

전략고객사 실적 현황('22.12)

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구 분	고객사	평균 단가	당 월		전월 동기 대비		전년 동기 대비		전월 동기		전년 동기	
			물 량	매 출	물 량	매 출	물 량	매 출	물 량	매 출	물 량	매 출
홈쇼핑	GS홈쇼핑	2,115	2,441,957	5,165,077,706	3.6%	2.9%	-9.5%	-10.5%	2,356,944	5,018,721,721	2,698,658	5,770,917,441
	홈앤쇼핑	2,414	73,233	176,785,448	31.5%	31.5%	-6.6%	-4.3%	55,676	134,414,524	78,421	184,665,804
	CJ오쇼핑	2,396	123,981	297,053,677	-15.7%	-15.9%	-1.9%	1.2%	147,129	353,354,990	126,387	293,640,130
	현대홈쇼핑	2,367	290,667	688,135,827	-7.8%	-4.2%	-34.9%	-30.9%	315,140	718,295,802	446,499	995,542,290
	공영홈쇼핑	2,181	441,638	963,081,398	5.6%	6.0%	270.2%	219.8%	418,282	908,380,121	119,283	301,124,495
	NS홈쇼핑	2,196	236,856	520,221,675	5.8%	7.1%	42.5%	35.7%	223,913	485,652,435	166,269	383,324,065
	롯데홈쇼핑	2,224	104,122	231,521,175	-10.6%	-9.4%	60.0%	60.4%	116,410	255,630,000	65,080	144,364,647
홈쇼핑 계		2,166	3,712,454	8,041,876,906	2.2%	2.1%	0.3%	-0.4%	3,633,494	7,874,449,593	3,700,597	8,073,578,872
GSHS 제외		2,264	1,270,497	2,876,799,200	-0.5%	0.7%	26.8%	24.9%	1,276,550	2,855,727,872	1,001,939	2,302,661,431
홈쇼핑 외 (일반)	쿠팡	2,026	3,501,151	7,092,512,552	7.5%	7.3%	-50.3%	-47.7%	3,257,568	6,610,968,214	7,049,511	13,554,140,220
	신세계	1,755	779,651	1,368,110,645	-24.2%	-24.0%	-8.3%	-3.3%	1,028,118	1,799,768,437	850,191	1,415,169,029
	대상(주)	2,014	252,642	508,911,183	-4.5%	-4.6%	-10.5%	-20.9%	264,504	533,352,401	282,414	643,172,210
	교원	1,694	318,462	539,598,937	2.7%	1.2%	-1.6%	1.9%	310,169	533,122,920	323,531	529,700,037
	웅진씽크빅	1,999	68,724	137,366,060	34.4%	35.8%	622.5%	605.5%	51,122	101,133,958	9,512	19,471,408
비홈쇼핑 계		1,960	4,920,630	9,646,499,377	0.2%	0.7%	-42.2%	-40.3%	4,911,481	9,578,345,930	8,515,159	16,161,652,904
홈쇼핑 외 (T커머스)	K쇼핑	2,227	77,275	172,127,777	26.6%	33.2%	-34.3%	-25.3%	61,022	129,198,401	117,599	230,480,075
	W쇼핑	3,155	44,382	140,035,707	-3.9%	8.2%	6.3%	38.5%	46,168	129,444,223	41,733	101,133,903
	신세계TV쇼핑	2,401	32,898	78,994,194	-5.8%	-10.6%	-34.2%	-25.0%	34,938	88,390,871	49,966	105,319,323
T커머스 계		2,531	154,555	391,157,678	8.7%	12.7%	-26.2%	-10.5%	142,128	347,033,495	209,298	436,933,301
총 계		2,057	8,787,639	18,079,533,961	1.2%	1.6%	-29.3%	-26.7%	8,687,103	17,799,829,018	12,425,054	24,672,165,077