

Table 1022. **Electronic Shopping and Mail-Order Houses—Total and E-Commerce Sales by Merchandise Line: 2006 and 2007**

[183,273 represents \$183,273,000,000. 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, 2006 (mil. dol.) | 2007 | | | | |
|--|---|-------------------------------|---------------|---|-------------------------|--------------|
| | | Value of sales (mil. dol.) | | E-commerce as percent of total sales | Percent distribution | |
| | | Total | E-commerce | | Total | E-commerce |
| Total | 183,273 | 199,199 | 88,915 | 44.6 | 100.0 | 100.0 |
| Books and magazines | 5,982 | 6,861 | 4,200 | 61.0 | 3.4 | 4.7 |
| Clothing and clothing accessories (includes footwear) | 18,451 | 20,609 | 13,585 | 65.9 | 10.3 | 15.3 |
| Computer hardware | 20,243 | 23,059 | 11,097 | 48.1 | 11.6 | 12.5 |
| Computer software | 4,084 | 5,000 | 2,849 | 57.0 | 2.5 | 3.2 |
| Drugs, health aids, beauty aids | 57,056 | 54,848 | 4,806 | 8.8 | 27.5 | 5.4 |
| Electronics and appliances | 10,079 | 11,318 | 8,382 | 74.1 | 5.7 | 9.4 |
| Food, beer, and wine | 3,548 | 4,034 | 2,335 | 57.9 | 2.0 | 2.6 |
| Furniture and home furnishings | 10,849 | 11,913 | 7,841 | 65.8 | 6.0 | 8.8 |
| Music and videos | 3,599 | 4,025 | 2,979 | 74.0 | 2.0 | 3.4 |
| Office equipment and supplies | 7,436 | 8,445 | 5,722 | 67.8 | 4.2 | 6.4 |
| Sporting goods | 4,281 | 5,199 | 3,027 | 58.2 | 2.6 | 3.4 |
| Toys, hobby goods, and games | 3,718 | 4,465 | 2,740 | 61.4 | 2.2 | 3.1 |
| Other merchandise ¹ | 24,981 | 29,030 | 12,549 | 43.2 | 14.6 | 14.1 |
| Nonmerchandise receipts ² | 8,966 | 10,393 | 6,803 | 65.5 | 5.2 | 7.7 |

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, 2007 E-commerce Multi-sector Report" (published 28 May 2009); <<http://www.census.gov/econ/estats/index.html>>.