



# E-Commerce (Goods) in South Korea

February 2022

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## E-Commerce (Goods) in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Lingering impact of COVID-19 drives further impressive growth of e-commerce  
Consolidation accelerates as players actively participate in mergers and acquisitions  
Coupang is leading player in e-commerce

#### PROSPECTS AND OPPORTUNITIES

E-commerce's penetration of total retailing expected to reach record high levels  
Direct-to-consumer model becomes a priority for brands  
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