

Table 1016. Online Retail Spending, 2001 to 2007, and Projections, 2008

[31.0 represents \$31,000,000,000]

Category	Online retail spending (bil. dol.)					Percentage of total retail spending by category				
	2001	2005	2006	2007	2008, proj.	2001	2005	2006	2007	2008, proj.
Total	31.0	83.6	108.1	128.1	147.6	(NA)	(NA)	(NA)	(NA)	(NA)
Computer hardware and software . .	11.0	18.1	21.2	24.1	26.7	26.4	36.1	40.0	43.2	45.8
Consumer electronics	1.5	4.7	6.8	8.4	10.0	3.3	7.8	10.0	11.3	12.8
Books, music, and videos	3.8	7.5	9.0	9.8	11.1	7.7	13.3	15.3	16.3	17.8
Tickets	1.8	4.6	5.5	6.3	6.8	6.9	15.4	17.5	19.1	19.6
Consumer health	0.4	2.6	3.4	4.2	5.3	0.5	2.4	3.1	3.8	4.5
Apparel, accessories, footwear and jewelry	4.7	14.0	19.1	23.2	27.1	1.6	4.2	5.4	6.3	7.1
Grocery and pet food	0.8	4.1	5.6	7.4	9.1	0.1	0.6	0.8	1.1	1.2
Toys and video games	1.0	2.9	4.1	5.2	5.9	3.2	8.4	11.1	12.7	14.5
Sporting goods	0.7	2.0	2.3	2.5	2.8	2.9	7.9	9.0	9.5	10.2
Flowers and specialty gifts	1.2	3.1	3.9	4.3	4.9	2.3	5.6	6.8	7.5	8.3
Home	1.8	10.0	15.0	18.8	22.7	0.5	2.0	2.9	3.6	4.1
Office products	0.6	3.2	4.1	4.7	5.1	2.0	9.0	10.8	11.7	12.8
Other	1.8	6.7	8.1	9.1	10.1	(NA)	(NA)	(NA)	(NA)	(NA)

NA Not available.

Source: Jupiter Research, Inc., New York, NY, unpublished data (copyright).