

# Current Status of e-Commerce in Korea

**5. Oct. 2022.**

**Korea-Peru Digital Government Cooperation Center  
Dr. Sang-chul SHIN**

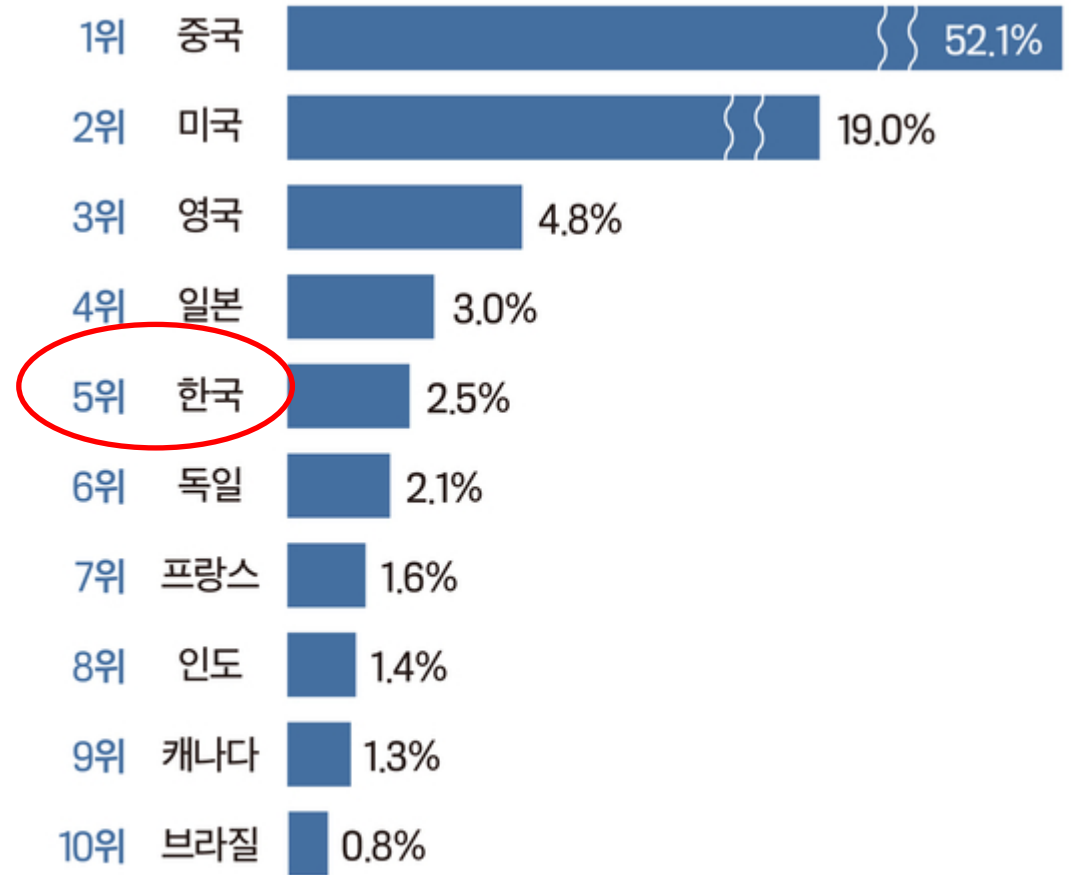
**+51 994 708 727  
ssc0329@gmail**

# 1 Ranking of the e-Commerce market size



## ❖ Korea's e-commerce market ranks fifth in the world in 2021

- China
- USA
- UK
- Japan
- Korea
- Germany
- France
- India
- Canada
- Brazil

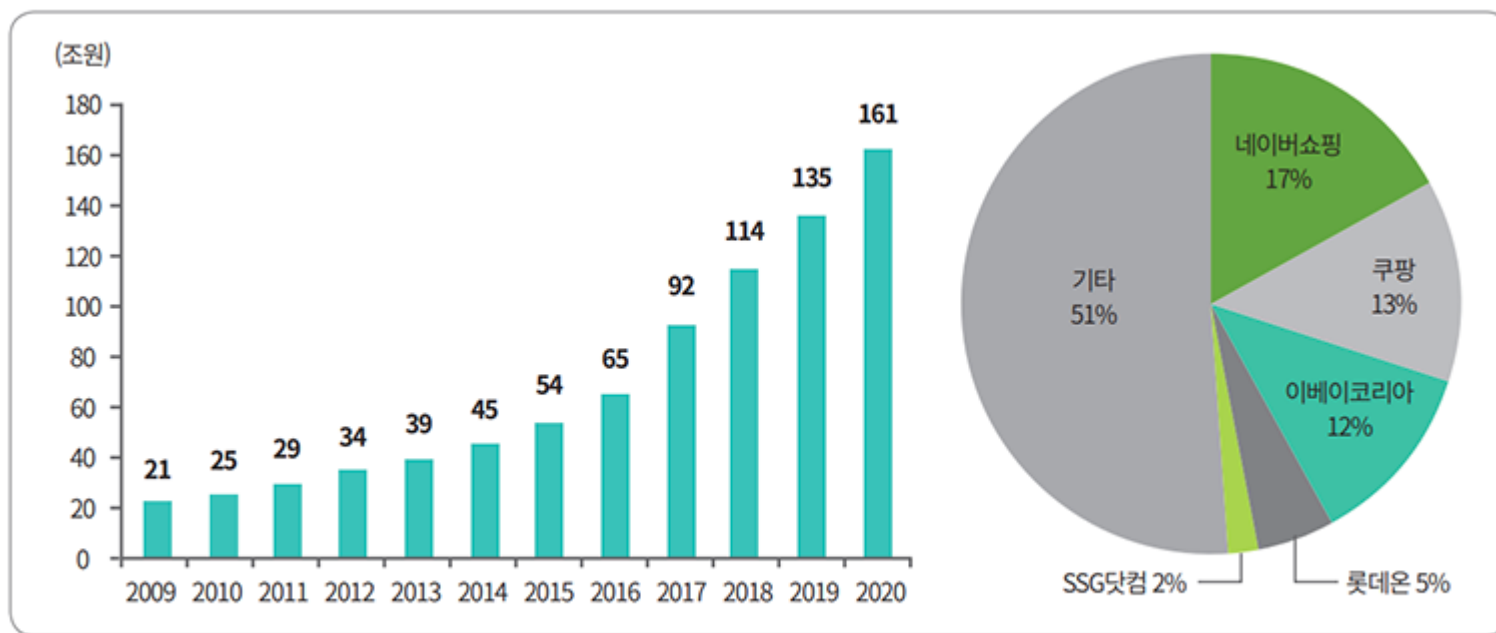


자료: 중소벤처기업진흥공단, 이마켓터

# 1 e-Commerce market size and major companies in Korea



## ❖ Korea's e-commerce market size \$161 B / 2020



출처 : DB금융투자(2021.3)

AI를 활용한 맞춤형 검색 추천	<b>NAVER</b>
	<b>coupang</b>
	kakao commerce
물류 개선	MARKET <i>Kurly</i>
	<b>ebay</b>
	<b>SSG.COM</b>
문제 제품 잡아내기	<b>TMON</b>
	<b>당근마켓</b>

# 1 Status of e-commerce income in 2021

## ❖ Status of e-commerce imports in 2021

- E-commerce income: \$415M(25.7% increased)
- Number of e-commerce imports: 79M(40.6% increased)
- Number of buyers: 30M
- Ages: 40-30-50s
- Import: Healthy food, cloths, e-devices, shoes, bag,
- Country: USA-CHINA-GEN-ENG-JAP

