |
| 809,116    | 633,354    | 175,762   | 945,321    | 600,558   | 87,211    | 201,440   | 56,112     | 1,668,349  | 1,181,895  | 133,785   | 98,613    | 210,565   | 43,491  | 164,517   |
| 822,441    | 641,593    | 180,848   | 945,110    | 597,243   | 88,191    | 203,584   | 56,092     | 1,686,972  | 1,210,908  | 144,311   | 95,019    | 195,630   | 41,104  | 180,332   |
| 820,859    | 638,176    | 182,683   | 977,990    | 613,589   | 94,244    | 211,657   | 58,500     | 1,899,319  | 1,379,402  | 151,647   | 91,627    | 224,624   | 52,019  | 169,045   |
| 886,731    | 692,641    | 194,090   | 1,011,895  | 631,622   | 92,700    | 226,983   | 60,590     | 1,998,469  | 1,406,339  | 184,883   | 100,868   | 253,760   | 52,619  | 179,305   |
| 1,116,815  | 827,851    | 288,964   | 1,034,619  | 653,743   | 86,998    | 227,801   | 66,077     | 1,813,783  | 1,222,948  | 127,031   | 100,399   | 239,118   | 124,287 | 192,273   |
| 783,395    | 608,615    | 174,780   | 970,098    | 602,048   | 80,475    | 223,084   | 64,491     | 1,778,294  | 1,207,513  | 179,505   | 96,038    | 242,774   | 52,464  | 171,293   |
| 910,334    | 701,590    | 208,744   | 1,113,025  | 708,613   | 89,567    | 242,170   | 72,675     | 1,764,423  | 1,157,662  | 145,082   | 124,328   | 280,640   | 56,711  | 219,066   |
| 931,536    | 709,684    | 221,852   | 1,050,088  | 681,900   | 85,223    | 220,685   | 62,280     | 2,031,835  | 1,278,343  | 207,050   | 150,210   | 339,540   | 56,692  | 273,094   |
| 1,103,998  | 851,513    | 252,485   | 1,118,356  | 712,832   | 78,804    | 252,784   | 73,936     | 2,152,928  | 1,449,957  | 178,485   | 105,605   | 348,276   | 70,605  | 222,119   |
| 1,110,044  | 818,633    | 291,411   | 1,009,370  | 638,503   | 67,225    | 241,191   | 62,451     | 1,862,565  | 1,205,978  | 147,675   | 129,238   | 324,944   | 54,730  | 220,631   |
| 1,063,241  | 833,915    | 229,326   | 1,175,723  | 741,916   | 85,906    | 277,703   | 70,198     | 1,957,500  | 1,232,603  | 163,384   | 139,600   | 362,576   | 59,337  | 272,806   |
| 1,030,464  | 814,429    | 216,035   | 1,134,793  | 717,251   | 84,379    | 261,189   | 71,974     | 1,994,919  | 1,288,029  | 147,367   | 133,144   | 366,699   | 59,680  | 215,307   |
| 1,074,745  | 852,434    | 222,311   | 1,133,492  | 721,850   | 85,864    | 254,898   | 70,880     | 2,158,966  | 1,399,743  | 143,093   | 169,059   | 390,973   | 56,098  | 217,377   |
| 1,030,631  | 815,679    | 214,952   | 1,097,093  | 693,025   | 83,906    | 243,392   | 76,770     | 2,182,758  | 1,389,064  | 157,601   | 165,700   | 413,883   | 56,510  | 195,084   |
| 1,087,536  | 862,557    | 224,979   | 1,164,894  | 745,806   | 93,728    | 247,793   | 77,567     | 2,385,392  | 1,542,235  | 153,839   | 171,912   | 457,717   | 59,689  | 196,670   |
| 1,136,434  | 900,451    | 235,983   | 1,125,092  | 721,078   | 87,037    | 243,928   | 73,049     | 2,453,502  | 1,514,967  | 200,512   | 180,796   | 497,730   | 59,497  | 197,839   |
| 1,305,434  | 994,606    | 310,828   | 1,087,386  | 697,437   | 80,048    | 241,275   | 68,626     | 2,193,656  | 1,229,181  | 165,015   | 203,893   | 464,352   | 131,215 | 214,822   |
| 1,146,088  | 906,797    | 239,291   | 1,250,291  | 792,146   | 89,351    | 296,105   | 72,689     | 2,245,563  | 1,291,779  | 174,710   | 202,714   | 503,158   | 73,202  | 235,972   |
| 1,181,384  | 924,328    | 257,056   | 1,267,634  | 802,808   | 99,148    | 294,498   | 71,180     | 2,263,547  | 1,261,185  | 178,616   | 239,196   | 511,351   | 73,199  | 305,430   |
| 1,211,289  | 957,384    | 253,905   | 1,234,846  | 789,582   | 95,606    | 278,729   | 70,929     | 2,515,274  | 1,355,147  | 185,185   | 267,826   | 631,462   | 75,654  | 307,640   |
| 1,576,247  | 1,181,989  | 394,258   | 1,253,491  | 806,650   | 96,391    | 275,143   | 75,307     | 2,550,802  | 1,462,717  | 148,987   | 236,099   | 625,165   | 77,834  | 264,527   |
| 1,070,107  | 850,556    | 219,551   | 1,144,476  | 734,791   | 79,386    | 262,784   | 67,515     | 2,400,605  | 1,329,604  | 166,580   | 230,305   | 617,943   | 56,173  | 260,811   |

## 1-2. 상품군별 온라인쇼핑 거래액(전년동월(기)비)

| 구 분      | 합계   | 가 전              |                |      | 도 서  |               |      | 패 션  |      |      |                   |                  |      |             |      |
|----------|------|------------------|----------------|------|------|---------------|------|------|------|------|-------------------|------------------|------|-------------|------|
|          |      | 컴퓨터<br>및<br>주변기기 | 가전·전자<br>·통신기기 |      | 서적   | 사무<br>·<br>문구 |      | 의복   | 신발   | 가방   | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품  | 아동·유아<br>용품 |      |
| 2018     | 20.8 | 20.7             | 8.8            | 27.2 | 9.8  | 8.3           | 13.4 | 16.7 | 17.0 | 10.4 | 16.4              | 16.7             | 18.6 | 21.2        | 6.6  |
| 2018.1/4 | 20.5 | 24.6             | 10.3           | 35.0 | 11.9 | 8.1           | 22.1 | 13.5 | 14.3 | 14.5 | 18.2              | 29.9             | 10.4 | 12.0        | 4.8  |
| 2/4      | 22.1 | 20.7             | 11.1           | 25.2 | 12.1 | 14.1          | 8.1  | 18.7 | 18.2 | 8.8  | 20.7              | 19.2             | 12.3 | 28.7        | 8.9  |
| 3/4      | 17.5 | 16.0             | 3.4            | 22.3 | 2.6  | 1.5           | 5.3  | 15.2 | 13.9 | 6.6  | 15.2              | 12.3             | 19.0 | 22.1        | 4.6  |
| 4/4      | 22.8 | 21.9             | 10.3           | 27.9 | 12.7 | 10.6          | 16.8 | 19.1 | 20.5 | 12.1 | 11.9              | 7.7              | 31.3 | 22.9        | 7.8  |
| 2018. 1  | 24.2 | 34.7             | 24.6           | 41.8 | 21.5 | 16.6          | 35.5 | 20.2 | 19.1 | 28.3 | 30.8              | 38.1             | 16.7 | 18.0        | 13.5 |
| 2        | 15.3 | 11.6             | -2.3           | 22.1 | 4.8  | -0.2          | 17.7 | 5.2  | 5.3  | 6.0  | 9.8               | 23.1             | 1.9  | 2.4         | 2.4  |
| 3        | 21.8 | 28.1             | 10.0           | 40.8 | 10.2 | 8.1           | 15.9 | 15.0 | 17.4 | 11.7 | 15.6              | 28.8             | 12.4 | 16.4        | -0.6 |
| 4        | 23.0 | 25.3             | 14.0           | 31.1 | 18.2 | 23.0          | 8.8  | 19.9 | 17.5 | 13.1 | 17.4              | 20.5             | 7.5  | 37.5        | 8.9  |
| 5        | 23.4 | 18.4             | 18.6           | 18.4 | 13.6 | 15.4          | 9.9  | 20.4 | 18.3 | 8.7  | 25.9              | 19.0             | 14.9 | 31.4        | 12.9 |
| 6        | 19.9 | 18.7             | 1.4            | 27.3 | 4.1  | 3.4           | 5.4  | 15.9 | 18.8 | 4.9  | 18.8              | 18.1             | 14.4 | 18.3        | 4.8  |
| 7        | 22.7 | 22.0             | 8.9            | 27.5 | 8.8  | 6.5           | 14.9 | 20.6 | 18.3 | 13.3 | 27.7              | 25.5             | 25.0 | 25.6        | 8.7  |
| 8        | 18.0 | 18.0             | 3.1            | 26.2 | 3.1  | 1.8           | 6.5  | 14.9 | 14.7 | 7.2  | 11.3              | 10.7             | 14.8 | 22.8        | 4.7  |
| 9        | 12.1 | 6.7              | -1.5           | 11.4 | -4.2 | -4.2          | -4.3 | 10.3 | 9.2  | -0.7 | 7.5               | 0.9              | 16.6 | 18.4        | 0.5  |
| 10       | 31.3 | 30.9             | 22.7           | 34.9 | 20.6 | 18.2          | 25.3 | 31.7 | 38.3 | 16.3 | 18.3              | 14.9             | 43.6 | 32.0        | 18.5 |
| 11       | 17.9 | 17.2             | 3.7            | 23.8 | 10.2 | 9.5           | 11.7 | 10.1 | 8.5  | 5.2  | 6.5               | 1.9              | 21.1 | 14.9        | 3.4  |
| 12       | 20.3 | 19.4             | 7.3            | 26.5 | 9.1  | 6.2           | 15.2 | 17.9 | 19.5 | 16.0 | 11.4              | 7.4              | 30.5 | 23.3        | 4.0  |
| 2019. 1p | 18.0 | 23.2             | 19.7           | 25.3 | 3.3  | 0.6           | 9.9  | 9.2  | 8.3  | 7.3  | 5.7               | -4.2             | 16.2 | 14.7        | 4.6  |
| 2p       | 16.4 | 31.0             | 31.5           | 30.7 | 2.0  | 2.8           | 0.4  | 11.5 | 10.3 | 13.6 | 17.5              | 2.1              | 19.2 | 13.4        | 4.8  |

※ p는 잠정치임

(단위: %)

| 식 품   |       |       | 생 활      |            |       |            |                  | 서 비 스            |            |            |            |       | 기 타  |      |
|-------|-------|-------|----------|------------|-------|------------|------------------|------------------|------------|------------|------------|-------|------|------|
| 음·식료품 | 농축수산물 |       | 생활<br>용품 | 자동차<br>용 품 | 가 구   | 애 완<br>용 품 | 여행<br>및<br>교통서비스 | 문화<br>및<br>레저서비스 | e쿠팡<br>서비스 | 음 식<br>서비스 | 기 타<br>서비스 |       |      |      |
| 29.4  | 31.7  | 21.6  | 16.4     | 17.2       | 0.8   | 20.0       | 16.8             | 25.5             | 10.8       | 9.7        | 75.5       | 93.0  | 22.9 | 28.9 |
| 30.5  | 32.4  | 24.6  | 14.5     | 15.1       | -2.6  | 19.0       | 14.5             | 25.1             | 14.4       | 14.8       | 44.2       | 88.5  | 29.8 | 55.0 |
| 27.4  | 28.8  | 22.6  | 19.7     | 20.2       | -0.7  | 24.3       | 28.0             | 28.2             | 15.6       | 12.7       | 68.0       | 94.4  | 25.0 | 23.6 |
| 25.0  | 27.7  | 15.9  | 11.7     | 14.0       | -4.8  | 10.0       | 18.4             | 23.1             | 6.9        | 12.0       | 90.0       | 97.9  | 9.4  | 12.7 |
| 34.8  | 38.1  | 23.9  | 19.8     | 19.7       | 11.3  | 26.7       | 7.7              | 26.0             | 7.3        | 1.3        | 91.5       | 90.7  | 33.9 | 28.0 |
| 18.1  | 26.0  | -2.5  | 22.3     | 20.3       | -1.7  | 34.0       | 39.2             | 25.4             | 19.3       | 8.7        | 19.1       | 89.9  | 7.6  | 53.7 |
| 49.9  | 42.8  | 73.9  | 4.6      | 5.2        | -12.3 | 10.0       | 0.7              | 21.8             | 8.6        | 19.2       | 60.0       | 86.8  | 34.4 | 55.8 |
| 27.2  | 30.0  | 18.1  | 16.8     | 19.8       | 5.7   | 15.4       | 7.6              | 28.0             | 14.9       | 18.3       | 54.9       | 88.7  | 65.1 | 55.3 |
| 24.3  | 24.7  | 22.7  | 23.2     | 24.7       | 4.8   | 26.8       | 21.2             | 25.5             | 13.5       | 23.2       | 56.8       | 86.6  | 12.1 | 32.0 |
| 32.8  | 34.6  | 26.5  | 19.9     | 20.2       | -1.5  | 26.5       | 26.3             | 29.4             | 18.4       | 7.0        | 71.4       | 85.7  | 29.0 | 32.1 |
| 25.3  | 27.1  | 18.9  | 16.1     | 16.0       | -4.9  | 19.6       | 36.9             | 29.4             | 14.7       | 9.2        | 74.4       | 111.6 | 37.5 | 8.2  |
| 32.5  | 35.2  | 23.2  | 19.1     | 21.5       | -0.5  | 17.1       | 32.6             | 25.6             | 11.8       | 1.4        | 87.6       | 103.8 | 14.7 | 16.3 |
| 28.2  | 30.0  | 21.6  | 11.2     | 14.2       | -6.1  | 7.5        | 20.6             | 22.8             | 7.7        | 8.5        | 79.2       | 96.1  | 13.1 | 10.3 |
| 16.9  | 20.1  | 7.6   | 5.1      | 6.7        | -8.0  | 5.9        | 3.9              | 20.9             | 0.5        | 29.9       | 103.1      | 94.2  | 5.6  | 11.7 |
| 46.3  | 49.0  | 36.9  | 28.9     | 31.6       | 11.0  | 32.7       | 12.7             | 26.3             | 7.0        | -2.7       | 111.1      | 107.3 | 39.5 | 37.8 |
| 29.8  | 31.7  | 23.1  | 13.9     | 13.3       | 10.7  | 21.6       | -2.1             | 28.3             | 8.9        | 23.1       | 92.4       | 82.2  | 29.1 | 39.4 |
| 30.0  | 34.9  | 14.4  | 17.6     | 15.8       | 12.2  | 26.3       | 13.9             | 23.8             | 6.0        | -10.6      | 78.3       | 86.0  | 33.4 | 12.6 |
| 42.8  | 38.8  | 56.2  | 12.1     | 13.2       | 22.3  | 8.8        | 1.9              | 18.5             | 0.9        | -16.5      | 123.6      | 79.5  | 10.2 | 19.1 |
| -3.6  | 3.9   | -24.7 | 13.4     | 15.1       | 18.1  | 9.0        | 8.1              | 28.9             | 10.3       | 12.8       | 78.2       | 90.2  | 2.6  | 18.2 |

