Table 6/Historical. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-commerce Sales by Merchandise Line[1]: 1999-2004

[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											
	2004		2003 Revised		2002 Revised		2001 Revised		2000 Revised		1999 Revised	
	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	**147,119**	**52,217**	**131,171**	**42,022**	**122,313**	**34,386**	**114,844**	**26,207**	**113,877**	**21,327**	**94361**	**11635**
Books and magazines	4,457	2,466	4,106	2,143	4,039	1,907	3,946	1,708	4,204	1,784	3,437	1,440
Clothing and clothing accessories (includes footwear)	16,364	7,152	15,064	5,571	14,972	4,611	15,850	3,325	15,442	2,257	13,546	911
Computer hardware	26,858	9,410	23,423	7,566	22,743	6,806	23,773	5,821	28,135	6,162	23,866	4,172
Computer software	4,332	1,515	3,878	1,239	4,374	1,280	4,346	1,171	3,826	1,113	2,811	756
Drugs, health aids, and beauty aids	31,663	2,266	27,250	1,877	23,102	1,513	17,277	991	14,599	680	11,567	239
Electronics and appliances	7,857	4,653	6,274	3,309	5,031	2,345	4,228	1,690	3,517	1,093	2,711	505
Food, beer, and wine	2,549	1,114	2,199	879	2,043	758	2,031	540	1,950	590	1,430	235
Furniture and home furnishings	8,752	4,289	8,251	3,431	7,463	2,496	6,737	1,669	6,562	1,006	5,827	351
Music and videos	3,901	1,960	3,730	1,727	4,118	1,590	4,188	1,331	4,472	1,189	4,254	763
Office equipment and supplies	7,634	4,084	7,001	3,488	6,500	2,599	6,684	1,941	7,092	1,393	7,290	593
Sporting Goods	2,914	1,415	2,615	1,149	2,819	1,027	1,777	514	1,771	407	(S)	(S)
Toys, hobby goods, and games	3,889	1,753	3,870	1,606	3,671	1,270	3,051	898	3,129	803	2,164	384
Other merchandise[2]	19,170	6,572	17,659	5,245	16,517	3,957	16,941	2,946	16,040	1,854	14,331	981
Nonmerchandise receipts[3]	6,783	3,568	5,851	2,792	4,921	2,227	4,015	1,662	3,138	996	1,127	305

NA Not applicable.
(S) Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.
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