Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-Commerce Sales by Merchandise Line[1]: 2000 and 1999

(Estimates are based on data from the 2000 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 6A.)

Merchandise Lines	Value of Sales				Y/Y Percent Change		E-commerce as Percent of Total Sales	Percent Distribution	
	2000		1999					Total Sales	E-commerce Sales
	Total	E-commerce	Total	Revised E-commerce	Total Sales	E-commerce Sales	2000	2000	2000
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	**109,933**	**21,430**	**92,921**	**11,719**	**18.3%**	**82.9%**	**19.5%**	**100.0%**	**100.0%**
Books and magazines	4,248	2,075	3,456	1,590	22.9%	30.5%	48.8%	3.9%	9.7%
Clothing and clothing accessories (includes footwear)	14,670	2,017	13,328	876	10.1%	130.3%	13.7%	13.3%	9.4%
Computer hardware	26,506	6,081	22,748	4,186	16.5%	45.3%	22.9%	24.1%	28.4%
Computer software	3,587	1,116	2,649	763	35.4%	46.3%	31.1%	3.3%	5.2%
Drugs, health aids, and beauty aids	14,370	673	11,246	229	27.8%	193.9%	4.7%	13.1%	3.1%
Electronics and appliances	3,394	1,077	2,589	462	31.1%	133.1%	31.7%	3.1%	5.0%
Food, beer, and wine	1,903	566	1,430	231	33.1%	145.0%	29.7%	1.7%	2.6%
Furniture and home furnishings	6,310	839	5,734	285	10.0%	194.4%	13.3%	5.7%	3.9%
Music and videos	4,465	1,282	4,277	802	4.4%	59.9%	28.7%	4.1%	6.0%
Office equipment and supplies	6,887	1,440	7,218	605	-4.6%	138.0%	20.9%	6.3%	6.7%
Toys, hobby goods, and games	2,969	794	2,235	396	32.8%	100.5%	26.7%	2.7%	3.7%
Other merchandise[2]	17,388	2,370	14,837	980	17.2%	141.8%	13.6%	15.8%	11.1%
Nonmerchandise receipts[3]	3,236	1,100	1,174	314	175.6%	250.3%	34.0%	2.9%	5.1%

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html

[1] Estimates include data for businesses with or without paid employees, are grouped according to merchandise categories used in the Annual Retail Trade Survey.

[2] Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, jewelry, and sporting goods.

[3] Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Source: U.S. Census Bureau, 2000 Annual Retail Trade Survey (Revised May 2002)