## 2-1. 상품군별 모바일쇼핑 거래액

| 구분       | 합계         | 가 전        |            |           | 도 서       |         |         | 패 셴        |           |           |             |           |           |           |           |
|----------|------------|------------|------------|-----------|-----------|---------|---------|------------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|
|          |            | 컴퓨터 및 주변기기 | 가전·전자·통신기기 |           | 서적        | 사무·문구   |         | 의복         | 신발        | 가방        | 패션용품 및 액세서리 | 스포츠·레저용품  | 화장품       | 이동·유아용품   |           |
| 2017     | 52,909,341 | 6,251,342  | 1,594,753  | 4,656,589 | 801,044   | 557,238 | 243,806 | 19,097,637 | 6,692,928 | 1,105,286 | 1,352,492   | 1,278,900 | 1,683,991 | 4,574,021 | 2,410,019 |
| 2018     | 69,094,967 | 8,606,074  | 2,126,223  | 6,479,851 | 1,020,735 | 686,492 | 334,243 | 22,976,907 | 8,119,256 | 1,273,284 | 1,658,787   | 1,564,078 | 2,176,104 | 5,513,720 | 2,671,678 |
| 2017.1/4 | 11,931,882 | 1,343,408  | 431,455    | 911,953   | 213,646   | 154,578 | 59,068  | 4,376,581  | 1,476,412 | 232,419   | 324,375     | 277,372   | 326,493   | 1,170,741 | 568,769   |
| 2/4      | 12,511,994 | 1,519,173  | 339,539    | 1,179,634 | 169,782   | 113,558 | 56,224  | 4,637,322  | 1,586,344 | 303,638   | 325,015     | 313,441   | 453,942   | 1,070,308 | 584,634   |
| 3/4      | 13,524,322 | 1,649,181  | 392,452    | 1,256,729 | 203,641   | 145,140 | 58,501  | 4,505,397  | 1,439,620 | 260,276   | 340,210     | 323,906   | 443,793   | 1,118,720 | 578,872   |
| 4/4      | 14,941,143 | 1,739,580  | 431,307    | 1,308,273 | 213,975   | 143,962 | 70,013  | 5,578,337  | 2,190,552 | 308,953   | 362,892     | 364,181   | 459,763   | 1,214,252 | 677,744   |
| 2018.1/4 | 15,750,740 | 1,951,234  | 564,705    | 1,386,529 | 276,563   | 193,990 | 82,573  | 5,185,893  | 1,777,702 | 283,927   | 407,636     | 386,975   | 394,946   | 1,304,280 | 630,427   |
| 2/4      | 16,528,517 | 2,131,650  | 491,475    | 1,640,175 | 223,250   | 148,617 | 74,633  | 5,603,468  | 1,916,277 | 337,570   | 410,445     | 390,552   | 555,197   | 1,334,154 | 659,273   |
| 3/4      | 17,291,129 | 2,160,442  | 499,307    | 1,661,135 | 243,392   | 168,918 | 74,474  | 5,362,221  | 1,726,985 | 286,296   | 411,964     | 381,127   | 570,441   | 1,357,872 | 627,536   |
| 4/4      | 19,524,581 | 2,362,748  | 570,736    | 1,792,012 | 277,530   | 174,967 | 102,563 | 6,825,325  | 2,698,292 | 365,491   | 428,742     | 405,424   | 655,520   | 1,517,414 | 754,442   |
| 2017. 1  | 3,920,295  | 428,619    | 133,993    | 294,626   | 63,338    | 47,379  | 15,959  | 1,375,577  | 467,093   | 61,269    | 99,665      | 86,770    | 96,891    | 380,746   | 183,143   |
| 2        | 3,850,025  | 444,986    | 146,200    | 298,786   | 66,534    | 47,680  | 18,854  | 1,427,536  | 445,567   | 73,655    | 110,077     | 87,970    | 100,947   | 428,550   | 180,770   |
| 3        | 4,161,562  | 469,803    | 151,262    | 318,541   | 83,774    | 59,519  | 24,255  | 1,573,468  | 563,752   | 97,495    | 114,633     | 102,632   | 128,655   | 361,445   | 204,856   |
| 4        | 4,075,976  | 466,489    | 116,675    | 349,814   | 60,360    | 40,127  | 20,233  | 1,528,959  | 531,625   | 97,379    | 112,149     | 105,230   | 147,775   | 331,769   | 203,032   |
| 5        | 4,262,026  | 552,953    | 109,053    | 443,900   | 53,584    | 35,774  | 17,810  | 1,571,124  | 539,150   | 104,765   | 107,327     | 106,764   | 154,683   | 360,424   | 198,011   |
| 6        | 4,173,992  | 499,731    | 113,811    | 385,920   | 55,838    | 37,657  | 18,181  | 1,537,239  | 515,569   | 101,494   | 105,539     | 101,447   | 151,484   | 378,115   | 183,591   |
| 7        | 4,493,955  | 622,132    | 128,025    | 494,107   | 65,435    | 47,351  | 18,084  | 1,512,779  | 495,098   | 92,518    | 107,525     | 106,286   | 158,771   | 360,699   | 191,882   |
| 8        | 4,464,301  | 535,033    | 135,562    | 399,471   | 69,523    | 49,898  | 19,625  | 1,429,792  | 419,251   | 77,350    | 115,821     | 110,615   | 143,884   | 372,187   | 190,684   |
| 9        | 4,566,066  | 492,016    | 128,865    | 363,151   | 68,683    | 47,891  | 20,792  | 1,562,826  | 525,271   | 90,408    | 116,864     | 107,005   | 141,138   | 385,834   | 196,306   |
| 10       | 4,414,710  | 513,168    | 118,174    | 394,994   | 60,191    | 41,293  | 18,898  | 1,609,338  | 595,469   | 92,565    | 112,662     | 104,244   | 148,099   | 366,559   | 189,740   |
| 11       | 5,215,779  | 643,813    | 157,832    | 485,981   | 68,389    | 44,577  | 23,812  | 2,037,075  | 857,482   | 114,073   | 120,428     | 123,504   | 171,843   | 434,703   | 215,042   |
| 12       | 5,310,654  | 582,599    | 155,301    | 427,298   | 85,395    | 58,092  | 27,303  | 1,931,924  | 737,601   | 102,315   | 129,802     | 136,433   | 139,821   | 412,990   | 272,962   |
| 2018. 1  | 5,336,990  | 646,931    | 188,498    | 458,433   | 91,752    | 65,173  | 26,579  | 1,714,582  | 584,822   | 86,000    | 134,966     | 128,945   | 125,971   | 435,073   | 218,805   |
| 2        | 4,904,210  | 597,678    | 179,642    | 418,036   | 81,478    | 56,208  | 25,270  | 1,567,062  | 500,291   | 84,083    | 129,270     | 118,485   | 108,384   | 429,275   | 197,274   |
| 3        | 5,509,540  | 706,625    | 196,565    | 510,060   | 103,333   | 72,609  | 30,724  | 1,904,249  | 692,589   | 113,844   | 143,400     | 139,545   | 160,591   | 439,932   | 214,348   |
| 4        | 5,401,903  | 692,022    | 168,101    | 523,921   | 80,292    | 54,185  | 26,107  | 1,867,231  | 641,207   | 114,121   | 136,583     | 132,415   | 169,775   | 438,449   | 234,681   |
| 5        | 5,673,791  | 746,863    | 169,375    | 577,488   | 73,096    | 48,405  | 24,691  | 1,924,485  | 658,547   | 115,534   | 142,474     | 132,166   | 193,769   | 456,879   | 225,116   |
| 6        | 5,452,823  | 692,765    | 153,999    | 538,766   | 69,862    | 46,027  | 23,835  | 1,811,752  | 616,523   | 107,915   | 131,388     | 125,971   | 191,653   | 438,826   | 199,476   |
| 7        | 5,938,496  | 843,178    | 167,569    | 675,609   | 84,279    | 59,320  | 24,959  | 1,869,675  | 607,044   | 106,770   | 141,967     | 141,050   | 215,205   | 442,455   | 215,184   |
| 8        | 5,757,818  | 707,524    | 172,622    | 534,902   | 82,691    | 58,189  | 24,502  | 1,703,228  | 509,599   | 87,245    | 135,337     | 127,734   | 176,961   | 459,005   | 207,347   |
| 9        | 5,594,815  | 609,740    | 159,116    | 450,624   | 76,422    | 51,409  | 25,013  | 1,789,318  | 610,342   | 92,281    | 134,660     | 112,343   | 178,275   | 456,412   | 205,005   |
| 10       | 6,232,106  | 727,976    | 169,194    | 558,782   | 81,756    | 51,837  | 29,919  | 2,203,382  | 868,874   | 112,779   | 140,145     | 124,484   | 232,376   | 493,386   | 231,338   |
| 11       | 6,564,782  | 856,915    | 193,690    | 663,225   | 90,011    | 56,763  | 33,248  | 2,294,925  | 937,122   | 127,600   | 136,036     | 130,746   | 223,614   | 508,868   | 230,939   |
| 12       | 6,727,693  | 777,857    | 207,852    | 570,005   | 105,763   | 66,367  | 39,396  | 2,327,018  | 892,296   | 125,112   | 152,561     | 150,194   | 199,530   | 515,160   | 292,165   |
| 2019. 1p | 6,783,871  | 868,406    | 258,694    | 609,712   | 112,941   | 75,325  | 37,616  | 1,993,140  | 654,143   | 99,332    | 150,374     | 130,911   | 162,051   | 561,597   | 234,732   |
| 2p       | 6,181,656  | 848,281    | 262,793    | 585,488   | 99,473    | 65,055  | 34,418  | 1,874,105  | 573,363   | 101,953   | 161,623     | 126,068   | 147,215   | 550,061   | 213,822   |

※ p는 잠정치임

(단위: 백만원)

| 식품        |           |           | 생활        |           |         |           |            | 서비스        |           |           |           |           | 기타      |           |
|-----------|-----------|-----------|-----------|-----------|---------|-----------|------------|------------|-----------|-----------|-----------|-----------|---------|-----------|
| 음·식료품     | 농축수산물     |           | 생활용품      | 자동차용품     | 가구      | 애완용품      | 여행 및 교통서비스 | 문화 및 레저서비스 | e쿠폰 서비스   | 음식 서비스    | 기타 서비스    |           |         |           |
| 6,459,584 | 4,961,507 | 1,498,077 | 7,025,574 | 4,460,837 | 577,012 | 1,534,339 | 453,386    | 12,284,403 | 7,779,324 | 840,278   | 1,005,534 | 2,354,254 | 305,013 | 989,756   |
| 8,815,241 | 6,886,549 | 1,928,692 | 8,787,270 | 5,606,154 | 607,826 | 1,992,470 | 580,820    | 17,354,251 | 9,217,400 | 1,222,445 | 1,746,297 | 4,779,900 | 388,209 | 1,534,498 |
| 1,501,367 | 1,136,720 | 364,647   | 1,661,152 | 1,055,097 | 132,686 | 365,335   | 108,034    | 2,638,624  | 1,731,685 | 170,200   | 221,393   | 457,313   | 58,033  | 197,109   |
| 1,515,833 | 1,178,712 | 337,121   | 1,631,620 | 1,032,238 | 142,209 | 354,864   | 102,309    | 2,813,012  | 1,813,578 | 168,326   | 235,577   | 515,787   | 79,744  | 225,249   |
| 1,763,900 | 1,353,765 | 410,135   | 1,817,961 | 1,147,834 | 156,525 | 398,394   | 115,208    | 3,344,931  | 2,181,123 | 205,170   | 242,624   | 625,429   | 90,585  | 239,306   |
| 1,678,484 | 1,292,310 | 386,174   | 1,914,841 | 1,225,668 | 145,592 | 415,746   | 127,835    | 3,487,836  | 2,052,938 | 296,582   | 305,940   | 755,725   | 76,651  | 328,092   |
| 2,107,388 | 1,613,428 | 493,960   | 2,070,464 | 1,318,260 | 133,588 | 483,570   | 135,046    | 3,761,089  | 2,158,573 | 275,760   | 309,766   | 925,834   | 91,156  | 398,109   |
| 2,051,194 | 1,613,103 | 438,091   | 2,113,640 | 1,335,619 | 151,146 | 478,962   | 147,913    | 4,065,907  | 2,277,874 | 265,424   | 380,156   | 1,051,211 | 91,242  | 339,412   |
| 2,312,701 | 1,818,861 | 493,840   | 2,181,507 | 1,401,785 | 156,149 | 470,815   | 152,758    | 4,701,009  | 2,512,388 | 331,007   | 460,967   | 1,293,818 | 102,829 | 329,860   |
| 2,343,958 | 1,841,157 | 502,801   | 2,421,659 | 1,550,490 | 166,943 | 559,123   | 145,103    | 4,826,246  | 2,268,565 | 350,254   | 595,408   | 1,509,037 | 102,982 | 467,117   |
| 536,552   | 394,322   | 142,230   | 527,944   | 346,900   | 45,400  | 105,397   | 30,247     | 930,553    | 611,775   | 70,012    | 74,432    | 150,546   | 23,788  | 57,713    |
| 450,379   | 349,797   | 100,582   | 557,846   | 354,823   | 43,128  | 122,186   | 37,709     | 841,338    | 557,968   | 50,991    | 69,089    | 145,165   | 18,125  | 61,409    |
| 514,436   | 392,601   | 121,835   | 575,362   | 353,374   | 44,158  | 137,752   | 40,078     | 866,733    | 561,942   | 49,197    | 77,872    | 161,602   | 16,120  | 77,987    |
| 496,634   | 386,307   | 110,327   | 526,434   | 328,595   | 44,786  | 117,279   | 35,774     | 924,674    | 600,457   | 53,515    | 72,727    | 166,271   | 31,704  | 72,425    |
| 506,239   | 394,181   | 112,058   | 552,832   | 352,665   | 48,770  | 118,222   | 33,175     | 952,852    | 607,302   | 57,009    | 83,982    | 179,426   | 25,133  | 72,441    |
| 512,960   | 398,224   | 114,736   | 552,354   | 350,978   | 48,653  | 119,363   | 33,360     | 935,486    | 605,819   | 57,802    | 78,868    | 170,090   | 22,907  | 80,383    |
| 522,875   | 404,744   | 118,131   | 588,450   | 373,275   | 52,762  | 126,482   | 35,931     | 1,106,547  | 736,121   | 69,376    | 76,023    | 197,324   | 27,703  | 75,734    |
| 563,555   | 437,977   | 125,578   | 612,947   | 386,060   | 53,285  | 136,077   | 37,525     | 1,177,210  | 760,584   | 83,259    | 83,577    | 219,093   | 30,697  | 76,238    |
| 677,470   | 511,044   | 166,426   | 616,564   | 388,499   | 50,478  | 135,835   | 41,752     | 1,061,174  | 684,418   | 52,535    | 83,024    | 209,012   | 32,185  | 87,334    |
| 499,870   | 392,399   | 107,471   | 601,320   | 374,151   | 48,053  | 137,353   | 41,763     | 1,055,783  | 658,486   | 81,688    | 79,602    | 210,551   | 25,456  | 75,041    |
| 580,925   | 448,282   | 132,643   | 677,174   | 434,326   | 50,031  | 145,819   | 46,998     | 1,094,615  | 639,102   | 79,622    | 104,091   | 246,210   | 25,590  | 113,788   |
| 597,689   | 451,629   | 146,060   | 636,347   | 417,191   | 47,508  | 132,574   | 39,074     | 1,337,438  | 755,350   | 135,272   | 122,247   | 298,964   | 25,605  | 139,263   |
| 729,348   | 560,919   | 168,429   | 701,979   | 449,226   | 46,140  | 158,620   | 47,993     | 1,334,411  | 791,473   | 116,287   | 85,532    | 310,210   | 30,909  | 117,989   |
| 690,765   | 517,707   | 173,058   | 632,958   | 401,217   | 39,597  | 151,094   | 41,050     | 1,201,601  | 685,059   | 88,295    | 108,408   | 289,257   | 30,582  | 132,669   |
| 687,275   | 534,802   | 152,473   | 735,527   | 467,817   | 47,851  | 173,856   | 46,003     | 1,225,077  | 682,041   | 71,178    | 115,826   | 326,367   | 29,665  | 147,451   |
| 670,013   | 525,654   | 144,359   | 700,449   | 437,388   | 50,288  | 164,366   | 48,407     | 1,273,690  | 719,312   | 89,963    | 112,090   | 318,845   | 33,480  | 118,208   |
| 702,246   | 553,656   | 148,590   | 717,163   | 455,887   | 51,569  | 162,260   | 47,447     | 1,393,026  | 783,601   | 86,087    | 137,108   | 357,007   | 29,223  | 116,912   |
| 678,935   | 533,793   | 145,142   | 696,028   | 442,344   | 49,289  | 152,336   | 52,059     | 1,399,191  | 774,961   | 89,374    | 130,958   | 375,359   | 28,539  | 104,292   |
| 717,581   | 568,208   | 149,373   | 748,966   | 480,669   | 55,999  | 157,880   | 54,418     | 1,568,349  | 884,256   | 96,505    | 139,718   | 415,934   | 31,936  | 106,469   |
| 764,417   | 603,571   | 160,846   | 728,617   | 469,849   | 52,164  | 156,161   | 50,443     | 1,664,642  | 892,664   | 132,077   | 152,998   | 453,851   | 33,052  | 106,700   |
| 830,703   | 647,082   | 183,621   | 703,924   | 451,267   | 47,986  | 156,774   | 47,897     | 1,468,018  | 735,468   | 102,425   | 168,251   | 424,033   | 37,841  | 116,691   |
| 768,896   | 610,684   | 158,212   | 807,605   | 514,105   | 53,567  | 191,455   | 48,478     | 1,512,766  | 727,753   | 119,497   | 168,586   | 461,439   | 35,491  | 129,728   |
| 792,105   | 621,300   | 170,805   | 817,887   | 523,248   | 56,387  | 189,786   | 48,466     | 1,543,889  | 733,194   | 109,129   | 199,685   | 469,020   | 32,861  | 169,048   |
| 782,957   | 609,173   | 173,784   | 796,167   | 513,137   | 56,989  | 177,882   | 48,159     | 1,769,591  | 807,618   | 121,628   | 227,137   | 578,578   | 34,630  | 168,341   |
| 1,052,034 | 794,150   | 257,884   | 831,836   | 537,017   | 61,547  | 181,302   | 51,970     | 1,781,540  | 875,371   | 93,897    | 204,023   | 574,652   | 33,597  | 143,972   |
| 748,540   | 591,022   | 157,518   | 750,065   | 477,892   | 50,664  | 176,616   | 44,893     | 1,725,922  | 804,410   | 111,712   | 207,147   | 571,149   | 31,504  | 135,272   |

