

Table 995. U.S. Consumer Electronics Sales and Forecasts by Product Category: 2003 to 2007 and Projections, 2008

[In millions of dollars (107,432 represents \$107,432,000,000). Factory sales include imports]

Product category	2003	2004	2005	2006	2007	2008, proj.
Total	107,432	118,071	130,346	149,145	161,655	171,583
In-home technologies, total	58,133	63,099	66,324	72,715	76,287	80,619
TV sets and displays	14,528	16,783	19,022	24,726	26,007	29,171
Digital TV sets and displays	8,692	12,300	15,563	23,380	25,865	29,171
Digital direct-view TV receivers	673	728	821	1,594	508	282
Digital rear projection TV	3,678	5,543	4,441	4,427	2,316	1,604
LCD flat panel	664	1,579	3,258	8,430	14,532	18,785
Plasma flat panel	1,590	2,347	3,609	5,302	4,848	4,777
Front projection	2,087	2,103	2,914	2,943	2,996	2,983
Digital combinations	(X)	(X)	520	684	665	740
High-definition TV	6,253	9,212	11,547	18,410	19,439	22,489
Analog displays	5,836	4,483	3,459	1,346	142	(X)
Video components ¹	5,440	4,658	4,206	4,611	4,779	5,384
Component DVD players/recorders	2,698	2,183	2,053	2,228	1,729	1,444
Next generation DVD players	(X)	(X)	(X)	65	403	856
Set-top boxes	2,335	2,345	2,074	2,273	2,644	3,084
Digital video recorders (DVRs)	848	635	532	975	1,580	2,687
Audio separates/systems	3,000	3,390	2,862	2,794	2,963	2,925
Audio separates components	981	1,325	1,318	1,361	1,478	1,507
Home information technologies and security ¹	32,169	35,282	37,318	37,883	40,307	41,153
Personal computers	15,584	18,233	19,400	19,553	20,672	20,321
Other computer peripherals	1,297	1,413	1,583	1,762	1,893	2,106
Personal computer software	5,211	5,748	6,173	6,655	7,121	7,619
Home security systems	2,055	2,150	2,322	2,786	3,204	3,558
Communications	2,996	2,986	2,915	2,700	2,231	1,986
In-vehicle technologies, total	6,388	7,062	7,860	9,357	11,371	12,834
Entertainment devices	5,842	6,426	7,140	8,003	8,580	9,628
Aftermarket autosound equipment	2,180	2,336	2,270	2,654	2,877	3,087
Factory-installed autosound	3,245	3,569	4,318	4,719	4,979	5,788
Information and security	546	636	720	1,354	2,791	3,206
Portable and transportable navigation	163	261	349	988	2,422	2,834
Anywhere technologies, total	28,841	31,317	38,341	47,893	53,894	57,139
Digital imaging	5,923	6,390	7,315	9,827	10,496	10,461
Digital cameras	3,921	4,739	5,611	7,819	8,396	8,219
All camcorders	2,002	1,651	1,704	1,828	1,856	1,932
Digital photo frames	(X)	(X)	(X)	180	244	310
Portable entertainment	1,779	2,281	5,003	6,722	6,913	7,113
Portable Media/MP3 players	424	1,289	4,229	5,559	5,564	5,642
Electronic gaming	10,253	10,512	11,070	12,875	15,758	17,872
Electronic gaming hardware	3,188	3,162	3,029	4,425	6,636	6,367
Electronic gaming software	7,065	7,350	8,041	8,450	9,122	11,505
Portable communication	10,886	12,134	14,953	18,469	20,727	21,693
Wireless communication technologies	9,922	11,258	14,265	17,934	20,319	21,418
Consumer electronic enhancements	14,070	16,593	17,821	19,181	20,103	20,991
Accessories	10,320	11,135	12,117	13,614	14,784	15,694
Accessory products	4,914	5,405	6,215	7,459	8,363	8,999
Primary batteries	5,406	5,730	5,902	6,155	6,421	6,695
Blank media ¹	3,750	5,458	5,704	5,567	5,319	5,297
Blank computer media	1,800	1,841	2,189	1,856	1,631	1,364
Flash media	1,346	3,102	3,087	3,374	3,441	3,752

X Not applicable. ¹ Includes categories, not shown separately.