

Table 6/Historical. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line: 1999 - 2001

[Estimates are based on data from the 2001 Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive.]

Merchandise Lines	Value of Sales					
	2001		2000		1999	
	Total	E-commerce	Revised		Revised	
			Total	E-commerce	Total	E-commerce
(NAICS 454110)						
Books and magazines	3,872	1,739	4,135	1,813	3,404	1,456
Clothing and clothing accessories (includes footwear)	15,351	3,250	14,987	2,126	13,436	887
Computer hardware	21,968	5,655	26,393	6,065	22,732	4,184
Computer software	3,955	1,203	3,560	1,097	2,642	756
Drugs, health aids, and beauty aids	16,203	950	14,330	673	11,306	239
Electronics and appliances	3,739	1,470	3,342	1,067	2,580	483
Food, beer, and wine	1,832	444	1,897	562	1,432	231
Furniture and home furnishings	6,530	1,658	6,416	998	5,832	346
Music and videos	3,971	1,306	4,382	1,175	4,228	758
Office equipment and supplies	6,605	1,981	6,917	1,426	7,230	606
Sporting Goods	1,640	464	1,667	393	NA	NA
Toys, hobby goods, and games	3,008	931	3,162	835	2,199	388
Other merchandise ²	16,710	3,082	15,920	1,877	14,422	957
Nonmerchandise receipts ³	4,079	1,557	3,202	1,069	1,168	306

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, and jewelry.

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

Source: U.S. Census Bureau, Annual Retail Trade Survey