<https://www.bandtrass.or.kr/dashboard.do?command=DAS00101#>

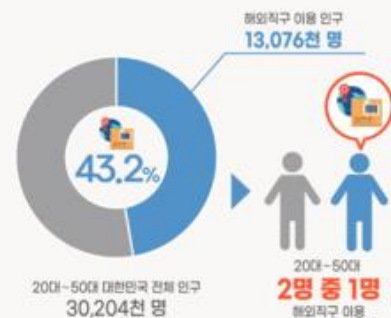
전자상거래 수입 금액



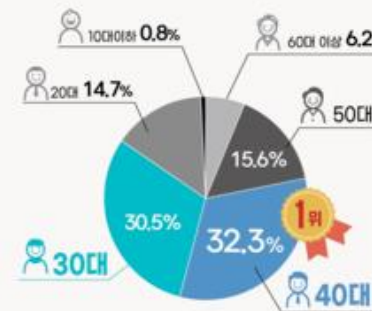
전자상거래 수입 건수



구매인원



연령별



주요 수입품목



주요 수입국가

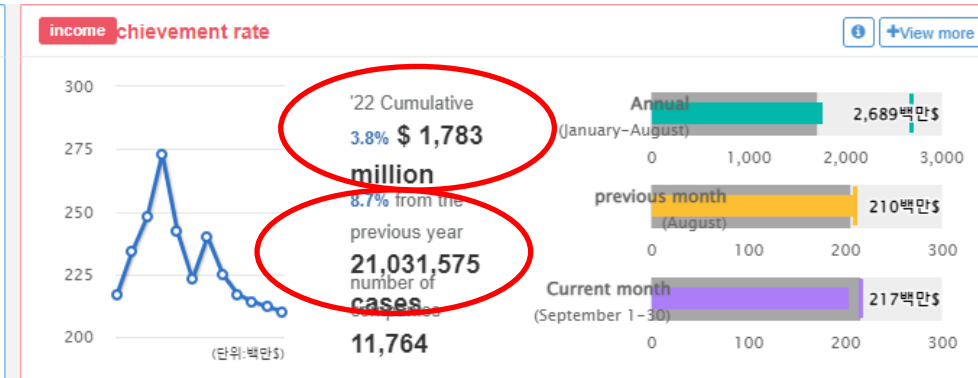


# 2 Korea's e-Commerce Status in 2022



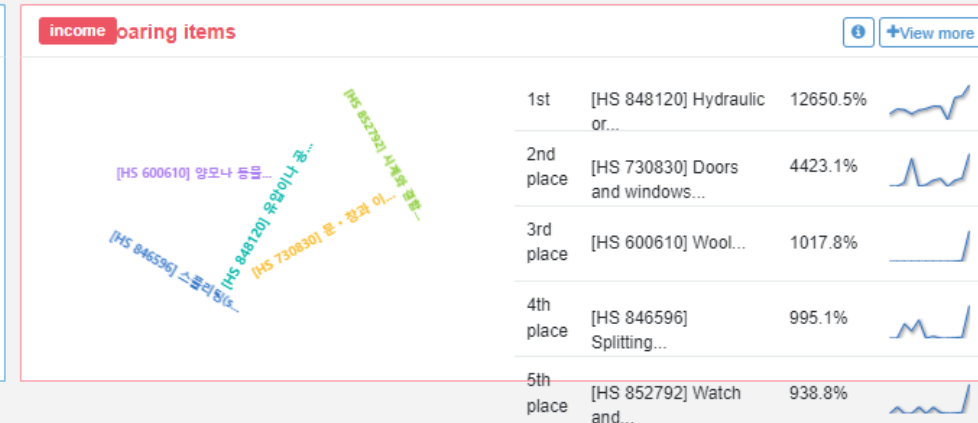
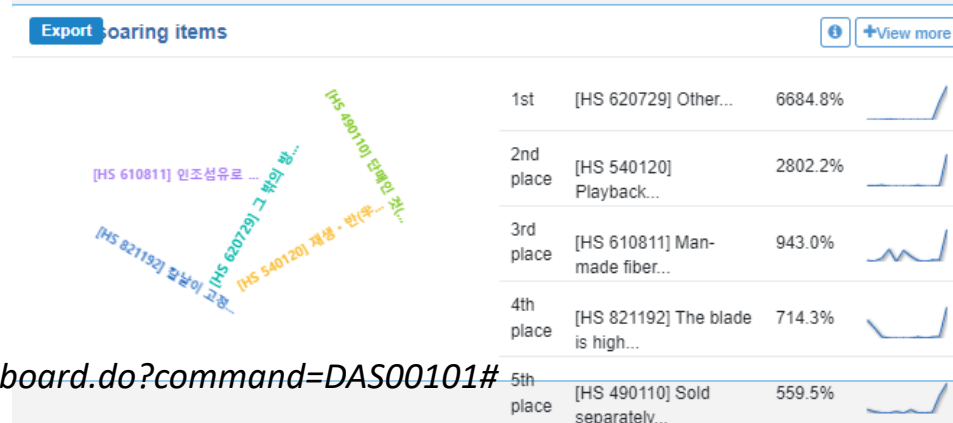
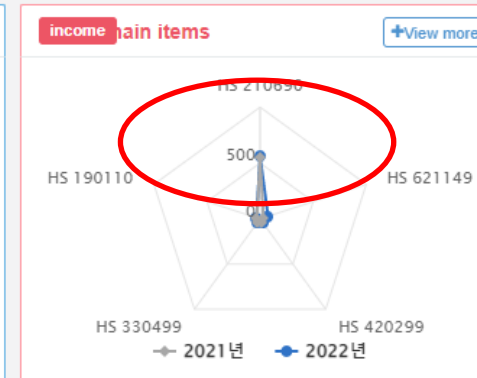
## Export

