

## 전략고객사 실적 현황('22.7)

영업일수: 23.5일

진행일수: 23.5일

진행율 : 100%

22일

22일

100%

24.5일

24.5일

100%

[단위: 건, 원 / VAT별도]

■ 산출기간: 22.7.1 ~ 7.31

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	2,117	2,381,803	5,042,723,015	-9.2%	-7.8%	4.6%	3.6%	2,622,997	5,472,056,924	2,278,073	4,866,050,396
	홈앤쇼핑	2,420	53,393	129,186,656	-11.6%	-11.5%	-12.0%	-7.7%	60,428	145,988,977	60,680	139,897,750
	CJ오쇼핑	2,431	88,227	214,439,684	-7.9%	-5.9%	23.5%	34.5%	95,830	227,888,658	71,443	159,480,003
	현대홈쇼핑	2,298	223,162	512,807,572	-6.2%	-7.0%	39.9%	41.7%	237,982	551,279,515	159,572	361,971,418
	공영홈쇼핑	2,230	355,904	793,574,946	137.8%	112.1%	305.8%	306.9%	149,674	374,229,683	87,708	195,041,953
	NS홈쇼핑	2,248	116,176	261,176,114	-2.5%	-1.0%	-32.2%	-26.1%	119,166	263,931,210	171,464	353,184,848
	롯데홈쇼핑	2,331	68,814	160,396,134	-3.4%	-2.7%	-39.2%	-40.6%	71,254	164,818,483	113,158	269,986,840
홈쇼핑 계		2,164	3,287,479	7,114,304,121	-2.1%	-1.2%	11.7%	12.1%	3,357,331	7,200,193,450	2,942,098	6,345,613,208
GSHS 제외		2,287	905,676	2,071,581,106	23.3%	19.9%	36.4%	40.0%	734,334	1,728,136,526	664,025	1,479,562,812
홈쇼핑 외	쿠팡	2,025	3,638,109	7,368,165,426	-15.8%	-14.5%	-30.6%	-26.0%	4,318,738	8,615,984,592	5,238,731	9,957,519,379
	신세계	1,757	756,950	1,329,706,714	-8.4%	-8.1%	-9.1%	1.2%	826,024	1,447,161,013	833,042	1,314,549,134
	대상(주)	2,007	322,300	646,948,167	-0.4%	-0.7%	16.2%	23.6%	323,672	651,574,315	277,328	523,225,217
	교원	1,723	245,280	422,533,435	9.0%	12.1%	1190.7%	1259.2%	225,018	376,767,246	19,004	31,086,498
	웅진씽크빅	1,908	43,047	82,150,180	13.1%	12.2%	422.4%	398.7%	38,064	73,195,452	8,240	16,472,731
비홈쇼핑 계		1,968	5,005,686	9,849,503,922	-12.7%	-11.8%	-21.5%	-16.8%	5,731,516	11,164,682,618	6,376,345	11,842,852,959
홈쇼핑 외	K쇼핑	2,049	60,816	124,612,861	-38.9%	-37.2%	-45.5%	-42.1%	99,579	198,323,521	111,679	215,040,375
	W쇼핑	2,240	27,775	62,216,273	-45.4%	-49.1%	-3.9%	-9.5%	50,901	122,203,573	28,915	68,748,727
	신세계TV쇼핑	2,223	42,753	95,045,721	-14.2%	-11.4%	-15.2%	-1.3%	49,853	107,287,911	50,404	96,259,440
T커머스 계		2,146	131,344	281,874,855	-34.4%	-34.1%	-31.2%	-25.8%	200,333	427,815,005	190,998	380,048,542
총 계		2,047	8,424,509	17,245,682,898	-9.3%	-8.2%	-11.4%	-7.1%	9,289,180	18,792,691,073	9,509,441	18,568,514,709