

Table 6/Historical. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line ¹: 1999-2003

[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									
	2003		2002		2001		2000		1999	
			Revised		Revised		Revised		Revised	
	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	131,173	40,379	122,631	33,485	112,770	25,418	109,230	20,384	88,891	10,913
Books and magazines	4,160	2,143	4,116	1,961	3,929	1,725	4,055	1,729	3,257	1,370
Clothing and clothing accessories (includes footwear)	15,125	5,525	15,010	4,561	15,540	3,232	14,819	2,154	12,772	855
Computer hardware	23,714	6,745	22,900	6,296	23,381	5,615	27,025	5,906	22,514	3,930
Computer software	3,887	1,173	4,418	1,229	4,267	1,143	3,672	1,067	2,652	712
Drugs, health aids, and beauty aids	27,205	1,966	23,198	1,521	16,952	973	14,004	652	10,901	225
Electronics and appliances	5,967	2,902	4,799	2,119	4,017	1,523	3,351	1,022	2,535	454
Food, beer, and wine	2,271	899	2,057	761	1,995	530	1,873	565	1,349	220
Furniture and home furnishings	8,302	3,436	7,485	2,499	6,608	1,638	6,291	964	5,493	332
Music and videos	3,823	1,733	4,153	1,598	4,122	1,305	4,298	1,140	4,013	720
Office equipment and supplies	6,962	3,473	6,544	2,600	6,700	1,909	6,810	1,335	6,876	559
Sporting Goods	2,571	1,155	2,833	1,031	1,746	504	1,699	390	NA	NA
Toys, hobby goods, and games	3,942	1,638	3,741	1,321	3,008	892	3,022	787	2,040	362
Other merchandise ²	17,456	4,962	16,481	3,868	16,528	2,833	15,319	1,735	13,427	887
Nonmerchandise receipts ³	5,788	2,629	4,896	2,120	3,977	1,596	2,992	938	1,062	287

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