- \$600 M
- 4,254K
- Beauty, makeup,
- USA-JAP-CHI



## Import

- \$1,783 M
- 21,031K
- Food preparation, ..
- USA-CHI-ITA



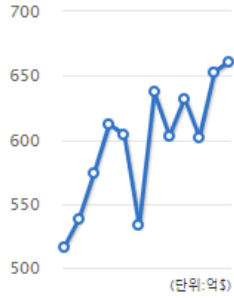
# 3 Korea Trade Status in 2022



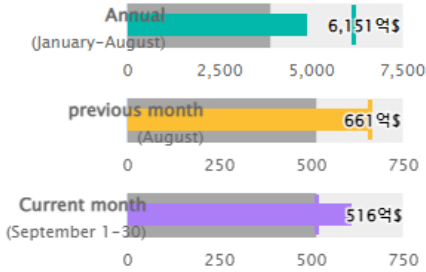
## Import

- Crude Oil 15.9%
- Natural Gas 6.9%
- Proc&Control 4.3%
- Coal 4.1%
- Memory 3%

achievement rate

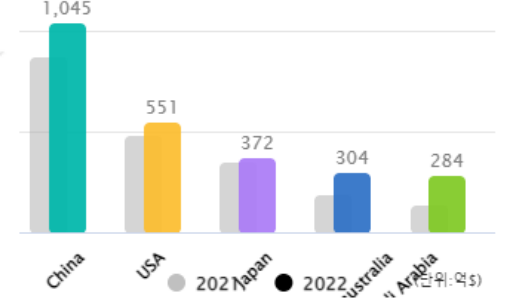
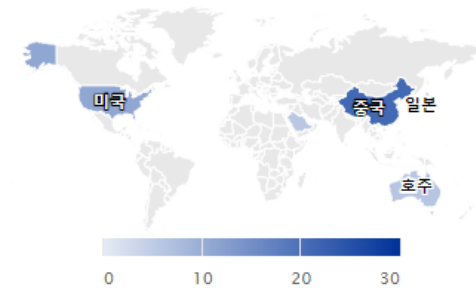


'22 years accumulated  
**\$492.6**  
 billion  
 year-over-year  
**25.9%**  
 number of companies  
**186,856**  
 pieces



