

Table 6/Historical. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-Commerce Sales by Merchandise Line¹: 1999-2002

[Estimates are based on data from the 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							
	2002		2001 Revised		2000 Revised		1999 Revised	
	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	114,480	32,191	109,158	25,145	110,073	20,943	92,440	11,430
Books and magazines	4,017	1,848	3,825	1,691	4,093	1,775	3,407	1,436
Clothing and clothing accessories (includes footwear)	14,020	4,272	15,021	3,165	14,857	2,184	13,251	892
Computer hardware	21,203	5,873	22,653	5,506	27,113	5,988	23,383	4,094
Computer software	4,433	1,456	4,110	1,110	3,671	1,081	2,744	741
Drugs, health aids, and beauty aids	20,709	1,446	16,130	951	14,094	660	11,129	236
Electronics and appliances	4,419	2,030	3,877	1,508	3,356	1,055	2,631	485
Food, beer, and wine	1,869	639	1,901	487	1,870	557	1,405	227
Furniture and home furnishings	7,116	2,447	6,442	1,633	6,367	1,006	5,759	353
Music and videos	3,862	1,454	3,960	1,256	4,319	1,158	4,171	751
Office equipment and supplies	6,114	2,450	6,416	1,872	6,757	1,371	7,091	586
Sporting goods	2,687	910	1,718	502	1,706	396	NA	NA
Toys, hobby goods, and games	3,458	1,250	2,954	895	3,072	819	2,164	383
Other merchandise ²	15,651	3,858	16,137	2,914	15,617	1,853	14,163	947
Nonmerchandise receipts ³	4,922	2,258	4,014	1,655	3,181	1,040	1,142	299

NA Not applicable

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