E-Commerce Statistics in Korea

KAIT
Korea Association for ICT Promotion

e-Commerce in Korea

History of e-commerce in Korea

1992 — Introduction to the concept of e-Commerce

1996 — Founded 'iNTERPARK', the first cyber shopping mall in Korea

1999 — Established and revised e-Commerce regulation

2013 — e-Commerce transaction(B2B, B2G) reached KRW 1,167 trillion
(around 1 trillion and 22.4 billion USD)

2015 — Online Shopping transaction(B2C) reached KRW 53,888 billion
(around 47.3 billion USD)

2016 — Online Shopping transaction(B2C) reached KRW 64,913 billion
(around 57 billion USD)

Collection of e-Commerce Data

Overview

Classification	Description	
	e-commerce Survey	**Online Shopping Survey**
Applied category	- e-Commerce transaction subject types - Korea Standard Industrial Classification(KSIC)	
Institute in charge of survey	Statistics Korea	
Subjected period	Every Quarter	Every month(1st ~last day)
Survey starting period	Last 2 weeks of the next quarter's first month(Jan, Apr, Jul, Oct)	1st~ 22nd of the next month
Frequency	Quarterly(B2B, B2G)	Monthly(B2C)
Purpose	Obtain **quarterly data** on the **size and infrastructure** of e-commerce transactions	Provide basic data needed for the **establishment of government policies and the management plans**
Region	Nationwide	

Source: Statistics Korea

Collection of e-Commerce Data

Survey System & Collection Methodology

E-Commerce Survey

STATISTICS KOREA 통계청 미래로 통하는 ↔ Regional Statistical office ↔ Company

Online Shopping Survey

Cyber Shopping Mall → Regional Statistical office → STATISTICS KOREA 통계청 미래로 통하는

Cyber Shopping Mall → (CASI)

Sector of Survey

Business to Business(B2B) : 1,423 companies*

- Complete enumeration survey
- Listed companies, KOSDAQ ** listed companies, Public companies, and other e-Commerce companies
- E-Marketplace(mediation typed online mall)
  (Excluding companies type of finance and insurance business, Housework service, International / foreign)

Business to Government(B2G) : 481 institutes*

- Public Procurement Service, Defense Acquisition Program Administration, Korea Post are used

Business to Customer(B2C) : 981 companies***

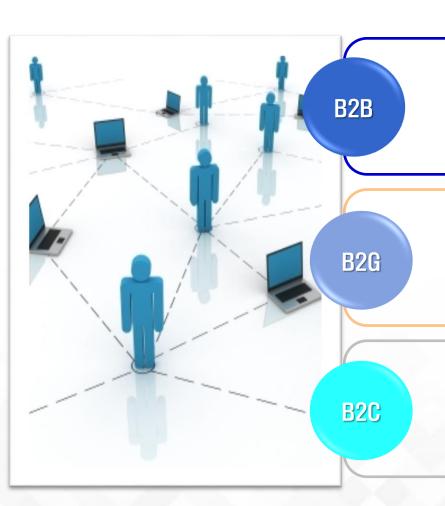- Sampling Survey(Online shopping malls with ability to sell products over the Internet)

* as of 2013
*** Korea Securities Dealers Automated Quotation
*** as of 2016

Collection of e-Commerce Data

Survey Tables

B2B
- Name, Website, Type of Industry
- Purchased Price
- Amount of Sales, etc.

B2G
- Purchased Price
- Contract Price of Electronic Bidding Construction, etc.

B2C
- Transaction Amount by Types
- Payment and Shipping Methods, etc.

Collection of e-Commerce Data

Non-collected Data Processing

Preliminary Processing

- Remaining same as previous quarter's data and revising correct data after the data is set (note 「P」)

Non-response Processing

- Remaining same as previous quarter's data
- Deleting from the list if continually non-response (over 3 months)

Output of Survey

Output of data collection (B2B)

Source: Statistics Korea

Type	Classification
Total Transaction of B2B	-
B2B e-Commerce Transactions by Domination Type	① Buyer-driven type ② Supplier-driven type ③ Intermediary-driven type
B2B e-Commerce Transactions by industry	① Manufacturing ② Electricity gas and water supply ③ Construction ④ Wholesale& retail trade ⑤ Transportation ⑥ Information and Communications ⑦ Others

Output of data collection (B2G)

Purchase of goods & services

Construction contract

Output of Survey

Output of data collection (Online shopping(B2C, C2C))

Type	Classification	
Total online shopping Transactions	B2C, C2C and others*	
Transaction Value by group of commodities	1. Computer and computer-related appliances 2. Home electric appliances · electronic · telecommunication equipment 3. Software 4. Books 5. Office appliances and stationery 6. Music CDs & disks· videos· musical instrument 7. Clothing 8. Footwear 9. Luggage 10. Fashion and Accessories	11. Sports and leisure appliances 12. Cosmetics 13. Goods for infants and children 14. Food and Beverages 15. Agricultural and fishery products 16. Household goods· motor vehicle part and accessories 17. Furniture 18. Pet Products 19. Travel arrangement and reservation services 20. Miscellaneous services and others

*including B2B and B2G from Online shopping

Source: Statistics Korea