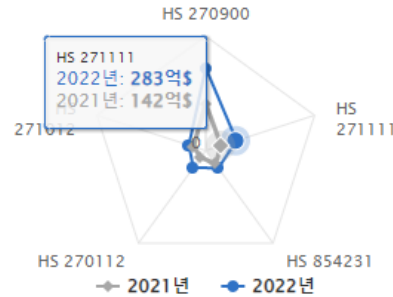
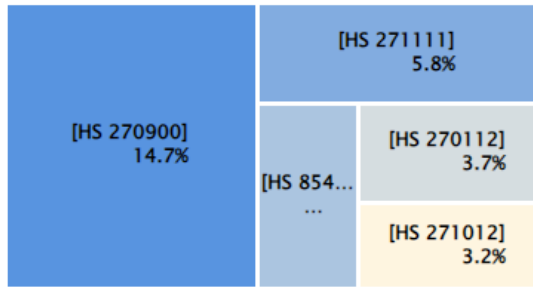
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major countries



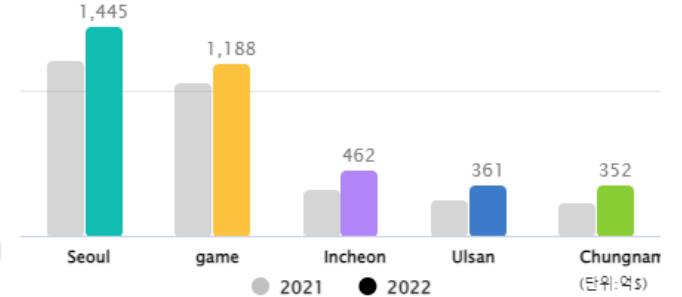
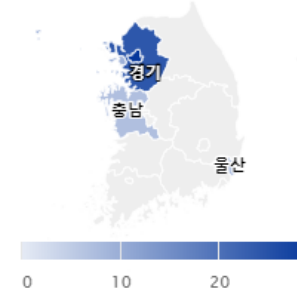
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main items



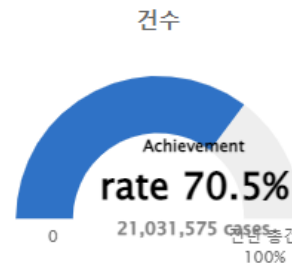
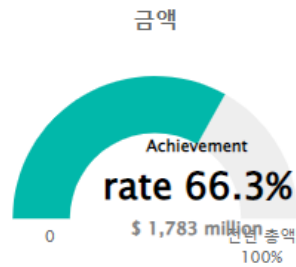
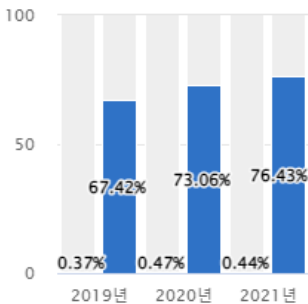
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Regional Status



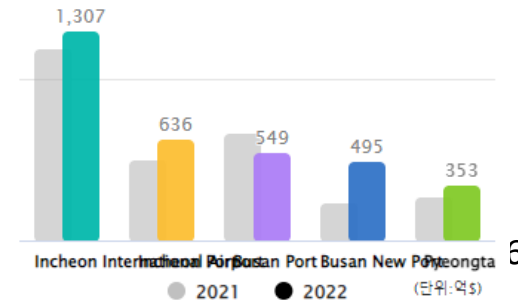
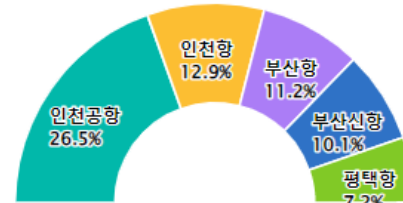
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E-commerce status



