

Table 1020. Electronic Shopping and Mail-Order Houses—Total and E-Commerce Sales by Merchandise Line: 2004 and 2005

[147,199 represents \$147,199,000,000 in sales. Represents NAICS code 454110, which comprises establishments primarily engaged in retailing all types of merchandise using nonstore means, such as catalogs, toll-free telephone numbers, or electronic media, such as interactive television or computer. Covers businesses with and without paid employees. Based on the Annual Retail Survey; see Appendix III]

Merchandise line	Value of sales, total, 2004 (mil. dol.)	2005				
		Value of sales (mil. dol.)		E-commerce as percent of total sales	Percent distribution	
		Total	E-commerce		Total	E-commerce
Total	147,199	161,598	65,387	40.5	100.0	100.0
Books and magazines	5,699	5,966	3,225	54.1	3.7	4.9
Clothing and clothing accessories (includes footwear)	13,984	15,893	7,921	49.8	9.8	12.1
Computer hardware	19,422	19,895	9,079	45.6	12.3	13.9
Computer software	3,224	3,680	1,850	50.3	2.3	2.8
Drugs, health aids, beauty aids	40,067	43,150	6,450	14.9	26.7	9.9
Electronics and appliances	7,464	8,996	5,997	66.7	5.6	9.2
Food, beer and wine	2,354	3,062	1,369	44.7	1.9	2.1
Furniture and home furnishings	8,279	9,707	5,075	52.3	6.0	7.8
Music and videos	4,154	3,645	2,164	59.4	2.3	3.3
Office equipment and supplies	6,533	7,068	4,288	60.7	4.4	6.6
Sporting goods	2,618	3,290	1,568	47.7	2.0	2.4
Toys, hobby goods, and games	3,338	3,609	1,809	50.1	2.2	2.8
Other merchandise ¹	22,127	25,345	9,930	39.2	15.7	15.2
Nonmerchandise receipts ²	7,936	8,292	4,662	56.2	5.1	7.1

¹ Includes other merchandise such as jewelry, collectibles, souvenirs, auto parts and accessories, hardware, and lawn and garden equipment and supplies. ² Includes nonmerchandise receipts such as auction commissions, shipping and handling, customer training, customer support, and advertising.

Source: U.S. Census Bureau, "E-Stats, 2005 E-commerce Multi-sector Report"; published 25 May 2007; <<http://www.census.gov/eos/www/ebusiness614.htm>>.