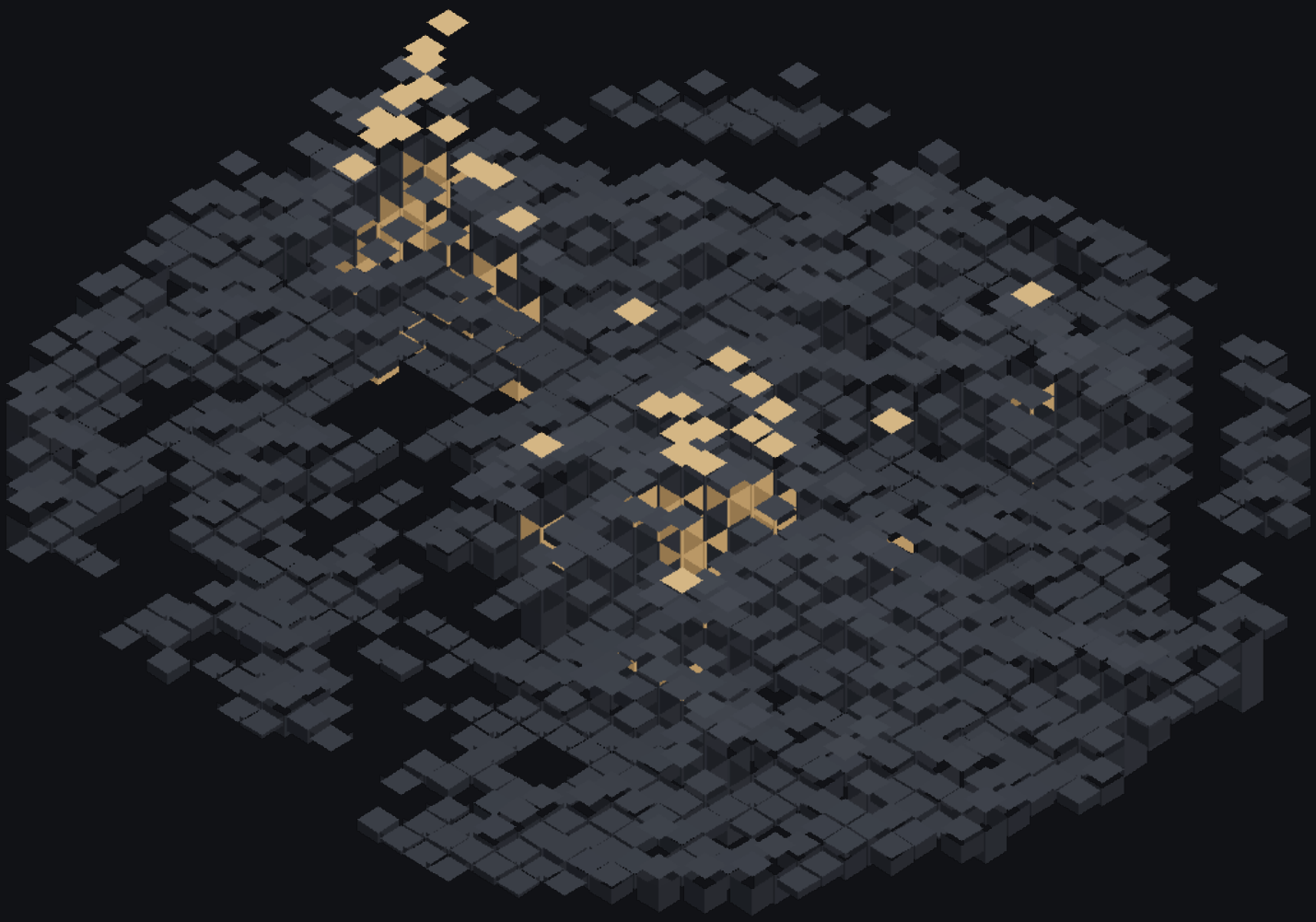
COMMERCIAL INTELLIGENCE KR SEO

Seoul
Offline Trade Intelligence

165,706 measured places within 30 km (32,014 inside 5 km) | 39.7% website coverage, 9.8% chain share, 60.3% digital gap



CITY DOSSIER KR

Seoul offline trade intelligence

We counted 165,706 places within 30 km of the centre of Seoul, and 32,014 inside 5 km. 39.7% keep a website a customer can open, 9.8% trade under a chain name, so 60.3% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

165,706
places counted, 30 km ring

39.7%
keep a website a customer can open (99,922 do not)

9.8%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 165,706

Segment	Places	Share	With a website	Gap
Food and beverage	95,333	57.5%	30.0%	70.0%
Retail	20,049	12.1%	55.9%	44.1%
Other	11,122	6.7%	55.4%	44.6%
Beauty and wellness	8,538	5.2%	44.4%	55.6%
Hospitality and events	6,079	3.7%	50.3%	49.7%
Professional services	5,244	3.2%	64.6%	35.4%
Fitness and sport	5,229	3.2%	52.8%	47.2%

WHAT THE COUNTS SAY

01 **The gap sits in food and beverage.**
95,333 places, 57.5% of the ring, and only 30.0% keep a website. The city average is 39.7%, so this segment is 9.7 points behind the block.

02 **Night lights, thirteen years.**
Expansion index 43.9 of 100, rank 33 of 58 measured cities, radiance +11.5% since 2019, outer ring 3.9%. LED conversion removes short wavelength light, so read the ring growth, not the level.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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