+View more

Airport only



+View more

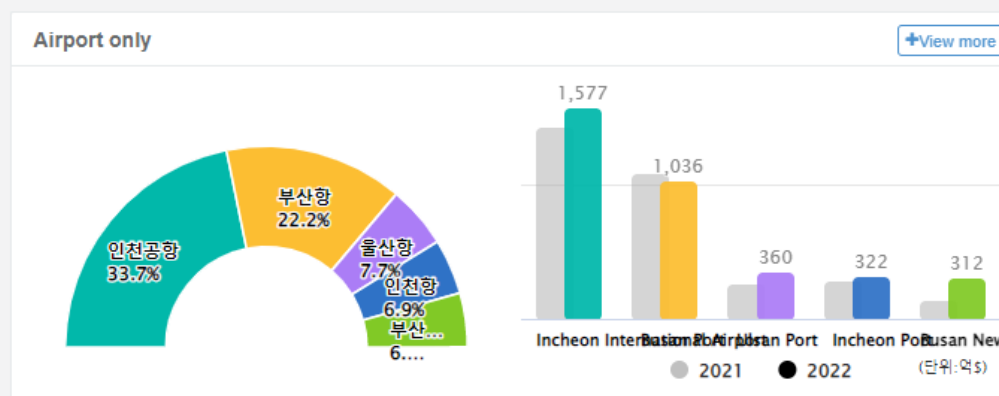
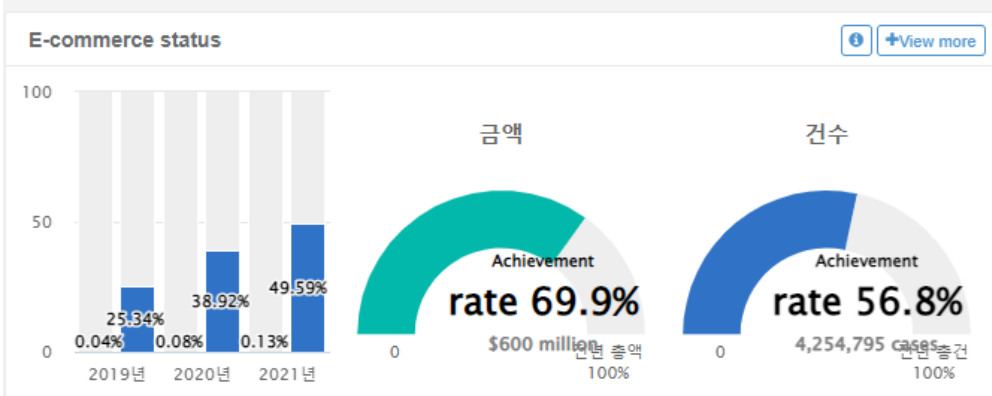
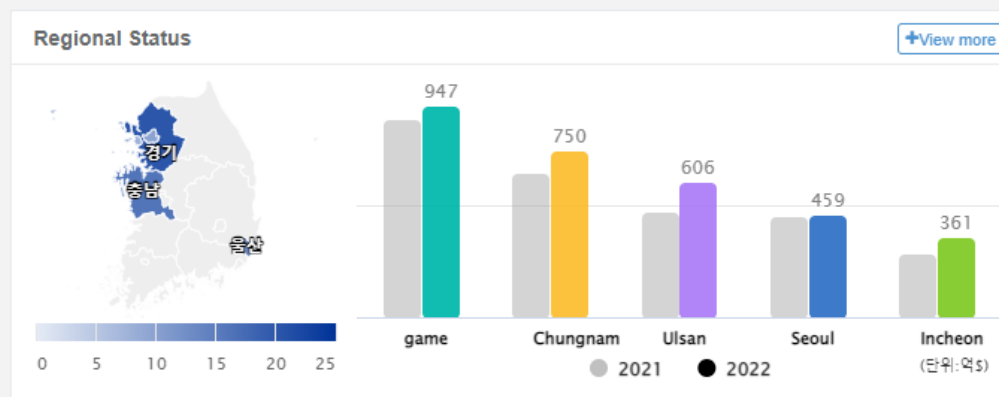
