

Table 1021. Projected Online Retail Sales: 2006 to 2011

[In billions of dollars (132.1 represents \$132,100,000,000)]

Online product or service	2006	2007	2008	2009	2010	2011
Retail trade, total ¹	132.1	157.4	184.4	212.6	241.6	271.1
Apparel/accessories/footwear	13.8	16.4	19.3	22.2	25.2	28.2
Appliances/tools	5.9	7.0	8.3	9.6	11.0	12.5
Auto/auto parts	15.9	19.0	22.2	25.5	28.6	31.4
Computer hardware/software	16.8	19.0	21.2	23.2	25.5	27.8
Consumer electronics	9.8	11.9	14.4	17.1	20.1	23.4
Food/beverages/groceries	6.2	7.2	8.4	9.7	11.1	12.7
Home furnishings	10.2	12.5	15.0	17.7	20.3	23.0
Music/videos	8.2	9.9	11.8	13.7	15.6	17.6

¹ Excludes travel. Includes other products/services not shown separately.

Source: Forrester Research, Inc., Cambridge, MA, *US eCommerce: Five-Year Forecast And Data Overview*, October 12, 2006 (copyright).