## 2-2. 상품군별 모바일쇼핑 거래액(전년동월(기)비)

| 구분       | 합계   | 가 전              |                |      | 도 서  |               |      | 패 셴  |      |      |                   |                  |      |             |      |
|----------|------|------------------|----------------|------|------|---------------|------|------|------|------|-------------------|------------------|------|-------------|------|
|          |      | 컴퓨터<br>및<br>주변기기 | 가전·전자<br>·통신기기 |      | 서적   | 사무<br>·<br>문구 |      | 의복   | 신발   | 가방   | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품  | 아동·유아<br>용품 |      |
| 2018     | 30.6 | 37.7             | 33.3           | 39.2 | 27.4 | 23.2          | 37.1 | 20.3 | 21.3 | 15.2 | 22.6              | 22.3             | 29.2 | 20.5        | 10.9 |
| 2018.1/4 | 32.0 | 45.2             | 30.9           | 52.0 | 29.4 | 25.5          | 39.8 | 18.5 | 20.4 | 22.2 | 25.7              | 39.5             | 21.0 | 11.4        | 10.8 |
| 2/4      | 32.1 | 40.3             | 44.7           | 39.0 | 31.5 | 30.9          | 32.7 | 20.8 | 20.8 | 11.2 | 26.3              | 24.6             | 22.3 | 24.7        | 12.8 |
| 3/4      | 27.9 | 31.0             | 27.2           | 32.2 | 19.5 | 16.4          | 27.3 | 19.0 | 20.0 | 10.0 | 21.1              | 17.7             | 28.5 | 21.4        | 8.4  |
| 4/4      | 30.7 | 35.8             | 32.3           | 37.0 | 29.7 | 21.5          | 46.5 | 22.4 | 23.2 | 18.3 | 18.1              | 11.3             | 42.6 | 25.0        | 11.3 |
| 2018. 1  | 36.1 | 50.9             | 40.7           | 55.6 | 44.9 | 37.6          | 66.5 | 24.6 | 25.2 | 40.4 | 35.4              | 48.6             | 30.0 | 14.3        | 19.5 |
| 2        | 27.4 | 34.3             | 22.9           | 39.9 | 22.5 | 17.9          | 34.0 | 9.8  | 12.3 | 14.2 | 17.4              | 34.7             | 7.4  | 0.2         | 9.1  |
| 3        | 32.4 | 50.4             | 30.0           | 60.1 | 23.3 | 22.0          | 26.7 | 21.0 | 22.9 | 16.8 | 25.1              | 36.0             | 24.8 | 21.7        | 4.6  |
| 4        | 32.5 | 48.3             | 44.1           | 49.8 | 33.0 | 35.0          | 29.0 | 22.1 | 20.6 | 17.2 | 21.8              | 25.8             | 14.9 | 32.2        | 15.6 |
| 5        | 33.1 | 35.1             | 55.3           | 30.1 | 36.4 | 35.3          | 38.6 | 22.5 | 22.1 | 10.3 | 32.7              | 23.8             | 25.3 | 26.8        | 13.7 |
| 6        | 30.6 | 38.6             | 35.3           | 39.6 | 25.1 | 22.2          | 31.1 | 17.9 | 19.6 | 6.3  | 24.5              | 24.2             | 26.5 | 16.1        | 8.7  |
| 7        | 32.1 | 35.5             | 30.9           | 36.7 | 28.8 | 25.3          | 38.0 | 23.6 | 22.6 | 15.4 | 32.0              | 32.7             | 35.5 | 22.7        | 12.1 |
| 8        | 29.0 | 32.2             | 27.3           | 33.9 | 18.9 | 16.6          | 24.9 | 19.1 | 21.5 | 12.8 | 16.9              | 15.5             | 23.0 | 23.3        | 8.7  |
| 9        | 22.5 | 23.9             | 23.5           | 24.1 | 11.3 | 7.3           | 20.3 | 14.5 | 16.2 | 2.1  | 15.2              | 5.0              | 26.3 | 18.3        | 4.4  |
| 10       | 41.2 | 41.9             | 43.2           | 41.5 | 35.8 | 25.5          | 58.3 | 36.9 | 45.9 | 21.8 | 24.4              | 19.4             | 56.9 | 34.6        | 21.9 |
| 11       | 25.9 | 33.1             | 22.7           | 36.5 | 31.6 | 27.3          | 39.6 | 12.7 | 9.3  | 11.9 | 13.0              | 5.9              | 30.1 | 17.1        | 7.4  |
| 12       | 26.7 | 33.5             | 33.8           | 33.4 | 23.9 | 14.2          | 44.3 | 20.5 | 21.0 | 22.3 | 17.5              | 10.1             | 42.7 | 24.7        | 7.0  |
| 2019. 1p | 27.1 | 34.2             | 37.2           | 33.0 | 23.1 | 15.6          | 41.5 | 16.2 | 11.9 | 15.5 | 11.4              | 1.5              | 28.6 | 29.1        | 7.3  |
| 2p       | 26.0 | 41.9             | 46.3           | 40.1 | 22.1 | 15.7          | 36.2 | 19.6 | 14.6 | 21.3 | 25.0              | 6.4              | 35.8 | 28.1        | 8.4  |

※ p는 잠정치임

(단위: %)

| 식 품   |       |      | 생 활      |            |      |            |                       | 서 비 스                 |               |              |              |       | 기 타  |       |
|-------|-------|------|----------|------------|------|------------|-----------------------|-----------------------|---------------|--------------|--------------|-------|------|-------|
| 음·식료품 | 농축수산물 |      | 생활<br>용품 | 자동차<br>용 품 | 가 구  | 애 완<br>용 품 | 여 행<br>및<br>교 통 서 비 스 | 문 화<br>및<br>레 저 서 비 스 | e쿠 폰<br>서 비 스 | 음 식<br>서 비 스 | 기 타<br>서 비 스 |       |      |       |
| 36.5  | 38.8  | 28.7 | 25.1     | 25.7       | 5.3  | 29.9       | 28.1                  | 41.3                  | 18.5          | 45.5         | 73.7         | 103.0 | 27.3 | 55.0  |
| 40.4  | 41.9  | 35.5 | 24.6     | 24.9       | 0.7  | 32.4       | 25.0                  | 42.5                  | 24.7          | 62.0         | 39.9         | 102.5 | 57.1 | 102.0 |
| 35.3  | 36.9  | 30.0 | 29.5     | 29.4       | 6.3  | 35.0       | 44.6                  | 44.5                  | 25.6          | 57.7         | 61.4         | 103.8 | 14.4 | 50.7  |
| 31.1  | 34.4  | 20.4 | 20.0     | 22.1       | -0.2 | 18.2       | 32.6                  | 40.5                  | 15.2          | 61.3         | 90.0         | 106.9 | 13.5 | 37.8  |
| 39.6  | 42.5  | 30.2 | 26.5     | 26.5       | 14.7 | 34.5       | 13.5                  | 38.4                  | 10.5          | 18.1         | 94.6         | 99.7  | 34.4 | 42.4  |
| 35.9  | 42.2  | 18.4 | 33.0     | 29.5       | 1.6  | 50.5       | 58.7                  | 43.4                  | 29.4          | 66.1         | 14.9         | 106.1 | 29.9 | 104.4 |
| 53.4  | 48.0  | 72.1 | 13.5     | 13.1       | -8.2 | 23.7       | 8.9                   | 42.8                  | 22.8          | 73.2         | 56.9         | 99.3  | 68.7 | 116.0 |
| 33.6  | 36.2  | 25.1 | 27.8     | 32.4       | 8.4  | 26.2       | 14.8                  | 41.3                  | 21.4          | 44.7         | 48.7         | 102.0 | 84.0 | 89.1  |
| 34.9  | 36.1  | 30.8 | 33.1     | 33.1       | 12.3 | 40.1       | 35.3                  | 37.7                  | 19.8          | 68.1         | 54.1         | 91.8  | 5.6  | 63.2  |
| 38.7  | 40.5  | 32.6 | 29.7     | 29.3       | 5.7  | 37.3       | 43.0                  | 46.2                  | 29.0          | 51.0         | 63.3         | 99.0  | 16.3 | 61.4  |
| 32.4  | 34.0  | 26.5 | 26.0     | 26.0       | 1.3  | 27.6       | 56.1                  | 49.6                  | 27.9          | 54.6         | 66.0         | 120.7 | 24.6 | 29.7  |
| 37.2  | 40.4  | 26.4 | 27.3     | 28.8       | 6.1  | 24.8       | 51.5                  | 41.7                  | 20.1          | 39.1         | 83.8         | 110.8 | 15.3 | 40.6  |
| 35.6  | 37.8  | 28.1 | 18.9     | 21.7       | -2.1 | 14.8       | 34.4                  | 41.4                  | 17.4          | 58.6         | 83.1         | 107.1 | 7.7  | 40.0  |
| 22.6  | 26.6  | 10.3 | 14.2     | 16.2       | -4.9 | 15.4       | 14.7                  | 38.3                  | 7.5           | 95.0         | 102.7        | 102.9 | 17.6 | 33.6  |
| 53.8  | 55.6  | 47.2 | 34.3     | 37.4       | 11.5 | 39.4       | 16.1                  | 43.3                  | 10.5          | 46.3         | 111.8        | 119.2 | 39.4 | 72.9  |
| 36.4  | 38.6  | 28.8 | 20.8     | 20.5       | 12.7 | 30.2       | 3.1                   | 41.0                  | 14.7          | 37.1         | 91.8         | 90.5  | 28.4 | 48.6  |
| 31.0  | 34.9  | 19.0 | 25.1     | 23.0       | 20.0 | 34.2       | 23.3                  | 32.3                  | 6.9           | -10.1        | 85.8         | 93.5  | 35.2 | 20.9  |
| 44.2  | 41.6  | 53.1 | 18.5     | 19.5       | 33.4 | 14.3       | 8.3                   | 33.5                  | 10.6          | -19.3        | 138.5        | 85.2  | 8.7  | 22.0  |
| 8.4   | 14.2  | -9.0 | 18.5     | 19.1       | 27.9 | 16.9       | 9.4                   | 43.6                  | 17.4          | 26.5         | 91.1         | 97.5  | 3.0  | 2.0   |