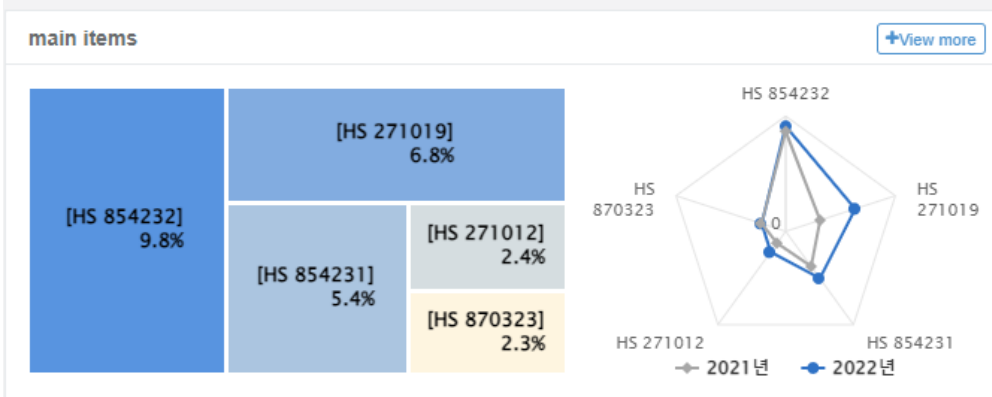
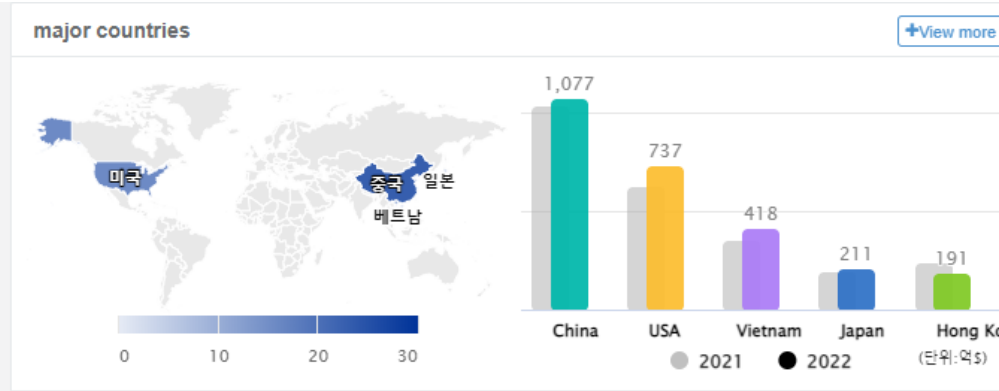
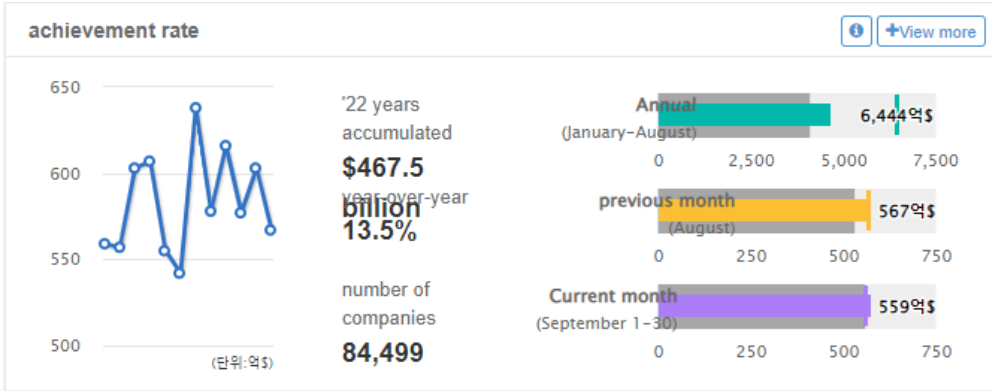


