
SALES (\$) FOR U.S. RETAIL CATALOGUE HOUSES

Mail Order to Consumers (Billions US\$)

	<u>1989</u>	<u>1990</u>	<u>1991</u>
Apparel	6.533	8.642	4.410
Auto Clubs	1.809	1.954	N/A
Automotive	0.518	0.575	1.120
Books	1.912	2.017	2.770
Collectibles	1.946	2.063	1.810
Cosmetics	0.386	0.432	0.450
Crafts	1.146	1.240	0.910
Educational Services	1.106	1.239	N/A
Electronic Goods	2.070	2.650	2.060
Food	0.826	0.892	1.490
Gardening/Horticulture	0.525	0.561	0.980
Gen. Mdse./Housewares/Gifts	8.808	9.515	15.000
Health/Nutrition	9.515	0.902	2.800
Insurance/Financial	12.008	13.329	17.300
Jewellery	0.386	0.436	0.800
Magazines	5.196	5.790	6.580
Photofinishing	0.931	0.987	0.470
Prescriptions	0.567	0.658	N/A
Records/Tapes	1.012	1.143	1.450
Sporting Goods	2.991	3.559	3.910
Tools/Home Repair	0.943	1.085	0.700
Major Catalogue Retailers	5.804	6.146	N/A
TOTAL CONSUMER SALES	66.938	65.797	65.010

SALES (\$) FOR U.S. BUSINESS CATALOGUE HOUSES

Mail Order – Business - to - Business (Billions US\$)

	<u>1988</u>	<u>1989</u>	<u>1990</u>
General office supply/equipment	2.766	3.633	4.371
Specialty office: medical/dental	.552	.649	.743
Educational services	.565	.635	.676
Subscription product	1.170	1.427	1.650
Industrial	1.163	1.413	1.584
Computer supplies/accessories	3.830	5.320	7.014
General business to business	43.198	51.823	58.592
TOTAL SALES	53.224	64.900	74.630