### 3. 취급상품범위별 온라인쇼핑 거래액

#### 1) 종합몰 거래액

| 구 분       | 합계         | 가 전        |            |            | 도 서       |         |         | 패 셴        |           |           |             |           |           |           |           |
|-----------|------------|------------|------------|------------|-----------|---------|---------|------------|-----------|-----------|-------------|-----------|-----------|-----------|-----------|
|           |            | 컴퓨터 및 주변기기 | 가전·전자·통신기기 |            | 서적        | 사무·문구   |         | 의복         | 신발        | 가방        | 패션용품 및 액세서리 | 스포츠·레저용품  | 화장품       | 이동·유아용품   |           |
| 2017      | 62,950,638 | 11,470,999 | 3,269,929  | 8,201,070  | 941,673   | 474,160 | 467,513 | 23,958,817 | 6,745,565 | 1,270,238 | 1,679,709   | 1,682,164 | 2,648,970 | 6,865,667 | 3,066,504 |
| 2018      | 75,678,256 | 14,032,893 | 3,624,168  | 10,408,725 | 1,105,254 | 553,304 | 551,950 | 27,537,931 | 7,430,670 | 1,298,517 | 1,966,530   | 1,919,030 | 3,121,025 | 8,572,345 | 3,229,814 |
| 2017. 1/4 | 14,750,313 | 2,636,054  | 929,596    | 1,706,458  | 249,766   | 132,707 | 117,059 | 5,614,051  | 1,504,222 | 273,380   | 408,900     | 370,810   | 540,670   | 1,766,167 | 749,902   |
| 2/4       | 15,096,507 | 2,819,234  | 719,948    | 2,099,286  | 210,259   | 98,309  | 111,950 | 5,776,308  | 1,593,761 | 352,934   | 401,220     | 416,725   | 716,784   | 1,547,810 | 747,074   |
| 3/4       | 15,858,244 | 2,930,349  | 774,762    | 2,155,587  | 231,017   | 122,365 | 108,652 | 5,698,880  | 1,440,549 | 295,942   | 420,885     | 426,998   | 686,585   | 1,701,644 | 726,277   |
| 4/4       | 17,245,574 | 3,085,362  | 845,623    | 2,239,739  | 250,631   | 120,779 | 129,852 | 6,869,578  | 2,207,033 | 347,982   | 448,704     | 467,631   | 704,931   | 1,850,046 | 843,251   |
| 2018. 1/4 | 17,666,158 | 3,326,774  | 1,023,441  | 2,303,333  | 296,525   | 156,524 | 140,001 | 6,280,212  | 1,659,046 | 292,409   | 488,721     | 480,274   | 588,030   | 2,001,363 | 770,369   |
| 2/4       | 18,307,417 | 3,474,988  | 811,615    | 2,663,373  | 243,660   | 119,692 | 123,968 | 6,791,821  | 1,774,691 | 352,298   | 491,983     | 478,472   | 793,730   | 2,096,007 | 804,640   |
| 3/4       | 18,687,269 | 3,492,791  | 838,399    | 2,654,392  | 254,439   | 130,298 | 124,141 | 6,495,961  | 1,542,957 | 284,379   | 484,312     | 468,959   | 808,451   | 2,151,184 | 755,719   |
| 4/4       | 21,017,412 | 3,738,340  | 950,713    | 2,787,627  | 310,630   | 146,790 | 163,840 | 7,969,937  | 2,453,976 | 369,431   | 501,514     | 491,325   | 930,814   | 2,323,791 | 899,086   |
| 2017. 1   | 4,801,433  | 827,850    | 285,375    | 542,475    | 74,970    | 42,088  | 32,882  | 1,735,212  | 476,916   | 73,471    | 123,077     | 116,467   | 164,725   | 541,252   | 239,304   |
| 2         | 4,767,941  | 887,717    | 321,703    | 566,014    | 80,084    | 41,768  | 38,316  | 1,821,399  | 457,902   | 85,212    | 139,641     | 118,304   | 167,746   | 615,478   | 237,116   |
| 3         | 5,180,939  | 920,487    | 322,518    | 597,969    | 94,712    | 48,851  | 45,861  | 2,057,440  | 569,404   | 114,697   | 146,182     | 136,039   | 208,199   | 609,437   | 273,482   |
| 4         | 4,921,316  | 876,140    | 242,177    | 633,963    | 75,815    | 35,641  | 40,174  | 1,913,566  | 538,627   | 114,442   | 136,921     | 139,550   | 233,756   | 487,074   | 263,196   |
| 5         | 5,107,846  | 1,008,533  | 226,826    | 781,707    | 66,174    | 30,214  | 35,960  | 1,957,378  | 543,161   | 120,470   | 133,230     | 141,626   | 243,269   | 524,476   | 251,146   |
| 6         | 5,067,345  | 934,561    | 250,945    | 683,616    | 68,270    | 32,454  | 35,816  | 1,905,364  | 511,973   | 118,022   | 131,069     | 135,549   | 239,759   | 536,260   | 232,732   |
| 7         | 5,280,825  | 1,090,800  | 246,949    | 843,851    | 74,084    | 40,865  | 33,219  | 1,883,083  | 498,479   | 106,082   | 132,921     | 140,384   | 246,000   | 517,882   | 241,335   |
| 8         | 5,181,631  | 957,486    | 269,731    | 687,755    | 79,351    | 42,881  | 36,470  | 1,823,050  | 422,209   | 87,884    | 142,901     | 145,205   | 222,139   | 564,347   | 238,365   |
| 9         | 5,395,788  | 882,063    | 258,082    | 623,981    | 77,582    | 38,619  | 38,963  | 1,992,747  | 519,861   | 101,976   | 145,063     | 141,409   | 218,446   | 619,415   | 246,577   |
| 10        | 5,086,882  | 893,980    | 229,332    | 664,648    | 66,506    | 31,409  | 35,097  | 2,019,972  | 594,676   | 102,528   | 137,851     | 133,956   | 223,605   | 590,519   | 236,837   |
| 11        | 6,160,799  | 1,139,011  | 304,579    | 834,432    | 83,025    | 38,387  | 44,638  | 2,520,893  | 884,356   | 129,733   | 149,850     | 160,784   | 264,859   | 661,160   | 270,151   |
| 12        | 5,997,893  | 1,052,371  | 311,712    | 740,659    | 101,100   | 50,983  | 50,117  | 2,328,713  | 728,001   | 115,721   | 161,003     | 172,891   | 216,467   | 598,367   | 336,263   |
| 2018. 1   | 5,933,724  | 1,125,097  | 354,180    | 770,917    | 102,541   | 56,357  | 46,184  | 2,076,890  | 548,901   | 89,363    | 163,584     | 160,828   | 192,406   | 660,572   | 261,236   |
| 2         | 5,464,360  | 1,014,476  | 322,256    | 692,220    | 88,151    | 45,492  | 42,659  | 1,874,767  | 454,721   | 85,900    | 153,474     | 144,274   | 162,522   | 631,930   | 241,946   |
| 3         | 6,268,074  | 1,187,201  | 347,005    | 840,196    | 105,833   | 54,675  | 51,158  | 2,328,555  | 655,424   | 117,146   | 171,663     | 175,172   | 233,102   | 708,861   | 267,187   |
| 4         | 6,036,323  | 1,133,995  | 278,488    | 855,507    | 87,826    | 43,382  | 44,444  | 2,272,048  | 594,504   | 118,529   | 163,802     | 161,954   | 244,787   | 702,776   | 285,696   |
| 5         | 6,264,171  | 1,208,912  | 276,978    | 931,934    | 80,482    | 39,448  | 41,034  | 2,332,367  | 611,536   | 119,894   | 170,972     | 162,926   | 275,987   | 715,192   | 275,860   |
| 6         | 6,006,923  | 1,132,081  | 256,149    | 875,932    | 75,352    | 36,862  | 38,490  | 2,187,406  | 568,651   | 113,875   | 157,209     | 153,592   | 272,956   | 678,039   | 243,084   |
| 7         | 6,489,192  | 1,370,903  | 281,976    | 1,088,927  | 87,141    | 44,507  | 42,634  | 2,249,493  | 553,523   | 106,018   | 169,304     | 170,091   | 307,206   | 682,354   | 260,997   |
| 8         | 6,100,555  | 1,141,825  | 289,076    | 852,749    | 88,019    | 46,197  | 41,822  | 2,069,229  | 455,742   | 84,433    | 159,383     | 158,223   | 248,439   | 714,240   | 248,769   |
| 9         | 6,097,522  | 980,063    | 267,347    | 712,716    | 79,279    | 39,594  | 39,685  | 2,177,239  | 533,692   | 93,928    | 155,625     | 140,645   | 252,806   | 754,590   | 245,953   |
| 10        | 6,744,271  | 1,165,012  | 281,506    | 883,506    | 90,926    | 42,163  | 48,763  | 2,584,102  | 771,737   | 114,059   | 164,460     | 151,379   | 325,266   | 781,465   | 275,736   |
| 11        | 7,133,133  | 1,332,848  | 328,612    | 1,004,236  | 99,348    | 47,231  | 52,117  | 2,681,220  | 855,319   | 127,630   | 158,953     | 157,651   | 320,712   | 785,633   | 275,322   |
| 12        | 7,140,008  | 1,240,480  | 340,595    | 899,885    | 120,356   | 57,396  | 62,960  | 2,704,615  | 826,920   | 127,742   | 178,101     | 182,295   | 284,836   | 756,693   | 348,028   |
| 2019. 1p  | 7,084,042  | 1,299,777  | 381,182    | 918,595    | 115,841   | 59,867  | 55,974  | 2,306,594  | 600,894   | 97,037    | 171,623     | 153,553   | 226,483   | 780,694   | 276,310   |
| 2p        | 6,254,389  | 1,241,613  | 384,286    | 857,327    | 101,308   | 50,653  | 50,655  | 2,134,861  | 503,423   | 95,004    | 178,295     | 143,411   | 197,576   | 765,590   | 251,562   |

※ p는 잠정치임



(단위: 백만원)

| 식품         |           |           | 생활         |           |         |           |            | 서비스        |           |           |           |        | 기타      |           |
|------------|-----------|-----------|------------|-----------|---------|-----------|------------|------------|-----------|-----------|-----------|--------|---------|-----------|
| 음·식료품      | 농축수산물     |           | 생활용품       | 자동차용품     | 가구      | 애완용품      | 여행 및 교통서비스 | 문화 및 레저서비스 | e쿠폰서비스    | 음식서비스     | 기타 서비스    |        |         |           |
| 8,542,095  | 6,484,769 | 2,057,326 | 10,028,306 | 6,335,989 | 915,738 | 2,213,289 | 563,290    | 6,201,054  | 3,633,877 | 1,053,911 | 1,149,333 | 68,676 | 295,257 | 1,807,694 |
| 11,088,884 | 8,553,349 | 2,535,535 | 11,811,131 | 7,511,700 | 920,770 | 2,704,699 | 673,962    | 7,732,820  | 4,049,693 | 1,137,409 | 2,043,118 | 62,711 | 439,889 | 2,369,343 |
| 2,053,085  | 1,520,776 | 532,309   | 2,419,442  | 1,527,831 | 214,666 | 539,263   | 137,682    | 1,403,329  | 834,907   | 250,324   | 248,077   | 17,045 | 52,976  | 374,586   |
| 2,003,881  | 1,551,487 | 452,394   | 2,369,248  | 1,495,187 | 230,004 | 515,978   | 128,079    | 1,493,606  | 900,171   | 231,763   | 267,182   | 17,708 | 76,782  | 423,971   |
| 2,328,575  | 1,762,173 | 566,402   | 2,567,622  | 1,612,961 | 244,688 | 568,533   | 141,440    | 1,655,772  | 1,027,255 | 243,002   | 280,785   | 17,634 | 87,096  | 446,029   |
| 2,156,554  | 1,650,333 | 506,221   | 2,671,994  | 1,700,010 | 226,380 | 589,515   | 156,089    | 1,648,347  | 871,544   | 328,822   | 353,289   | 16,289 | 78,403  | 563,108   |
| 2,674,308  | 2,010,938 | 663,370   | 2,797,035  | 1,768,605 | 207,743 | 660,970   | 159,717    | 1,673,773  | 900,114   | 311,570   | 359,031   | 10,214 | 92,844  | 617,531   |
| 2,551,407  | 1,991,064 | 560,343   | 2,878,105  | 1,818,961 | 228,670 | 657,564   | 172,910    | 1,850,612  | 1,029,436 | 245,305   | 454,006   | 12,276 | 109,589 | 516,824   |
| 2,935,759  | 2,269,137 | 666,622   | 2,914,507  | 1,865,639 | 232,684 | 641,726   | 174,458    | 2,084,015  | 1,161,120 | 250,095   | 540,390   | 17,084 | 115,326 | 509,797   |
| 2,927,410  | 2,282,210 | 645,200   | 3,221,484  | 2,058,495 | 251,673 | 744,439   | 166,877    | 2,124,420  | 959,023   | 330,439   | 689,691   | 23,137 | 122,130 | 725,191   |
| 767,327    | 548,272   | 219,055   | 761,620    | 494,081   | 72,567  | 156,532   | 38,440     | 519,848    | 321,684   | 85,512    | 84,442    | 6,624  | 21,586  | 114,606   |
| 604,224    | 459,748   | 144,476   | 815,100    | 514,838   | 69,152  | 182,747   | 48,363     | 445,128    | 272,058   | 74,093    | 77,196    | 5,015  | 16,766  | 114,289   |
| 681,534    | 512,756   | 168,778   | 842,722    | 518,912   | 72,947  | 199,984   | 50,879     | 438,353    | 241,165   | 90,719    | 86,439    | 5,406  | 14,624  | 145,691   |
| 674,938    | 525,220   | 149,718   | 770,717    | 481,074   | 72,551  | 171,914   | 45,178     | 475,992    | 281,224   | 76,449    | 81,337    | 6,973  | 30,009  | 134,148   |
| 658,322    | 509,764   | 148,558   | 797,962    | 506,948   | 78,183  | 171,363   | 41,468     | 481,004    | 291,793   | 65,767    | 94,049    | 5,303  | 24,092  | 138,473   |
| 670,621    | 516,503   | 154,118   | 800,569    | 507,165   | 79,270  | 172,701   | 41,433     | 536,610    | 327,154   | 89,547    | 91,796    | 5,432  | 22,681  | 151,350   |
| 673,360    | 516,393   | 156,967   | 835,994    | 527,744   | 83,033  | 181,401   | 43,816     | 583,219    | 381,031   | 80,678    | 88,163    | 5,543  | 27,804  | 140,285   |
| 724,669    | 559,000   | 165,669   | 864,082    | 540,396   | 83,371  | 194,140   | 46,175     | 586,346    | 366,389   | 84,701    | 96,970    | 6,427  | 31,859  | 146,647   |
| 930,546    | 686,780   | 243,766   | 867,546    | 544,821   | 78,284  | 192,992   | 51,449     | 486,207    | 279,835   | 77,623    | 95,652    | 5,664  | 27,433  | 159,097   |
| 638,702    | 489,116   | 149,586   | 828,061    | 513,374   | 72,515  | 191,989   | 50,183     | 498,841    | 277,425   | 98,821    | 91,829    | 6,200  | 24,566  | 140,820   |
| 754,792    | 578,513   | 176,279   | 951,081    | 605,478   | 79,295  | 208,410   | 57,898     | 528,511    | 270,651   | 106,177   | 118,643   | 5,420  | 27,620  | 183,486   |
| 763,060    | 582,704   | 180,356   | 892,852    | 581,158   | 74,570  | 189,116   | 48,008     | 620,995    | 323,468   | 123,824   | 142,817   | 4,669  | 26,217  | 238,802   |
| 911,938    | 691,076   | 220,862   | 949,070    | 604,179   | 71,283  | 216,357   | 57,251     | 583,117    | 345,520   | 104,981   | 100,703   | 3,141  | 28,772  | 185,071   |
| 907,986    | 663,767   | 244,219   | 852,190    | 537,612   | 60,022  | 206,805   | 47,751     | 533,767    | 285,903   | 90,915    | 123,484   | 2,778  | 30,687  | 193,023   |
| 854,384    | 656,095   | 198,289   | 995,775    | 626,814   | 76,438  | 237,808   | 54,715     | 556,889    | 268,691   | 115,674   | 134,844   | 4,295  | 33,385  | 239,437   |
| 835,420    | 649,364   | 186,056   | 964,861    | 607,117   | 76,496  | 225,095   | 56,153     | 564,398    | 313,501   | 79,730    | 128,768   | 3,712  | 38,687  | 177,775   |
| 873,065    | 682,542   | 190,523   | 970,529    | 616,180   | 77,816  | 221,289   | 55,244     | 618,556    | 343,158   | 72,736    | 163,754   | 4,096  | 34,812  | 180,260   |
| 842,922    | 659,158   | 183,764   | 942,715    | 595,664   | 74,358  | 211,180   | 61,513     | 667,658    | 372,777   | 92,839    | 161,484   | 4,468  | 36,090  | 158,789   |
| 897,076    | 702,288   | 194,788   | 1,007,109  | 643,815   | 83,790  | 217,284   | 62,220     | 715,406    | 431,904   | 73,606    | 167,412   | 5,163  | 37,321  | 162,064   |
| 946,350    | 742,592   | 203,758   | 972,093    | 623,561   | 77,584  | 212,871   | 58,077     | 717,642    | 415,254   | 83,458    | 175,041   | 5,995  | 37,894  | 165,397   |
| 1,092,333  | 824,257   | 268,076   | 935,305    | 598,263   | 71,310  | 211,571   | 54,161     | 650,967    | 313,962   | 93,031    | 197,937   | 5,926  | 40,111  | 182,336   |
| 953,435    | 744,562   | 208,873   | 1,071,811  | 679,807   | 81,270  | 255,094   | 55,640     | 677,969    | 322,327   | 112,808   | 198,142   | 6,722  | 37,970  | 201,016   |
| 971,464    | 751,319   | 220,145   | 1,090,145  | 695,265   | 85,247  | 253,832   | 55,801     | 701,161    | 306,369   | 112,817   | 233,036   | 7,168  | 41,771  | 256,947   |
| 1,002,511  | 786,329   | 216,182   | 1,059,528  | 683,423   | 85,156  | 235,513   | 55,436     | 745,290    | 330,327   | 104,814   | 258,513   | 9,247  | 42,389  | 267,228   |
| 1,322,506  | 982,381   | 340,125   | 1,086,371  | 703,469   | 89,818  | 233,296   | 59,788     | 721,973    | 368,767   | 81,610    | 230,340   | 8,861  | 32,395  | 230,980   |
| 894,565    | 702,719   | 191,846   | 976,077    | 621,871   | 73,064  | 229,163   | 51,979     | 672,193    | 338,077   | 68,397    | 225,414   | 7,797  | 32,508  | 233,772   |