# 3 Korea Trade Status in 2022



## Export

- Memory 9.8%
- Etc 6.8%
- Process/Controller 5.4%
- Oil 2.4%
- Car 2.3%





## ❖ In General

- Framework Act on Electronic Message and Electronic Commerce (1999)
- Electronic Signature Act (1999)
  - ✓ e-Commerce is governed by these. Accordingly, several Certified e-Document Authorities have been established to provide the storage and retrieval service of e-messages.

## ❖ Finance

- E-Commerce Consumer Protection Act (2002)

## ❖ Internet Resource

- Internet Address Resources Act (2004)

## ❖ Consumer Protect

- Electronic Financial Transactions Act (2006)
  - ✓ the e-financial transactions mean the transactions in which **financial institutions and electronic financial service providers** provide financial products and services by means of electronic devices,
  - ✓ **consumers** can process such transactions in an automatic manner without face-to-face relationship or communications with the personnel of such financial institutions and e-providers.

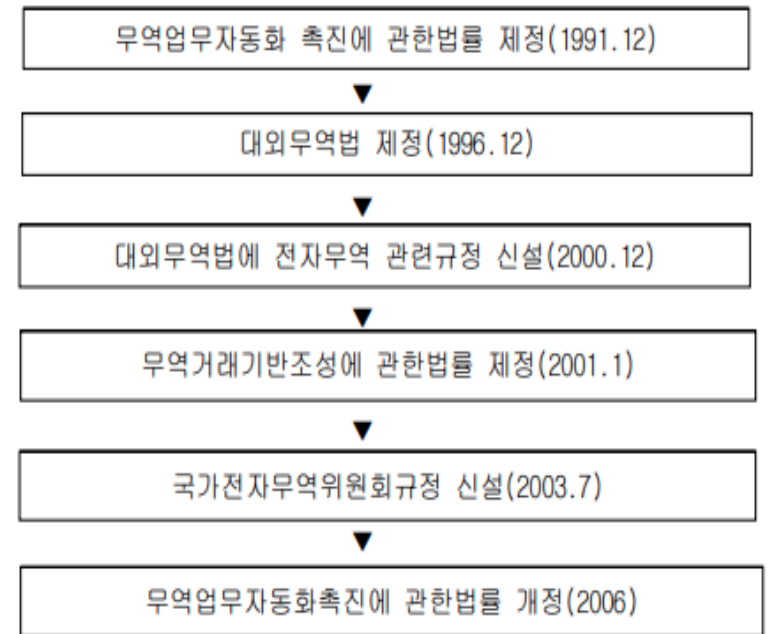


# 2 e-Trade Regulation in Korea



## ❖ E-Trade

- Act on the Promotion of Trade Automation Promotion (1991)
- Foreign Trade Act (96.12)
- Electronic trade-related regulations added to the Foreign Trade Act (00.12)
- Act on Foundation for Trade Transactions (01.1)
- Regulations of the National Electronic Trade Commission (03.7)
- Act on Promotion of Trade Automation Promotion (06)



르: 법제처, KNET 홈페이지.

# 3 The role of the Government in e-commerce ecosystem



- ❖ Enactment and revision of **laws**
- ❖ Establishment of mid- to long-term **comprehensive plan**
- ❖ Preparing and building **infrastructure/platform**
- ❖ **Pilot projects** for service introduction
- ❖ **International cooperation** with foreign countries

# 4 Key factors for improving the e-commerce in Korea



	Korea	Japan	U.S.
1	<b>Delivery</b>	<b>Customer</b>	<b>Plenty</b>
2	<b>Speed</b>	<b>Speed</b>	<b>Privacy</b>
3	<b>Easy</b>	<b>Plenty</b>	<b>Customer</b>
4	<b>Customer</b>	<b>Easy</b>	<b>Security</b>
5	Low Price	Low cost	Delivery
6	Variety	Variety	Variety
7	Payment	Expertise	Easy
8	Expertise	Strategy	Low cost
9	Privacy	Lowcost	Service

From: Analysis of Critical Success Factors for e-Commerce through Comparative Study among Korea, U.S. and Japan, TK Sung



### **Are there subsidies for startups?**

- Yes. Support for start-up support, support for new service discovery, and human resource trainingSupport through open competition.
- \$50K ~ \$200K each

### **Is there any agreement between the government and the company related to e-commerce?**

- No. but A contract is required when participating in a pilot project hosted by the government.

### **How to strengthen digital credibility? What to do if someone else's identity is stolen?**

- Responding to Personal Information Protection Act and Digital Signature Act

An aerial photograph of a modern cityscape. In the foreground, a large, winding river flows through a green park area with winding paths. To the right, a massive, modern skyscraper with a blue glass facade dominates the skyline. In the background, a dense cluster of skyscrapers is visible, including a prominent, slender tower with a pointed top. The sky is clear and blue. The text "Thank you" is overlaid in the center of the image.

**Thank you**