

Table 999. U.S. Consumer Electronics Sales and Forecasts by Product Category: 2005 to 2009

[In millions of dollars (137,345 represents \$137,345,000,000). Represents shipment volumes from manufacturers to U.S. dealers. Includes both domestic production and imports of products to consumer-oriented channels, regardless of retail type, including distribution and direct-to-consumer sales]

Product category	2005	2006	2007	2008	2009, proj.
Total	137,345	156,441	168,919	178,649	164,915
In-home technologies total	70,611	76,960	79,561	82,765	75,483
TV sets and displays	18,502	24,042	24,661	25,931	24,355
Digital TV sets and displays ¹	15,043	22,696	24,519	25,931	24,355
LCD flat panel	3,258	8,430	14,520	17,962	18,363
Plasma flat panel	3,609	5,302	4,488	3,689	2,907
Front projection	2,914	2,943	2,996	2,841	2,197
OLED	(X)	(X)	(X)	113	233
Analog displays	3,459	1,346	142	(X)	(X)
Video components ¹	4,206	4,747	4,911	6,846	6,636
Component DVD players/recorders	2,053	2,228	1,765	1,388	1,167
Next generation DVD players ²	(X)	65	345	739	1,097
Set-top boxes ¹	2,074	2,409	2,798	4,719	4,373
Direct broadcast satellite (DBS) receivers	1,366	1,278	1,220	1,064	958
Cable/multi-system operator (MSO) receivers	643	874	1,085	1,300	1,618
Digital Media Adapters (DMAs)	40	53	152	563	859
IPTV	26	69	187	318	438
Digital video recorders (DVRs)	532	975	1,580	3,237	2,764
Audio separates/systems detail ¹	4,904	4,810	4,962	4,429	3,940
Audio separates components	1,116	1,152	1,258	1,081	959
Home technologies	2,042	2,047	1,996	1,962	1,707
Home information technologies and security ¹	40,083	40,682	42,783	43,547	38,781
Desktop computers	7,672	8,956	8,500	6,744	4,806
Notebook computers	11,727	10,597	12,656	14,187	11,675
Personal computer software	6,173	6,655	7,084	7,406	7,821
Home security systems	2,322	2,786	3,204	3,558	3,725
Communications ¹	2,915	2,678	2,244	2,012	1,770
Phones	1,135	968	576	435	420
Telephone answering devices	1,279	1,162	1,030	954	747
VIOP adapters	312	390	492	517	515
In-vehicle technologies total	8,992	10,712	12,257	12,782	9,381
Entertainment devices	8,272	9,358	9,501	8,706	6,259
Aftermarket autousound equipment ³	2,270	2,654	1,974	1,516	1,344
Mobile video devices ¹	552	630	713	539	467
Factory-installed autousound	5,450	6,074	6,814	6,651	4,448
Information and security ¹	720	1,354	2,756	4,076	3,122
Portable and transportable navigation	349	988	2,387	3,731	2,807
Anywhere technologies total	39,921	49,588	57,900	63,546	60,689
Digital imaging ¹	7,315	9,827	9,197	9,416	8,688
Digital cameras	5,611	7,819	6,517	6,813	5,969
All camcorders	1,704	1,828	2,112	1,885	1,897
Portable entertainment ¹	5,003	6,722	7,349	7,325	6,667
Portable Media/MP3 players	4,229	5,559	5,968	5,844	5,207
Electronic gaming ¹	12,550	14,662	19,738	23,558	24,070
Electronic gaming hardware	3,087	4,477	6,710	7,780	7,037
Electronic gaming software	8,041	8,450	11,154	14,166	15,582
Portable communication ¹	15,053	18,377	21,616	23,247	21,265
Wireless communication technologies ¹	14,365	17,836	21,162	22,814	20,811
Smartphones	3,795	5,192	8,645	11,393	11,729
Consumer electronic enhancements	17,821	19,181	19,201	19,556	19,362
Accessories ¹	12,117	13,614	14,299	14,777	14,249
Primary batteries	5,902	6,155	6,421	6,565	6,247
Blank media ¹	5,704	5,567	4,902	4,779	5,113
Flash media	3,087	3,374	3,441	3,904	4,400

X Not applicable. ¹ Includes categories, not shown separately. ² Includes HD-DVD and Blu-Ray. ³ Includes satellite radio receivers, satellite radio accessories and satellite radio kits, does not include Bluetooth headsets. ⁴ Includes all fixed navigation units.

Source: Consumer Electronics Association, Arlington, VA, *U.S. Consumer Electronics Sales and Forecasts, 2005-2010*, July 2009 (copyright). See also <<http://www.ce.org>>