## 2) 전문물 거래액

| 구 분       | 합계         | 가 전              |                |           | 도 서       |               |         | 패 셴        |           |         |                   |                  |         |             |         |
|-----------|------------|------------------|----------------|-----------|-----------|---------------|---------|------------|-----------|---------|-------------------|------------------|---------|-------------|---------|
|           |            | 컴퓨터<br>및<br>주변기기 | 가전·전자<br>·통신기기 |           | 서적        | 사무<br>·<br>문구 |         | 의복         | 신발        | 가방      | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품     | 이동·유아<br>용품 |         |
| 2017      | 31,235,127 | 2,594,333        | 1,683,690      | 910,643   | 1,473,147 | 1,207,716     | 265,431 | 8,289,632  | 5,129,803 | 443,979 | 244,773           | 346,260          | 552,642 | 1,251,501   | 320,674 |
| 2018      | 38,051,436 | 2,947,774        | 1,765,310      | 1,182,464 | 1,546,796 | 1,267,827     | 278,969 | 10,110,527 | 6,468,429 | 594,644 | 273,139           | 447,892          | 677,487 | 1,268,067   | 380,869 |
| 2017. 1/4 | 7,456,026  | 631,745          | 441,481        | 190,264   | 424,966   | 358,424       | 66,542  | 2,014,820  | 1,230,707 | 102,342 | 66,607            | 85,191           | 125,181 | 332,500     | 72,292  |
| 2/4       | 7,421,137  | 607,488          | 375,974        | 231,514   | 317,974   | 254,761       | 63,213  | 2,061,733  | 1,266,863 | 115,416 | 59,991            | 79,985           | 148,410 | 310,912     | 80,156  |
| 3/4       | 8,051,111  | 658,537          | 422,117        | 236,420   | 370,774   | 307,374       | 63,400  | 1,918,698  | 1,164,726 | 103,361 | 59,510            | 91,586           | 137,915 | 287,491     | 74,109  |
| 4/4       | 8,306,853  | 696,563          | 444,118        | 252,445   | 359,433   | 287,157       | 72,276  | 2,294,381  | 1,467,507 | 122,860 | 58,665            | 89,498           | 141,136 | 320,598     | 94,117  |
| 2018. 1/4 | 9,087,590  | 744,654          | 488,352        | 256,302   | 458,762   | 374,505       | 84,257  | 2,377,544  | 1,465,837 | 137,776 | 73,462            | 112,047          | 147,233 | 349,772     | 91,417  |
| 2/4       | 9,190,234  | 660,500          | 406,285        | 254,215   | 348,539   | 283,188       | 65,351  | 2,512,521  | 1,606,022 | 157,481 | 64,482            | 113,601          | 177,921 | 296,486     | 96,528  |
| 3/4       | 9,416,286  | 670,635          | 399,355        | 271,280   | 362,720   | 305,688       | 57,032  | 2,278,350  | 1,423,789 | 141,197 | 69,003            | 113,578          | 172,440 | 277,128     | 81,215  |
| 4/4       | 10,357,326 | 871,985          | 471,318        | 400,667   | 376,775   | 304,446       | 72,329  | 2,942,112  | 1,972,781 | 158,190 | 66,192            | 108,666          | 179,893 | 344,681     | 111,709 |
| 2017. 1   | 2,509,046  | 196,656          | 137,009        | 59,647    | 129,452   | 109,142       | 20,310  | 635,498    | 387,599   | 30,327  | 20,566            | 26,972           | 36,655  | 112,893     | 20,486  |
| 2         | 2,380,908  | 214,499          | 153,639        | 60,860    | 134,649   | 112,562       | 22,087  | 633,535    | 369,770   | 33,419  | 23,563            | 28,581           | 39,364  | 113,750     | 25,088  |
| 3         | 2,566,072  | 220,590          | 150,833        | 69,757    | 160,865   | 136,720       | 24,145  | 745,787    | 473,338   | 38,596  | 22,478            | 29,638           | 49,162  | 105,857     | 26,718  |
| 4         | 2,459,479  | 208,848          | 126,103        | 82,745    | 108,557   | 86,777        | 21,780  | 695,377    | 434,020   | 37,186  | 22,478            | 25,633           | 49,398  | 96,262      | 30,400  |
| 5         | 2,513,873  | 204,008          | 124,097        | 79,911    | 105,445   | 84,166        | 21,279  | 692,880    | 435,074   | 40,092  | 19,140            | 27,076           | 49,702  | 98,377      | 23,419  |
| 6         | 2,447,785  | 194,632          | 125,774        | 68,858    | 103,972   | 83,818        | 20,154  | 673,476    | 397,769   | 38,138  | 18,373            | 27,276           | 49,310  | 116,273     | 26,337  |
| 7         | 2,617,729  | 217,041          | 134,025        | 83,016    | 122,826   | 102,219       | 20,607  | 643,506    | 388,892   | 34,664  | 18,798            | 29,651           | 46,683  | 101,574     | 23,244  |
| 8         | 2,678,027  | 217,389          | 146,662        | 70,727    | 128,389   | 107,108       | 21,281  | 577,595    | 336,016   | 30,427  | 20,560            | 32,999           | 44,212  | 88,216      | 25,165  |
| 9         | 2,755,355  | 224,107          | 141,430        | 82,677    | 119,559   | 98,047        | 21,512  | 697,597    | 439,818   | 38,270  | 20,152            | 28,936           | 47,020  | 97,701      | 25,700  |
| 10        | 2,574,920  | 187,951          | 124,192        | 63,759    | 103,547   | 82,323        | 21,224  | 686,769    | 440,029   | 37,837  | 19,156            | 27,493           | 51,193  | 87,357      | 23,704  |
| 11        | 2,836,179  | 270,238          | 156,160        | 114,078   | 117,440   | 94,136        | 23,304  | 859,523    | 559,589   | 45,816  | 19,658            | 28,796           | 48,160  | 128,064     | 29,440  |
| 12        | 2,895,754  | 238,374          | 163,766        | 74,608    | 138,446   | 110,698       | 27,748  | 748,089    | 467,889   | 39,207  | 19,851            | 33,209           | 41,783  | 105,177     | 40,973  |
| 2018. 1   | 3,142,598  | 254,997          | 172,320        | 82,677    | 145,870   | 119,978       | 25,892  | 773,527    | 480,922   | 43,791  | 24,369            | 37,307           | 42,585  | 111,007     | 33,546  |
| 2         | 2,776,924  | 215,583          | 142,227        | 73,356    | 136,958   | 108,548       | 28,410  | 708,741    | 416,629   | 39,896  | 25,707            | 36,532           | 48,436  | 114,969     | 26,572  |
| 3         | 3,168,068  | 274,074          | 173,805        | 100,269   | 175,934   | 145,979       | 29,955  | 895,276    | 568,286   | 54,089  | 23,386            | 38,208           | 56,212  | 123,796     | 31,299  |
| 4         | 3,043,532  | 225,518          | 141,416        | 84,102    | 130,193   | 107,218       | 22,975  | 854,795    | 548,201   | 52,933  | 23,271            | 37,094           | 59,567  | 99,591      | 34,138  |
| 5         | 3,140,979  | 227,142          | 139,061        | 88,081    | 114,448   | 92,577        | 21,871  | 857,219    | 546,053   | 54,637  | 20,829            | 37,867           | 60,671  | 103,162     | 34,000  |
| 6         | 3,005,723  | 207,840          | 125,808        | 82,032    | 103,898   | 83,393        | 20,505  | 800,507    | 511,768   | 49,911  | 20,382            | 38,640           | 57,683  | 93,733      | 28,390  |
| 7         | 3,203,427  | 225,258          | 132,885        | 92,373    | 127,082   | 107,895       | 19,187  | 798,249    | 496,289   | 53,467  | 24,471            | 43,299           | 58,534  | 95,718      | 26,471  |
| 8         | 3,171,085  | 244,854          | 140,361        | 104,493   | 126,154   | 106,472       | 19,682  | 688,691    | 413,606   | 42,396  | 22,551            | 39,042           | 57,213  | 86,832      | 27,051  |
| 9         | 3,041,774  | 200,523          | 126,109        | 74,414    | 109,484   | 91,321        | 18,163  | 791,410    | 513,894   | 45,334  | 21,981            | 31,237           | 56,693  | 94,578      | 27,693  |
| 10        | 3,318,567  | 251,428          | 152,425        | 99,003    | 114,088   | 92,278        | 21,810  | 979,368    | 659,238   | 49,220  | 21,260            | 34,165           | 69,362  | 113,040     | 33,083  |
| 11        | 3,478,278  | 319,311          | 149,309        | 170,002   | 121,646   | 97,846        | 23,800  | 1,039,042  | 711,317   | 56,985  | 21,516            | 35,516           | 58,265  | 121,026     | 34,417  |
| 12        | 3,560,481  | 301,246          | 169,584        | 131,662   | 141,041   | 114,322       | 26,719  | 923,702    | 602,226   | 51,985  | 23,416            | 38,985           | 52,266  | 110,615     | 44,209  |
| 2019. 1p  | 3,629,854  | 400,201          | 249,160        | 151,041   | 140,826   | 117,601       | 23,225  | 805,592    | 513,924   | 45,802  | 27,099            | 36,254           | 46,528  | 103,942     | 32,043  |
| 2p        | 3,342,178  | 369,935          | 226,301        | 143,634   | 128,332   | 107,653       | 20,679  | 744,521    | 457,803   | 47,864  | 32,296            | 41,195           | 53,986  | 81,486      | 29,891  |

※ p는 잠정치임

(단위: 백만원)

| 식품        |           |         | 생활        |           |         |         |            | 서비스        |            |         |        |           | 기타      |         |
|-----------|-----------|---------|-----------|-----------|---------|---------|------------|------------|------------|---------|--------|-----------|---------|---------|
| 음·식료품     | 농축수산물     |         | 생활용품      | 자동차용품     | 가구      | 애완용품    | 여행 및 교통서비스 | 문화 및 레저서비스 | e쿠폰 서비스    | 음식 서비스  | 기타 서비스 |           |         |         |
| 1,879,514 | 1,512,253 | 367,261 | 1,826,955 | 1,147,572 | 107,502 | 398,605 | 173,276    | 14,805,544 | 10,944,473 | 765,261 | 52,295 | 2,663,892 | 379,623 | 366,013 |
| 2,392,404 | 1,979,377 | 413,027 | 1,987,839 | 1,262,534 | 110,232 | 428,786 | 186,287    | 18,633,750 | 12,110,175 | 858,073 | 65,565 | 5,210,410 | 389,527 | 432,354 |
| 458,244   | 369,828   | 88,416  | 466,430   | 291,091   | 23,452  | 109,203 | 42,684     | 3,372,692  | 2,563,592  | 175,955 | 11,516 | 532,329   | 89,300  | 87,132  |
| 456,729   | 376,374   | 80,355  | 442,426   | 277,937   | 25,911  | 95,070  | 43,508     | 3,450,848  | 2,627,473  | 165,932 | 11,383 | 585,030   | 61,030  | 83,942  |
| 495,830   | 396,495   | 99,335  | 456,882   | 285,993   | 29,254  | 97,908  | 43,727     | 4,055,799  | 2,981,434  | 220,559 | 12,109 | 699,868   | 141,829 | 94,594  |
| 468,711   | 369,556   | 99,155  | 461,217   | 292,551   | 28,885  | 96,424  | 43,357     | 3,926,205  | 2,771,974  | 202,815 | 17,287 | 846,665   | 87,464  | 100,345 |
| 602,975   | 493,123   | 109,852 | 506,414   | 324,646   | 24,192  | 110,708 | 46,868     | 4,299,220  | 2,988,424  | 177,974 | 15,412 | 1,025,582 | 91,828  | 98,025  |
| 584,433   | 491,478   | 92,955  | 487,273   | 313,165   | 25,479  | 101,915 | 46,714     | 4,486,031  | 3,047,400  | 202,756 | 13,897 | 1,159,279 | 62,699  | 110,944 |
| 593,645   | 488,477   | 105,168 | 462,865   | 298,682   | 28,129  | 91,270  | 44,784     | 4,948,535  | 3,125,263  | 269,271 | 16,211 | 1,402,715 | 135,075 | 99,534  |
| 611,351   | 506,299   | 105,052 | 531,287   | 326,041   | 32,432  | 124,893 | 47,921     | 4,899,964  | 2,949,088  | 208,072 | 20,045 | 1,622,834 | 99,925  | 123,851 |
| 167,553   | 127,579   | 39,974  | 152,532   | 98,229    | 7,577   | 32,070  | 14,656     | 1,197,469  | 893,779    | 78,742  | 4,206  | 176,731   | 44,011  | 29,886  |
| 136,404   | 113,334   | 23,070  | 149,877   | 92,281    | 7,525   | 36,429  | 13,642     | 1,084,657  | 838,382    | 49,799  | 3,600  | 168,909   | 23,967  | 27,289  |
| 154,287   | 128,915   | 25,372  | 164,021   | 100,581   | 8,350   | 40,704  | 14,386     | 1,090,566  | 831,431    | 47,414  | 3,710  | 186,689   | 21,322  | 29,957  |
| 154,115   | 127,694   | 26,421  | 150,526   | 94,249    | 7,962   | 34,110  | 14,205     | 1,113,141  | 853,617    | 43,150  | 3,596  | 189,570   | 23,208  | 28,916  |
| 150,794   | 123,590   | 27,204  | 147,359   | 93,610    | 9,028   | 30,077  | 14,644     | 1,187,345  | 890,102    | 68,018  | 4,564  | 205,262   | 19,399  | 26,044  |
| 151,820   | 125,090   | 26,730  | 144,541   | 90,078    | 8,921   | 30,883  | 14,659     | 1,150,362  | 883,754    | 54,764  | 3,223  | 190,198   | 18,423  | 28,982  |
| 147,499   | 121,783   | 25,716  | 141,996   | 85,845    | 11,211  | 30,256  | 14,684     | 1,316,100  | 998,371    | 70,969  | 3,464  | 219,081   | 24,215  | 28,760  |
| 162,062   | 133,641   | 28,421  | 147,813   | 91,226    | 9,329   | 32,843  | 14,415     | 1,412,123  | 1,039,950  | 100,182 | 3,898  | 247,333   | 20,760  | 32,658  |
| 186,269   | 141,071   | 45,198  | 167,073   | 108,922   | 8,714   | 34,809  | 14,628     | 1,327,576  | 943,113    | 49,408  | 4,747  | 233,454   | 96,854  | 33,176  |
| 144,693   | 119,499   | 25,194  | 142,037   | 88,674    | 7,960   | 31,095  | 14,308     | 1,279,453  | 930,088    | 80,684  | 4,209  | 236,574   | 27,898  | 30,473  |
| 155,542   | 123,077   | 32,465  | 161,944   | 103,135   | 10,272  | 33,760  | 14,777     | 1,235,912  | 887,011    | 38,905  | 5,685  | 275,220   | 29,091  | 35,580  |
| 168,476   | 126,980   | 41,496  | 157,236   | 100,742   | 10,653  | 31,569  | 14,272     | 1,410,840  | 954,875    | 83,226  | 7,393  | 334,871   | 30,475  | 34,292  |
| 192,060   | 160,437   | 31,623  | 169,286   | 108,653   | 7,521   | 36,427  | 16,685     | 1,569,811  | 1,104,437  | 73,504  | 4,902  | 345,135   | 41,833  | 37,048  |
| 202,058   | 154,866   | 47,192  | 157,180   | 100,891   | 7,203   | 34,386  | 14,700     | 1,328,798  | 920,075    | 56,760  | 5,754  | 322,166   | 24,043  | 27,608  |
| 208,857   | 177,820   | 31,037  | 179,948   | 115,102   | 9,468   | 39,895  | 15,483     | 1,400,611  | 963,912    | 47,710  | 4,756  | 358,281   | 25,952  | 33,369  |
| 195,044   | 165,065   | 29,979  | 169,932   | 110,134   | 7,883   | 36,094  | 15,821     | 1,430,521  | 974,528    | 67,637  | 4,376  | 362,987   | 20,993  | 37,532  |
| 201,680   | 169,892   | 31,788  | 162,963   | 105,670   | 8,048   | 33,609  | 15,636     | 1,540,410  | 1,056,585  | 70,357  | 5,305  | 386,877   | 21,286  | 37,117  |
| 187,709   | 156,521   | 31,188  | 154,378   | 97,361    | 9,548   | 32,212  | 15,257     | 1,515,100  | 1,016,287  | 64,762  | 4,216  | 409,415   | 20,420  | 36,295  |
| 190,460   | 160,269   | 30,191  | 157,785   | 101,991   | 9,938   | 30,509  | 15,347     | 1,669,986  | 1,110,331  | 80,233  | 4,500  | 452,554   | 22,368  | 34,606  |
| 190,084   | 157,859   | 32,225  | 152,999   | 97,517    | 9,453   | 31,057  | 14,972     | 1,735,860  | 1,099,713  | 117,054 | 5,755  | 491,735   | 21,603  | 32,442  |
| 213,101   | 170,349   | 42,752  | 152,081   | 99,174    | 8,738   | 29,704  | 14,465     | 1,542,689  | 915,219    | 71,984  | 5,956  | 458,426   | 91,104  | 32,486  |
| 192,653   | 162,235   | 30,418  | 178,480   | 112,339   | 8,081   | 41,011  | 17,049     | 1,567,594  | 969,452    | 61,902  | 4,572  | 496,436   | 35,232  | 34,956  |
| 209,920   | 173,009   | 36,911  | 177,489   | 107,543   | 13,901  | 40,666  | 15,379     | 1,562,386  | 954,816    | 65,799  | 6,160  | 504,183   | 31,428  | 48,483  |
| 208,778   | 171,055   | 37,723  | 175,318   | 106,159   | 10,450  | 43,216  | 15,493     | 1,769,984  | 1,024,820  | 80,371  | 9,313  | 622,215   | 33,265  | 40,412  |
| 253,741   | 199,608   | 54,133  | 167,120   | 103,181   | 6,573   | 41,847  | 15,519     | 1,828,829  | 1,093,950  | 67,377  | 5,759  | 616,304   | 45,439  | 33,547  |
| 175,542   | 147,837   | 27,705  | 168,399   | 112,920   | 6,322   | 33,621  | 15,536     | 1,728,412  | 991,527    | 98,183  | 4,891  | 610,146   | 23,665  | 27,039  |

