

# Table 1015. Projected Online Retail Sales: 2007 to 2012

[In billions of dollars (174.5 represents \$174,500,000,000)]

Online product or service	2007	2008	2009	2010	2011	2012
<b>Retail trade, total</b> <sup>1</sup> . . . . .	<b>174.5</b>	<b>204.0</b>	<b>235.4</b>	<b>267.8</b>	<b>301.0</b>	<b>334.7</b>
Apparel/accessories/footwear. . . . .	22.7	26.6	30.5	34.4	38.2	41.8
Appliances/tools . . . . .	7.5	9.0	10.7	12.6	14.6	16.9
Auto/auto parts . . . . .	16.8	19.3	21.9	24.8	27.8	30.9
Computer hardware/software . . . . .	20.7	23.9	27.1	30.4	33.7	37.1
Consumer electronics. . . . .	13.5	16.3	19.4	22.6	26.0	29.5
Food/beverages/groceries . . . . .	6.2	7.3	8.7	10.2	11.9	13.7
Home furnishings. . . . .	12.3	14.8	17.6	20.5	23.6	26.7
Music/videos. . . . .	8.2	8.9	9.8	10.5	11.1	11.7

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

Source: Forrester Research, Inc., Cambridge, MA, *US eCommerce Forecast: 2008 To 2012*, January 18, 2008 (copyright).