#### 4. 운영형태별 온라인쇼핑 거래액

##### 1) 온라인몰 거래액

| 구 분       | 합계         | 가 전              |                |           | 도 서       |               |         | 패 션        |            |           |                   |                  |           |             |           |
|-----------|------------|------------------|----------------|-----------|-----------|---------------|---------|------------|------------|-----------|-------------------|------------------|-----------|-------------|-----------|
|           |            | 컴퓨터<br>및<br>주변기기 | 가전·전자<br>·통신기기 |           | 서적        | 사무<br>·<br>문구 |         | 의복         | 신발         | 가방        | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품       | 이동·유아<br>용품 |           |
| 2017      | 62,649,346 | 11,166,465       | 4,054,282      | 7,112,183 | 1,065,076 | 520,616       | 544,460 | 20,890,013 | 8,745,589  | 1,200,331 | 1,316,113         | 1,188,288        | 2,563,995 | 3,030,815   | 2,844,882 |
| 2018      | 75,951,448 | 13,250,619       | 4,324,657      | 8,925,962 | 1,243,437 | 592,296       | 651,141 | 23,603,381 | 10,062,647 | 1,300,983 | 1,527,899         | 1,335,577        | 3,081,642 | 3,206,477   | 3,088,156 |
| 2017. 1/4 | 14,426,447 | 2,614,344        | 1,137,164      | 1,477,180 | 276,116   | 141,126       | 134,990 | 4,790,544  | 2,016,367  | 258,670   | 318,311           | 269,514          | 518,159   | 742,882     | 666,641   |
| 2/4       | 15,146,207 | 2,709,621        | 892,599        | 1,817,022 | 236,351   | 107,836       | 128,515 | 5,252,904  | 2,133,621  | 336,906   | 316,734           | 297,830          | 705,055   | 758,359     | 704,399   |
| 3/4       | 15,924,113 | 2,836,194        | 979,692        | 1,856,502 | 264,736   | 135,397       | 129,339 | 4,958,186  | 1,947,063  | 280,693   | 331,032           | 292,597          | 681,113   | 735,575     | 690,113   |
| 4/4       | 17,152,579 | 3,006,306        | 1,044,827      | 1,961,479 | 287,873   | 136,257       | 151,616 | 5,888,379  | 2,648,538  | 324,062   | 350,036           | 328,347          | 659,668   | 793,999     | 783,729   |
| 2018. 1/4 | 17,609,651 | 3,178,619        | 1,222,574      | 1,956,045 | 343,423   | 165,369       | 178,054 | 5,423,747  | 2,325,500  | 300,818   | 381,495           | 339,909          | 573,695   | 785,165     | 717,165   |
| 2/4       | 18,374,631 | 3,200,618        | 980,362        | 2,220,256 | 280,863   | 129,307       | 151,556 | 5,956,144  | 2,524,026  | 364,310   | 383,845           | 329,101          | 795,376   | 777,250     | 782,236   |
| 3/4       | 18,852,878 | 3,270,581        | 997,747        | 2,272,834 | 280,540   | 140,742       | 139,798 | 5,472,614  | 2,183,812  | 284,977   | 377,427           | 318,500          | 817,745   | 763,789     | 726,364   |
| 4/4       | 21,114,288 | 3,600,801        | 1,123,974      | 2,476,827 | 338,611   | 156,878       | 181,733 | 6,750,876  | 3,029,309  | 350,878   | 385,132           | 348,067          | 894,826   | 880,273     | 862,391   |
| 2017. 1   | 4,712,488  | 815,647          | 350,585        | 465,062   | 81,346    | 43,716        | 37,630  | 1,488,266  | 628,483    | 71,652    | 94,156            | 83,229           | 152,348   | 246,020     | 212,378   |
| 2         | 4,619,215  | 883,077          | 395,409        | 487,668   | 90,220    | 45,396        | 44,824  | 1,503,961  | 614,162    | 77,835    | 108,446           | 84,476           | 162,618   | 242,894     | 213,530   |
| 3         | 5,094,744  | 915,620          | 391,170        | 524,450   | 104,550   | 52,014        | 52,536  | 1,798,317  | 773,722    | 109,183   | 115,709           | 101,809          | 203,193   | 253,968     | 240,733   |
| 4         | 4,966,280  | 862,455          | 302,977        | 559,478   | 82,938    | 37,367        | 45,571  | 1,760,413  | 723,872    | 108,686   | 105,625           | 98,902           | 229,141   | 245,905     | 248,282   |
| 5         | 5,108,106  | 956,761          | 284,161        | 672,600   | 76,096    | 35,363        | 40,733  | 1,771,357  | 725,010    | 115,003   | 106,380           | 100,422          | 237,938   | 252,477     | 234,127   |
| 6         | 5,071,821  | 890,405          | 305,461        | 584,944   | 77,317    | 35,106        | 42,211  | 1,721,134  | 684,739    | 113,217   | 104,729           | 98,506           | 237,976   | 259,977     | 221,990   |
| 7         | 5,326,514  | 1,041,993        | 312,458        | 729,535   | 84,028    | 44,330        | 39,698  | 1,686,222  | 661,511    | 101,604   | 106,690           | 98,604           | 243,155   | 245,888     | 228,770   |
| 8         | 5,207,878  | 928,853          | 341,688        | 587,165   | 92,738    | 49,030        | 43,708  | 1,544,722  | 564,593    | 82,240    | 111,230           | 99,690           | 221,339   | 238,550     | 227,080   |
| 9         | 5,389,721  | 865,348          | 325,546        | 539,802   | 87,970    | 42,037        | 45,933  | 1,727,242  | 720,959    | 96,849    | 113,112           | 94,303           | 216,619   | 251,137     | 234,263   |
| 10        | 5,026,725  | 837,182          | 287,138        | 550,044   | 76,801    | 35,100        | 41,701  | 1,715,554  | 756,720    | 92,300    | 104,614           | 89,854           | 212,557   | 240,801     | 218,708   |
| 11        | 6,108,073  | 1,134,182        | 376,247        | 757,935   | 95,961    | 45,507        | 50,454  | 2,181,715  | 1,046,877  | 123,696   | 119,642           | 113,199          | 244,305   | 283,576     | 250,420   |
| 12        | 6,017,781  | 1,034,942        | 381,442        | 653,500   | 115,111   | 55,650        | 59,461  | 1,991,110  | 844,941    | 108,066   | 125,780           | 125,294          | 202,806   | 269,622     | 314,601   |
| 2018. 1   | 5,930,516  | 1,086,033        | 427,609        | 658,424   | 114,639   | 58,139        | 56,500  | 1,787,606  | 759,414    | 95,002    | 125,258           | 118,196          | 179,923   | 265,394     | 244,419   |
| 2         | 5,416,502  | 961,678          | 379,275        | 582,403   | 107,193   | 49,757        | 57,436  | 1,591,050  | 642,879    | 87,703    | 120,735           | 97,988           | 164,079   | 252,826     | 224,840   |
| 3         | 6,262,633  | 1,130,908        | 415,690        | 715,218   | 121,591   | 57,473        | 64,118  | 2,045,091  | 923,207    | 118,113   | 135,502           | 123,725          | 229,693   | 266,945     | 247,906   |
| 4         | 6,032,600  | 1,045,965        | 336,943        | 709,022   | 99,405    | 45,424        | 53,981  | 1,999,667  | 852,351    | 122,921   | 129,106           | 110,562          | 245,678   | 263,629     | 275,420   |
| 5         | 6,276,658  | 1,111,055        | 335,862        | 775,193   | 95,435    | 45,446        | 49,989  | 2,039,271  | 864,100    | 124,913   | 130,382           | 109,767          | 275,846   | 264,904     | 269,359   |
| 6         | 6,065,373  | 1,043,598        | 307,557        | 736,041   | 86,023    | 38,437        | 47,586  | 1,917,206  | 807,575    | 116,476   | 124,357           | 108,772          | 273,852   | 248,717     | 237,457   |
| 7         | 6,584,260  | 1,263,921        | 336,936        | 926,985   | 95,115    | 46,837        | 48,278  | 1,968,307  | 784,440    | 111,752   | 132,702           | 121,722          | 308,825   | 257,564     | 251,302   |
| 8         | 6,173,219  | 1,083,038        | 342,245        | 740,793   | 98,747    | 51,924        | 46,823  | 1,697,268  | 637,471    | 84,054    | 124,311           | 106,034          | 252,601   | 253,952     | 238,845   |
| 9         | 6,095,399  | 923,622          | 318,566        | 605,056   | 86,678    | 41,981        | 44,697  | 1,807,039  | 761,901    | 89,171    | 120,414           | 90,744           | 256,319   | 252,273     | 236,217   |
| 10        | 6,702,402  | 1,102,427        | 346,646        | 755,781   | 99,531    | 44,504        | 55,027  | 2,182,449  | 987,853    | 105,599   | 123,998           | 104,929          | 316,690   | 279,301     | 264,079   |
| 11        | 7,203,001  | 1,300,829        | 385,492        | 915,337   | 111,502   | 53,640        | 57,862  | 2,321,011  | 1,093,106  | 123,071   | 124,159           | 112,120          | 301,971   | 302,773     | 263,811   |
| 12        | 7,208,885  | 1,197,545        | 391,836        | 805,709   | 127,578   | 58,734        | 68,844  | 2,247,416  | 948,350    | 122,208   | 136,975           | 131,018          | 276,165   | 298,199     | 334,501   |
| 2019. 1p  | 7,128,214  | 1,311,193        | 505,236        | 805,957   | 123,378   | 61,575        | 61,803  | 1,869,037  | 744,766    | 93,968    | 133,435           | 102,478          | 224,370   | 309,767     | 260,253   |
| 2p        | 6,398,018  | 1,261,188        | 493,531        | 767,657   | 112,693   | 57,370        | 55,323  | 1,681,289  | 632,854    | 96,141    | 142,591           | 91,569           | 206,546   | 271,920     | 239,668   |

※ p는 잠정치임

(단위: 백만원)

| 식품        |           |           | 생활         |           |         |           |            | 서비스        |           |           |           |           | 기타      |           |
|-----------|-----------|-----------|------------|-----------|---------|-----------|------------|------------|-----------|-----------|-----------|-----------|---------|-----------|
| 음·식료품     | 농축수산물     |           | 생활용품       | 자동차용품     | 가구      | 애완용품      | 여행 및 교통서비스 | 문화 및 레저서비스 | e쿠폰 서비스   | 음식 서비스    | 기타 서비스    |           |         |           |
| 6,463,953 | 5,082,256 | 1,381,697 | 9,075,324  | 5,714,717 | 909,960 | 1,762,378 | 688,269    | 12,046,235 | 6,845,891 | 1,103,118 | 1,171,604 | 2,430,134 | 495,488 | 1,942,286 |
| 8,634,790 | 6,902,608 | 1,732,182 | 10,683,165 | 6,794,825 | 940,187 | 2,148,237 | 799,916    | 16,057,940 | 7,310,787 | 1,225,279 | 2,072,413 | 4,907,990 | 541,471 | 2,478,116 |
| 1,534,430 | 1,193,431 | 340,999   | 2,191,727  | 1,371,863 | 217,042 | 434,292   | 168,530    | 2,612,628  | 1,501,492 | 253,774   | 254,236   | 477,233   | 125,893 | 406,659   |
| 1,523,714 | 1,226,666 | 297,048   | 2,149,270  | 1,350,959 | 227,245 | 411,655   | 159,411    | 2,816,706  | 1,673,620 | 256,616   | 265,499   | 531,071   | 89,900  | 457,646   |
| 1,744,128 | 1,364,051 | 380,077   | 2,307,581  | 1,446,379 | 238,367 | 448,864   | 173,971    | 3,331,815  | 1,975,738 | 259,564   | 287,456   | 641,875   | 167,182 | 481,470   |
| 1,661,681 | 1,298,108 | 363,573   | 2,426,746  | 1,545,516 | 227,306 | 467,567   | 186,357    | 3,285,086  | 1,695,041 | 333,164   | 364,413   | 779,955   | 112,513 | 596,511   |
| 2,068,930 | 1,622,142 | 446,788   | 2,515,598  | 1,596,217 | 212,090 | 515,715   | 191,576    | 3,435,481  | 1,676,938 | 321,480   | 368,411   | 949,355   | 119,297 | 643,854   |
| 1,984,603 | 1,606,308 | 378,295   | 2,617,279  | 1,655,202 | 233,994 | 523,106   | 204,977    | 3,786,337  | 1,864,835 | 283,590   | 453,228   | 1,083,955 | 100,729 | 548,785   |
| 2,274,451 | 1,826,356 | 448,095   | 2,621,869  | 1,673,502 | 236,761 | 507,257   | 204,349    | 4,396,878  | 2,069,107 | 278,535   | 548,592   | 1,326,437 | 174,207 | 535,945   |
| 2,306,806 | 1,847,802 | 459,004   | 2,928,419  | 1,869,904 | 257,342 | 602,159   | 199,014    | 4,439,244  | 1,699,907 | 341,674   | 702,182   | 1,548,243 | 147,238 | 749,532   |
| 570,865   | 426,900   | 143,965   | 686,750    | 441,862   | 72,303  | 123,424   | 49,161     | 944,994    | 556,367   | 85,177    | 86,470    | 155,733   | 61,247  | 124,622   |
| 453,403   | 361,590   | 91,813    | 738,065    | 462,621   | 70,582  | 146,560   | 58,302     | 826,451    | 485,877   | 74,835    | 79,165    | 151,531   | 35,043  | 124,036   |
| 510,162   | 404,941   | 105,221   | 766,912    | 467,380   | 74,157  | 164,308   | 61,067     | 841,183    | 459,248   | 93,762    | 88,601    | 169,969   | 29,603  | 158,001   |
| 520,637   | 422,008   | 98,629    | 707,344    | 440,803   | 72,678  | 138,668   | 55,195     | 885,368    | 514,669   | 84,314    | 83,354    | 173,147   | 29,884  | 147,127   |
| 498,303   | 400,562   | 97,741    | 720,409    | 456,021   | 76,984  | 135,359   | 52,045     | 937,056    | 553,876   | 74,403    | 92,651    | 185,985   | 30,141  | 148,125   |
| 504,774   | 404,096   | 100,678   | 721,517    | 454,135   | 77,583  | 137,628   | 52,171     | 994,282    | 605,075   | 97,899    | 89,494    | 171,939   | 29,875  | 162,394   |
| 503,637   | 403,010   | 100,627   | 749,024    | 470,412   | 80,043  | 143,727   | 54,842     | 1,112,105  | 703,785   | 83,354    | 90,035    | 198,934   | 35,997  | 149,504   |
| 543,212   | 432,294   | 110,918   | 773,115    | 481,991   | 80,159  | 153,948   | 57,017     | 1,164,330  | 716,128   | 90,651    | 98,966    | 227,686   | 30,899  | 160,908   |
| 697,279   | 528,747   | 168,532   | 785,442    | 493,976   | 78,165  | 151,189   | 62,112     | 1,055,380  | 555,825   | 85,559    | 98,455    | 215,255   | 100,286 | 171,058   |
| 494,285   | 391,889   | 102,396   | 740,591    | 460,492   | 70,823  | 148,709   | 60,567     | 1,012,366  | 564,692   | 101,899   | 94,912    | 217,654   | 33,209  | 149,948   |
| 583,226   | 455,569   | 127,657   | 860,307    | 548,889   | 80,534  | 162,599   | 68,285     | 1,056,459  | 533,732   | 106,582   | 122,799   | 254,716   | 38,630  | 196,224   |
| 584,170   | 450,650   | 133,520   | 825,848    | 536,135   | 75,949  | 156,259   | 57,505     | 1,216,261  | 596,617   | 124,683   | 146,702   | 307,585   | 40,674  | 250,339   |
| 697,318   | 551,231   | 146,087   | 850,646    | 540,255   | 73,147  | 168,436   | 68,808     | 1,199,671  | 622,027   | 102,870   | 102,838   | 317,413   | 54,523  | 194,603   |
| 698,246   | 529,090   | 169,156   | 763,818    | 483,976   | 61,057  | 161,128   | 57,657     | 1,093,557  | 539,541   | 94,379    | 127,464   | 297,630   | 34,543  | 200,961   |
| 673,366   | 541,821   | 131,545   | 901,134    | 571,986   | 77,886  | 186,151   | 65,111     | 1,142,253  | 515,370   | 124,231   | 138,109   | 334,312   | 30,231  | 248,290   |
| 656,463   | 530,033   | 126,430   | 872,394    | 547,586   | 78,643  | 178,876   | 67,289     | 1,170,198  | 573,717   | 91,905    | 131,628   | 340,442   | 32,506  | 188,507   |
| 678,974   | 549,765   | 129,209   | 886,923    | 565,857   | 79,565  | 175,626   | 65,875     | 1,273,211  | 629,703   | 87,091    | 162,165   | 359,698   | 34,554  | 191,790   |
| 649,166   | 526,510   | 122,656   | 857,962    | 541,759   | 75,786  | 168,604   | 71,813     | 1,342,928  | 661,415   | 104,594   | 159,435   | 383,815   | 33,669  | 168,488   |
| 694,085   | 562,798   | 131,287   | 911,072    | 580,319   | 85,337  | 172,963   | 72,453     | 1,482,609  | 771,320   | 82,320    | 168,883   | 425,553   | 34,533  | 169,151   |
| 731,891   | 593,248   | 138,643   | 873,876    | 558,652   | 78,776  | 168,383   | 68,065     | 1,509,499  | 741,559   | 91,295    | 178,338   | 465,132   | 33,175  | 178,899   |
| 848,475   | 670,310   | 178,165   | 836,921    | 534,531   | 72,648  | 165,911   | 63,831     | 1,404,770  | 556,228   | 104,920   | 201,371   | 435,752   | 106,499 | 187,895   |
| 746,422   | 602,847   | 143,575   | 962,546    | 611,290   | 83,182  | 200,751   | 67,323     | 1,406,585  | 566,166   | 117,743   | 199,988   | 474,175   | 48,513  | 202,442   |
| 790,882   | 630,290   | 160,592   | 987,744    | 631,930   | 87,485  | 202,520   | 65,809     | 1,419,938  | 535,514   | 117,578   | 236,894   | 481,030   | 48,922  | 271,096   |
| 769,502   | 614,665   | 154,837   | 978,129    | 626,684   | 86,675  | 198,888   | 65,882     | 1,612,721  | 598,227   | 106,353   | 265,300   | 593,038   | 49,803  | 275,994   |
| 1,037,844 | 805,486   | 232,358   | 981,480    | 622,028   | 89,981  | 199,475   | 69,996     | 1,566,763  | 609,881   | 81,411    | 232,808   | 587,713   | 54,950  | 238,520   |
| 716,291   | 582,582   | 133,709   | 885,669    | 554,500   | 73,676  | 195,634   | 61,859     | 1,501,667  | 578,012   | 73,411    | 228,337   | 584,981   | 36,926  | 239,221   |

## 2) 온·오프라인병행몰 거래액

| 구 분       | 합계         | 가 전              |                |           | 도 서       |               |         | 패 셴        |           |         |                   |                  |         |             |         |
|-----------|------------|------------------|----------------|-----------|-----------|---------------|---------|------------|-----------|---------|-------------------|------------------|---------|-------------|---------|
|           |            | 컴퓨터<br>및<br>주변기기 | 가전·전자<br>·통신기기 |           | 서적        | 사무<br>·<br>문구 |         | 의복         | 신발        | 가방      | 패션용품<br>및<br>액세서리 | 스포츠<br>·<br>레저용품 | 화장품     | 이동·유아<br>용품 |         |
| 2017      | 31,536,417 | 2,898,870        | 899,339        | 1,999,531 | 1,349,743 | 1,161,259     | 188,484 | 11,358,433 | 3,129,778 | 513,888 | 608,370           | 840,134          | 637,618 | 5,086,352   | 542,293 |
| 2018      | 37,778,244 | 3,730,046        | 1,064,820      | 2,665,226 | 1,408,614 | 1,228,836     | 179,778 | 14,045,077 | 3,836,451 | 592,175 | 711,772           | 1,031,347        | 716,869 | 6,633,935   | 522,528 |
| 2017. 1/4 | 7,779,891  | 653,456          | 233,914        | 419,542   | 398,615   | 350,004       | 48,611  | 2,838,324  | 718,561   | 117,053 | 157,196           | 186,486          | 147,692 | 1,355,785   | 155,551 |
| 2/4       | 7,371,436  | 717,102          | 203,324        | 513,778   | 291,882   | 245,234       | 46,648  | 2,585,139  | 727,003   | 131,445 | 144,478           | 198,880          | 160,140 | 1,100,362   | 122,831 |
| 3/4       | 7,985,242  | 752,692          | 217,187        | 535,505   | 337,054   | 294,341       | 42,713  | 2,659,390  | 658,212   | 118,610 | 149,363           | 225,987          | 143,387 | 1,253,559   | 110,272 |
| 4/4       | 8,399,848  | 775,620          | 244,914        | 530,706   | 322,192   | 271,680       | 50,512  | 3,275,580  | 1,026,002 | 146,780 | 157,333           | 228,781          | 186,399 | 1,376,646   | 153,639 |
| 2018. 1/4 | 9,144,098  | 892,808          | 289,218        | 603,590   | 411,865   | 365,661       | 46,204  | 3,234,009  | 799,383   | 129,366 | 180,687           | 252,412          | 161,568 | 1,565,971   | 144,622 |
| 2/4       | 9,123,021  | 934,869          | 237,537        | 697,332   | 311,334   | 273,573       | 37,761  | 3,348,197  | 856,685   | 145,467 | 172,622           | 262,973          | 176,275 | 1,615,243   | 118,932 |
| 3/4       | 9,250,675  | 892,844          | 240,007        | 652,837   | 336,619   | 295,243       | 41,376  | 3,301,700  | 782,936   | 140,600 | 175,887           | 264,038          | 163,146 | 1,664,523   | 110,570 |
| 4/4       | 10,260,450 | 1,009,525        | 298,058        | 711,467   | 348,796   | 294,359       | 54,437  | 4,161,171  | 1,397,447 | 176,742 | 182,576           | 251,924          | 215,880 | 1,788,198   | 148,404 |
| 2017. 1   | 2,597,990  | 208,860          | 71,800         | 137,060   | 123,076   | 107,514       | 15,562  | 882,443    | 236,032   | 32,146  | 49,487            | 60,209           | 49,032  | 408,125     | 47,412  |
| 2         | 2,529,634  | 219,139          | 79,933         | 139,206   | 124,512   | 108,933       | 15,579  | 950,972    | 213,510   | 40,796  | 54,758            | 62,409           | 44,492  | 486,334     | 48,673  |
| 3         | 2,652,267  | 225,457          | 82,181         | 143,276   | 151,027   | 133,557       | 17,470  | 1,004,909  | 269,019   | 44,111  | 52,951            | 63,868           | 54,168  | 461,326     | 59,466  |
| 4         | 2,414,515  | 222,533          | 65,303         | 157,230   | 101,434   | 85,051        | 16,383  | 848,532    | 248,775   | 42,943  | 53,774            | 66,281           | 54,014  | 337,431     | 45,314  |
| 5         | 2,513,613  | 255,781          | 66,763         | 189,018   | 95,523    | 79,017        | 16,506  | 878,901    | 253,225   | 45,559  | 45,991            | 68,280           | 55,033  | 370,375     | 40,438  |
| 6         | 2,443,308  | 238,788          | 71,258         | 167,530   | 94,925    | 81,166        | 13,759  | 857,706    | 225,003   | 42,943  | 44,713            | 64,319           | 51,093  | 392,556     | 37,079  |
| 7         | 2,572,040  | 265,848          | 68,516         | 197,332   | 112,882   | 98,754        | 14,128  | 840,367    | 225,860   | 39,142  | 45,029            | 71,431           | 49,528  | 373,568     | 35,809  |
| 8         | 2,651,780  | 246,022          | 74,705         | 171,317   | 115,002   | 100,959       | 14,043  | 855,923    | 193,632   | 36,071  | 52,231            | 78,514           | 45,012  | 414,013     | 36,450  |
| 9         | 2,761,422  | 240,822          | 73,966         | 166,856   | 109,170   | 94,628        | 14,542  | 963,100    | 238,720   | 43,397  | 52,103            | 76,042           | 48,847  | 465,978     | 38,013  |
| 10        | 2,635,078  | 244,749          | 66,386         | 178,363   | 93,252    | 78,632        | 14,620  | 991,188    | 277,985   | 48,065  | 52,393            | 71,595           | 62,241  | 437,076     | 41,833  |
| 11        | 2,888,905  | 275,067          | 84,492         | 190,575   | 104,505   | 87,017        | 17,488  | 1,198,700  | 397,068   | 51,853  | 49,866            | 76,380           | 68,714  | 505,648     | 49,171  |
| 12        | 2,875,865  | 255,804          | 94,036         | 161,768   | 124,435   | 106,031       | 18,404  | 1,085,692  | 350,949   | 46,862  | 55,074            | 80,806           | 55,444  | 433,922     | 62,635  |
| 2018. 1   | 3,145,806  | 294,061          | 98,891         | 195,170   | 133,773   | 118,197       | 15,576  | 1,062,811  | 270,409   | 38,151  | 62,695            | 79,939           | 55,068  | 506,186     | 50,363  |
| 2         | 2,824,783  | 268,381          | 85,208         | 183,173   | 117,916   | 104,283       | 13,633  | 992,458    | 228,471   | 38,094  | 58,445            | 82,818           | 46,879  | 494,073     | 43,678  |
| 3         | 3,173,509  | 330,366          | 105,119        | 225,247   | 160,176   | 143,181       | 16,995  | 1,178,740  | 300,503   | 53,121  | 59,547            | 89,655           | 59,621  | 565,712     | 50,581  |
| 4         | 3,047,255  | 313,548          | 82,961         | 230,587   | 118,613   | 105,176       | 13,437  | 1,127,174  | 290,353   | 48,540  | 57,967            | 88,486           | 58,676  | 538,738     | 44,414  |
| 5         | 3,128,492  | 324,999          | 80,177         | 244,822   | 99,494    | 86,579        | 12,915  | 1,150,317  | 293,489   | 49,618  | 61,420            | 91,027           | 60,812  | 553,450     | 40,501  |
| 6         | 2,947,274  | 296,322          | 74,399         | 221,923   | 93,227    | 81,818        | 11,409  | 1,070,706  | 272,843   | 47,309  | 53,235            | 83,460           | 56,787  | 523,055     | 34,017  |
| 7         | 3,108,358  | 332,240          | 77,925         | 254,315   | 119,108   | 105,565       | 13,543  | 1,079,436  | 265,373   | 47,733  | 61,073            | 91,668           | 56,915  | 520,508     | 36,166  |
| 8         | 3,098,421  | 303,641          | 87,192         | 216,449   | 115,425   | 100,744       | 14,681  | 1,060,653  | 231,878   | 42,776  | 57,622            | 91,231           | 53,051  | 547,120     | 36,975  |
| 9         | 3,043,896  | 256,963          | 74,890         | 182,073   | 102,086   | 88,934        | 13,152  | 1,161,611  | 285,685   | 50,091  | 57,192            | 81,139           | 53,180  | 596,895     | 37,429  |
| 10        | 3,360,435  | 314,013          | 87,285         | 226,728   | 105,483   | 89,937        | 15,546  | 1,381,021  | 443,122   | 57,680  | 61,722            | 80,615           | 77,937  | 615,204     | 44,741  |
| 11        | 3,408,411  | 351,330          | 92,429         | 258,901   | 109,492   | 91,437        | 18,055  | 1,399,251  | 473,529   | 61,544  | 56,311            | 81,047           | 77,006  | 603,886     | 45,928  |
| 12        | 3,491,604  | 344,182          | 118,344        | 225,838   | 133,821   | 112,985       | 20,836  | 1,380,899  | 480,796   | 57,518  | 64,543            | 90,262           | 60,937  | 569,108     | 57,735  |
| 2019. 1p  | 3,585,682  | 388,785          | 125,106        | 263,679   | 133,289   | 115,893       | 17,396  | 1,243,148  | 370,051   | 48,871  | 65,287            | 87,329           | 48,642  | 574,868     | 48,100  |
| 2p        | 3,198,550  | 350,360          | 117,057        | 233,303   | 116,947   | 100,936       | 16,011  | 1,198,093  | 328,372   | 46,727  | 68,000            | 93,037           | 45,016  | 575,156     | 41,785  |

※ p는 잠정치임

(단위: 백만원)

| 식품        |           |           | 생활        |           |         |         |            | 서비스        |           |         |        |         | 기타      |         |
|-----------|-----------|-----------|-----------|-----------|---------|---------|------------|------------|-----------|---------|--------|---------|---------|---------|
| 음·식료품     | 농축수산물     |           | 생활용품      | 자동차용품     | 가구      | 애완용품    | 여행 및 교통서비스 | 문화 및 레저서비스 | e쿠폰 서비스   | 음식 서비스  | 기타 서비스 |         |         |         |
| 3,957,653 | 2,914,766 | 1,042,887 | 2,779,938 | 1,768,845 | 113,282 | 849,514 | 48,297     | 8,960,369  | 7,732,458 | 716,057 | 30,024 | 302,438 | 179,392 | 231,420 |
| 4,846,500 | 3,630,119 | 1,216,381 | 3,115,802 | 1,979,408 | 90,814  | 985,249 | 60,331     | 10,308,635 | 8,849,085 | 770,206 | 36,270 | 365,131 | 287,943 | 323,580 |
| 976,898   | 697,173   | 279,725   | 694,145   | 447,059   | 21,077  | 214,173 | 11,836     | 2,163,395  | 1,897,007 | 172,506 | 5,357  | 72,142  | 16,383  | 55,059  |
| 936,895   | 701,194   | 235,701   | 662,405   | 422,166   | 28,671  | 199,392 | 12,176     | 2,127,751  | 1,854,024 | 141,080 | 13,066 | 71,669  | 47,912  | 50,266  |
| 1,080,276 | 794,618   | 285,658   | 716,921   | 452,574   | 35,574  | 217,577 | 11,196     | 2,379,756  | 2,032,951 | 203,997 | 5,438  | 75,628  | 61,742  | 59,153  |
| 963,584   | 721,781   | 241,803   | 706,467   | 447,046   | 27,960  | 218,372 | 13,089     | 2,289,467  | 1,948,476 | 198,474 | 6,163  | 82,999  | 53,355  | 66,942  |
| 1,208,352 | 881,918   | 326,434   | 787,849   | 497,033   | 19,845  | 255,963 | 15,008     | 2,537,514  | 2,211,602 | 168,065 | 6,032  | 86,441  | 65,374  | 71,702  |
| 1,151,237 | 876,234   | 275,003   | 748,098   | 476,924   | 20,154  | 236,373 | 14,647     | 2,550,307  | 2,212,001 | 164,471 | 14,675 | 87,602  | 71,558  | 78,983  |
| 1,254,955 | 931,259   | 323,696   | 755,505   | 490,820   | 24,053  | 225,739 | 14,893     | 2,635,671  | 2,217,277 | 240,831 | 8,009  | 93,360  | 76,194  | 73,386  |
| 1,231,956 | 940,708   | 291,248   | 824,350   | 514,631   | 26,762  | 267,174 | 15,783     | 2,585,143  | 2,208,205 | 196,839 | 7,554  | 97,728  | 74,817  | 99,509  |
| 364,015   | 248,951   | 115,064   | 227,402   | 150,448   | 7,841   | 65,178  | 3,935      | 772,325    | 659,096   | 79,078  | 2,178  | 27,623  | 4,350   | 19,870  |
| 287,224   | 211,492   | 75,732    | 226,911   | 144,497   | 6,095   | 72,616  | 3,703      | 703,334    | 624,563   | 49,057  | 1,631  | 22,393  | 5,690   | 17,542  |
| 325,659   | 236,730   | 88,929    | 239,832   | 152,114   | 7,141   | 76,379  | 4,198      | 687,736    | 613,348   | 44,371  | 1,548  | 22,126  | 6,343   | 17,647  |
| 308,415   | 230,905   | 77,510    | 213,900   | 134,521   | 7,835   | 67,356  | 4,188      | 703,766    | 620,172   | 35,285  | 1,579  | 23,397  | 23,333  | 15,937  |
| 310,813   | 232,792   | 78,021    | 224,912   | 144,537   | 10,228  | 66,080  | 4,067      | 731,293    | 628,019   | 59,382  | 5,962  | 24,580  | 13,350  | 16,392  |
| 317,667   | 237,497   | 80,170    | 223,593   | 143,108   | 10,608  | 65,956  | 3,921      | 692,692    | 605,833   | 46,413  | 5,525  | 23,692  | 11,229  | 17,937  |
| 317,222   | 235,166   | 82,056    | 228,966   | 143,177   | 14,201  | 67,930  | 3,658      | 787,214    | 675,617   | 68,293  | 1,592  | 25,691  | 16,021  | 19,541  |
| 343,518   | 260,347   | 83,171    | 238,779   | 149,630   | 12,541  | 73,035  | 3,573      | 834,139    | 690,211   | 94,232  | 1,902  | 26,074  | 21,720  | 18,397  |
| 419,536   | 299,105   | 120,431   | 249,176   | 159,767   | 8,832   | 76,612  | 3,965      | 758,403    | 667,123   | 41,472  | 1,944  | 23,863  | 24,001  | 21,215  |
| 289,110   | 216,726   | 72,384    | 229,507   | 141,556   | 9,652   | 74,375  | 3,924      | 765,929    | 642,821   | 77,607  | 1,126  | 25,120  | 19,255  | 21,345  |
| 327,108   | 246,021   | 81,087    | 252,719   | 159,725   | 9,033   | 79,571  | 4,390      | 707,965    | 623,930   | 38,500  | 1,529  | 25,925  | 18,081  | 22,842  |
| 347,366   | 259,034   | 88,332    | 224,241   | 145,765   | 9,275   | 64,426  | 4,775      | 815,573    | 681,725   | 82,367  | 3,508  | 31,954  | 16,019  | 22,755  |
| 406,680   | 300,281   | 106,399   | 267,710   | 172,577   | 5,657   | 84,348  | 5,128      | 953,257    | 827,930   | 75,615  | 2,767  | 30,863  | 16,082  | 27,516  |
| 411,798   | 289,543   | 122,255   | 245,552   | 154,527   | 6,168   | 80,063  | 4,794      | 769,008    | 666,438   | 53,296  | 1,774  | 27,314  | 20,186  | 19,670  |
| 389,874   | 292,094   | 97,780    | 274,587   | 169,929   | 8,020   | 91,552  | 5,086      | 815,249    | 717,234   | 39,154  | 1,491  | 28,264  | 29,106  | 24,516  |
| 374,001   | 284,396   | 89,605    | 262,398   | 169,665   | 5,735   | 82,313  | 4,685      | 824,722    | 714,312   | 55,462  | 1,516  | 26,258  | 27,174  | 26,800  |
| 395,772   | 302,669   | 93,103    | 246,569   | 155,993   | 6,299   | 79,272  | 5,005      | 885,756    | 770,040   | 56,002  | 6,894  | 31,276  | 21,544  | 25,587  |
| 381,464   | 289,169   | 92,295    | 239,131   | 151,266   | 8,120   | 74,788  | 4,957      | 839,829    | 727,649   | 53,007  | 6,265  | 30,068  | 22,840  | 26,596  |
| 393,452   | 299,760   | 93,692    | 253,822   | 165,487   | 8,391   | 74,830  | 5,114      | 902,783    | 770,916   | 71,519  | 3,029  | 32,163  | 25,156  | 27,519  |
| 404,543   | 307,203   | 97,340    | 251,217   | 162,426   | 8,262   | 75,545  | 4,984      | 944,003    | 773,408   | 109,217 | 2,458  | 32,598  | 26,322  | 18,940  |
| 456,960   | 324,296   | 132,664   | 250,466   | 162,907   | 7,400   | 75,364  | 4,795      | 788,885    | 672,953   | 60,095  | 2,522  | 28,599  | 24,716  | 26,927  |
| 399,667   | 303,950   | 95,717    | 287,744   | 180,855   | 6,169   | 95,354  | 5,366      | 838,979    | 725,614   | 56,967  | 2,726  | 28,983  | 24,689  | 33,529  |
| 390,503   | 294,039   | 96,464    | 279,890   | 170,878   | 11,663  | 91,978  | 5,371      | 843,610    | 725,671   | 61,039  | 2,302  | 30,321  | 24,277  | 34,334  |
| 441,786   | 342,719   | 99,067    | 256,716   | 162,898   | 8,930   | 79,842  | 5,046      | 902,554    | 756,920   | 78,833  | 2,526  | 38,424  | 25,851  | 31,646  |
| 538,402   | 376,502   | 161,900   | 272,012   | 184,622   | 6,411   | 75,668  | 5,311      | 984,040    | 852,836   | 67,577  | 3,291  | 37,452  | 22,884  | 26,007  |
| 353,815   | 267,973   | 85,842    | 258,806   | 180,290   | 5,710   | 67,150  | 5,656      | 898,939    | 751,592   | 93,170  | 1,968  | 32,962  | 19,247  | 21,590  |

5-1. 취급상품범위 및 운영형태별 온라인쇼핑 거래액

(단위: 백만원)

| 구 분      | 거래액         | 취급상품범위별    |            | 운영형태별       |            |
|----------|-------------|------------|------------|-------------|------------|
|          |             | 종합물        | 전문물        | 온라인물        | 온·오프라인병행물  |
| 2017     | 94,185,765  | 62,950,638 | 31,235,127 | 94,185,765  | 62,649,346 |
| 2018     | 113,729,692 | 75,678,256 | 38,051,436 | 113,729,692 | 75,951,448 |
| 2017.1/4 | 22,206,339  | 14,750,313 | 7,456,026  | 22,206,339  | 14,426,447 |
| 2/4      | 22,517,644  | 15,096,507 | 7,421,137  | 22,517,644  | 15,146,207 |
| 3/4      | 23,909,355  | 15,858,244 | 8,051,111  | 23,909,355  | 15,924,113 |
| 4/4      | 25,552,427  | 17,245,574 | 8,306,853  | 25,552,427  | 17,152,579 |
| 2018.1/4 | 26,753,748  | 17,666,158 | 9,087,590  | 26,753,748  | 17,609,651 |
| 2/4      | 27,497,651  | 18,307,417 | 9,190,234  | 27,497,651  | 18,374,631 |
| 3/4      | 28,103,555  | 18,687,269 | 9,416,286  | 28,103,555  | 18,852,878 |
| 4/4      | 31,374,738  | 21,017,412 | 10,357,326 | 31,374,738  | 21,114,288 |
| 2017. 1  | 7,310,479   | 4,801,433  | 2,509,046  | 7,310,479   | 4,712,488  |
| 2        | 7,148,849   | 4,767,941  | 2,380,908  | 7,148,849   | 4,619,215  |
| 3        | 7,747,011   | 5,180,939  | 2,566,072  | 7,747,011   | 5,094,744  |
| 4        | 7,380,795   | 4,921,316  | 2,459,479  | 7,380,795   | 4,966,280  |
| 5        | 7,621,719   | 5,107,846  | 2,513,873  | 7,621,719   | 5,108,106  |
| 6        | 7,515,130   | 5,067,345  | 2,447,785  | 7,515,130   | 5,071,821  |
| 7        | 7,898,554   | 5,280,825  | 2,617,729  | 7,898,554   | 5,326,514  |
| 8        | 7,859,658   | 5,181,631  | 2,678,027  | 7,859,658   | 5,207,878  |
| 9        | 8,151,143   | 5,395,788  | 2,755,355  | 8,151,143   | 5,389,721  |
| 10       | 7,661,802   | 5,086,882  | 2,574,920  | 7,661,802   | 5,026,725  |
| 11       | 8,996,978   | 6,160,799  | 2,836,179  | 8,996,978   | 6,108,073  |
| 12       | 8,893,647   | 5,997,893  | 2,895,754  | 8,893,647   | 6,017,781  |
| 2018. 1  | 9,076,322   | 5,933,724  | 3,142,598  | 9,076,322   | 5,930,516  |
| 2        | 8,241,284   | 5,464,360  | 2,776,924  | 8,241,284   | 5,416,502  |
| 3        | 9,436,142   | 6,268,074  | 3,168,068  | 9,436,142   | 6,262,633  |
| 4        | 9,079,855   | 6,036,323  | 3,043,532  | 9,079,855   | 6,032,600  |
| 5        | 9,405,150   | 6,264,171  | 3,140,979  | 9,405,150   | 6,276,658  |
| 6        | 9,012,646   | 6,006,923  | 3,005,723  | 9,012,646   | 6,065,373  |
| 7        | 9,692,619   | 6,489,192  | 3,203,427  | 9,692,619   | 6,584,260  |
| 8        | 9,271,640   | 6,100,555  | 3,171,085  | 9,271,640   | 6,173,219  |
| 9        | 9,139,296   | 6,097,522  | 3,041,774  | 9,139,296   | 6,095,399  |
| 10       | 10,062,838  | 6,744,271  | 3,318,567  | 10,062,838  | 6,702,402  |
| 11       | 10,611,411  | 7,133,133  | 3,478,278  | 10,611,411  | 7,203,001  |
| 12       | 10,700,489  | 7,140,008  | 3,560,481  | 10,700,489  | 7,208,885  |
| 2019. 1p | 10,713,896  | 7,084,042  | 3,629,854  | 10,713,896  | 7,128,214  |
| 2p       | 9,596,567   | 6,254,389  | 3,342,178  | 9,596,567   | 6,398,018  |

※ p는 잠정치임



5-2. 취급상품범위 및 운영형태별 온라인쇼핑 거래액(전년동월(기)비)

(단위: %)

| 구 분      | 거래액  | 취급상품범위별 |      | 운영형태별 |           |
|----------|------|---------|------|-------|-----------|
|          |      | 종합물     | 전문물  | 온라인물  | 온·오프라인병행물 |
| 2018     | 20.8 | 20.2    | 21.8 | 21.2  | 19.8      |
| 2018.1/4 | 20.5 | 19.8    | 21.9 | 22.1  | 17.5      |
| 2/4      | 22.1 | 21.3    | 23.8 | 21.3  | 23.8      |
| 3/4      | 17.5 | 17.8    | 17.0 | 18.4  | 15.8      |
| 4/4      | 22.8 | 21.9    | 24.7 | 23.1  | 22.2      |
| 2018. 1  | 24.2 | 23.6    | 25.3 | 25.8  | 21.1      |
| 2        | 15.3 | 14.6    | 16.6 | 17.3  | 11.7      |
| 3        | 21.8 | 21.0    | 23.5 | 22.9  | 19.7      |
| 4        | 23.0 | 22.7    | 23.7 | 21.5  | 26.2      |
| 5        | 23.4 | 22.6    | 24.9 | 22.9  | 24.5      |
| 6        | 19.9 | 18.5    | 22.8 | 19.6  | 20.6      |
| 7        | 22.7 | 22.9    | 22.4 | 23.6  | 20.9      |
| 8        | 18.0 | 17.7    | 18.4 | 18.5  | 16.8      |
| 9        | 12.1 | 13.0    | 10.4 | 13.1  | 10.2      |
| 10       | 31.3 | 32.6    | 28.9 | 33.3  | 27.5      |
| 11       | 17.9 | 15.8    | 22.6 | 17.9  | 18.0      |
| 12       | 20.3 | 19.0    | 23.0 | 19.8  | 21.4      |
| 2019. 1p | 18.0 | 19.4    | 15.5 | 20.2  | 14.0      |
| 2p       | 16.4 | 14.5    | 20.4 | 18.1  | 13.2      |

※ p는 잠정치임

## 1. 온라인쇼핑물 정의

- 컴퓨터, 정보통신 설비 등을 이용하여 재화 및 용역을 거래할 수 있도록 설정된 가상의 영업장을 인터넷쇼핑물이라고 지칭하며 통계청에서는 PC 및 모바일을 이용하여 거래를 주로 하는 인터넷쇼핑물을 온라인쇼핑물로 정의

## 2. 조사연혁

| 연 월       | 주요 내용  |
|-----------|--|
| 2000년 8월  | • 전자상거래통계조사 작성 승인  |
| 2001년 3월  | • 전자상거래통계조사 결과 공표(2001.1.~ 매월)                           |
| 2004년 2월  | • 전자상거래통계조사 통계종류 변경(일반통계→지정통계)                           |
| 2008년 5월  | • 전자상거래통계조사 조사방법 및 공표주기 변경<br>• 전수조사 → 표본조사, 매월공표 → 분기공표 |
| 2008년 12월 | • 사이버쇼핑동향조사로 명칭 변경                                       |
| 2014년 4월  | • 온라인쇼핑동향조사로 명칭 변경                                       |
| 2015년 5월  | • 온라인쇼핑동향 공표주기 변경(분기 → 월)<br>• 온라인 해외 직접판매 통계 작성승인       |
| 2016년 2월  | • 온라인 해외 직접구매(수입)통계 작성승인                                 |
| 2016년 5월  | • 온라인 해외 직접판매 및 구매 통계 공표(분기)                             |
| 2018년 1월  | • 모집단 정비 및 표본개편  |

## 3. 조사대상(금융업 제외)

- 온라인쇼핑동향조사(월): 약 1,000개 온라인쇼핑 운영업체
  - 인터넷상에서 거래를 주로 하고 주문기능이 있는 온라인쇼핑 운영업체

## 4. 분류체계

### 가. 취급상품 범위에 따른 분류

- 종합물: 각종 상품군의 카테고리를 다양하게 구성하여 여러 종류의 상품을 구매할 수 있는 온라인쇼핑물
- 전문물: 하나 혹은 주된 특정 카테고리의 상품군 만을 구성하여 운영하는 온라인쇼핑물

### 나. 운영형태에 따른 분류

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

다. 상품군별 분류

| 상품분류        | 조 사 범 위   |
|-------------|---|
| 컴퓨터 및 주변기기  | PC, 노트북, 프린터, 스피커, CD형태 등 유형의 소프트웨어               |
| 가전·전자·통신기기  | TV, 냉장고, 세탁기, 디지털카메라, 휴대폰 등                       |
| 서적          | 각종 도서 (e-Book은 콘텐츠에 해당하여 조사에서 제외)                 |
| 사무·문구       | 사무용품, 문구류, 다이어리/앨범, 종이류/복사지, 필기구 등                |
| 의복          | 의복류 (남성복, 여성복, 스포츠웨어 등)                           |
| 신발          | 신발 (구두, 운동화, 샌들, 실내화 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, 차, 음료, 생수, 설탕, 식용유 등), 김치, 장류 및 장아찌류 등   |
| 농축수산물       | 곡물, 육류, 어류, 채소, 과일, 신선식품류 등                       |
| 생활용품        | 주방용품, 침구, 비누, 샴푸, 세제, 화장지, 꽃, 화분 등                |
| 자동차용품       | 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                                   |
| e쿠폰서비스      | 해당금액에 상응하는 서비스나 상품을 단일목적으로 제공하는 바코드형식의 상품권        |
| 음식서비스       | 온라인 주문 후 조리되어 배달되는 음식 (피자, 치킨 등 배달서비스)            |
| 기타서비스       | 인화 등 주문제작, 이사, 청소 등 용역서비스, 각종 렌탈서비스               |
| 기타          | 문화상품권, 의료기기(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: 조사담당자가 사업체를 방문하여 응답자와 면접을 통하여 조사  
(사업체가 원할 경우에는 인터넷조사 방법 병행)

나. 조사체계: 조사대상처 → 통계청 지방통계청·사무소(현장조사, 조사자료 입력) →  
통계청 서비스업동향과(자료집계, 분석 및 공표)

## 7. 조사항목

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

## 8. 표본설계 방법

가. 모집단: 인터넷상에서 거래를 하는 온라인쇼핑 운영업체

- ※ 모집단의 특성과 표본조사의 효율성을 고려하여, 연간거래액이 24백만원 이상인  
온라인쇼핑 운영업체를 표본모집단으로 선정

나. 표본의 구성

- 1) 전수층: 일정규모 이상의 종합몰 및 전문몰
- 2) 표본층: 상품군별 거래액 기준 표본 크기만큼 층화계통추출