

Imports of consumer goods 2003-2008

Table 2.23

Million US\$	2003	2004	2005	2006	2007	2008
Pharmaceutical preparations	49,069	52,366	55,689	64,366	71,733	78,911
Other household goods	35,173	43,292	47,890	51,870	56,032	61,583
Apparel, household goods - cotton	39,303	41,078	45,777	48,712	50,861	49,488
TVs, VCRs, etc	25,392	30,866	29,598	35,869	39,789	40,983
Toys/games/sporting goods	22,951	24,114	27,083	28,833	34,413	35,970
Apparel, textiles, non-wool or cotton	27,078	29,928	30,242	31,161	31,638	30,289
Furniture, household goods, etc	17,983	20,853	23,111	24,626	25,135	23,695
Gem diamonds	12,936	14,666	16,244	17,285	18,937	19,744
Household appliances	11,824	13,799	15,833	18,436	19,453	19,121
Footwear	11,875	12,613	13,709	14,704	15,256	15,463
Writing and art supplies	10,321	11,569	12,266	12,461	13,141	13,413
Jewellery	9,768	10,887	11,924	13,202	13,546	11,358
Artwork, antiques, stamps, etc	6,194	7,136	7,401	8,674	10,860	9,466
Apparel, household goods - non-textile	6,468	7,088	7,456	7,735	8,021	8,086
Camping apparel and gear	6,443	6,931	7,542	7,997	7,747	7,696
Photo equipment	1,648	1,380	6,583	6,841	7,429	7,165
Toiletries and cosmetics	4,425	4,991	5,536	5,832	6,337	6,786
Cookware, cutlery, tools	4,835	5,270	5,930	6,352	6,608	6,685
Stereo equipment, etc	7,582	9,093	10,533	10,391	8,062	6,498
Books, printed matter	3,577	3,846	4,199	4,319	4,636	4,476
Motorcycles and parts	3,337	3,954	4,407	4,631	4,086	4,118
Apparel, household goods - wool	3,153	3,626	3,720	3,553	3,854	3,707
Records, tapes and disks	1,449	1,508	1,547	1,280	3,332	3,114
Gem stones, other	1,701	1,915	2,332	2,547	2,702	2,747
Pleasure boats and motors	2,482	2,685	2,924	2,983	2,945	2,563
Glassware, chinaware	2,253	2,314	2,326	2,396	2,369	2,169
Rugs	1,670	1,843	2,003	2,135	2,120	1,918
Musical instruments	1,497	1,693	1,742	1,651	1,618	1,706
Nursery stock, etc	1,249	1,378	1,383	1,457	1,549	1,470
Numismatic coins	241	262	263	340	341	1,258
TOTAL	333,877	372,943	407,196	442,639	474,552	481,643

Source: US Bureau of the Census/Census Basis

» Personal consumption expenditure

Personal consumer expenditure 2003-2008

Table 2.24

Billion US\$	2003	2004	2005	2006	2007	2008
Personal consumer expenditure	7,703.6	8,195.9	8,707.8	9,224.5	9,710.2	10,057.9
% growth	4.8	6.4	6.2	5.9	5.3	3.6

Source: Bureau of Economic Analysis

Personal consumer expenditure in constant terms 2003-2008

Table 2.25

Billion chained 2000 US\$	2003	2004	2005	2006	2007	2008
Personal consumer expenditure	7,295.3	7,561.4	7,803.6	8,044.1	8,252.8	8,272.1
% growth	2.8	3.6	3.2	3.1	2.6	0.2

Source: Bureau of Economic Analysis

Personal consumer expenditure by type of product 2003-2008

Table 2.26

Billion US\$	2003	2004	2005	2006	2007	2008
Durable goods	942.7	983.9	1,023.9	1,048.9	1,082.8	1,023.2
Non-durable goods	2,190.2	2,343.7	2,516.2	2,688.0	2,833.0	2,965.1
Services	4,570.8	4,868.3	5,167.8	5,487.6	5,794.4	6,069.6
TOTAL	7,703.6	8,195.9	8,707.8	9,224.5	9,710.2	10,057.9

Source: Bureau of Economic Analysis

USA: Manufacturer shares of mobile phones 2006-2007

Table 3.207

% volume

Company Name (Global Brand Owner)	2006	2007
Motorola Inc	33.30	32.20
Samsung Corp	15.50	17.50
LG Group	16.90	16.40
Nokia Group	15.50	10.20
Kyocera Corp	6.00	5.20
Sanyo Electric Co Ltd	3.10	3.50
Apple Computer Inc		3.10
Research in Motion Ltd	2.00	2.70
Others	7.70	9.20
Total	100.00	100.00

Source: Euromonitor International from trade sources

USA: Brand shares of mobile phones 2006-2007

Table 3.208

% volume

Brand (Global Brand Owner)	Company Name (National Brand Owner)	2006	2007
Motorola	Motorola Inc	33.30	32.20
Samsung (Samsung Corp)	Samsung America Inc	15.50	17.50
LG (LG Group)	LG Electronics USA	16.90	16.40
Nokia (Nokia Group)	Nokia United States	15.50	10.20
Kyocera (Kyocera Corp)	Kyocera International Inc	6.00	5.20
Sanyo (Sanyo Electric Co Ltd)	Sanyo North America Corp	3.10	3.50
Apple	Apple Computer Inc		3.10
Blackberry	Research in Motion Ltd	2.00	2.70
Others		7.70	9.20
Total		100.00	100.00

Source: Euromonitor International from trade sources

• Consumer electronics » Portable consumer electronics » Portable computers

USA: Sales of portable computers 2003-2008

Table 3.209

As stated

	2003	2004	2005	2006	2007	2008
Total sales ('000 units)	12,692.50	14,666.00	17,732.70	21,361.70	25,259.75	27,330.86
Per capita sales (Per '000 inhabitants)	43.70	50.02	59.93	71.50	83.75	89.76
Total sales (US\$ million)	12,042.70	13,355.40	14,448.20	17,688.09	20,630.41	21,974.86
Per capita sales (US\$)	41.46	45.55	48.83	59.21	68.40	72.17
Value growth (constant 2003 prices annual % growth)	8.53	8.01	4.63	18.60	13.40	3.40
Value growth (current prices annual % growth)	10.99	10.90	8.18	22.42	16.63	6.52

Source: Euromonitor International from trade sources

USA: Brand shares of women's outerwear 2007-2008

Table 3.40

% value

Brand (Global Brand Owner)	Company Name (National Brand Owner)	2007	2008
Wal-Mart (Private label)	Wal-Mart Stores Inc	4.01	4.54
Talbot's	Talbots Inc	2.41	2.18
Old Navy	Gap Inc, The	2.48	2.14
Jones	Jones Apparel Group	1.96	1.92
Gap	Gap Inc, The	1.91	1.83
American Eagle	American Eagle Outfitters Inc	1.60	1.69
Liz Claiborne	Liz Claiborne Inc	1.62	1.47
Express	Limited Brands Inc	1.29	1.28
Kellwood	Kellwood Co	1.10	1.10
VF	VF Corp	1.12	1.08
Banana Republic	Gap Inc, The	1.16	1.08
Lane Bryant	Charming Shoppes Inc	1.09	1.02
Chico's	Chico's FAS Inc	1.05	0.96
Private label		13.33	13.89
Others		63.88	63.82
Total		100.00	100.00

Source: Euromonitor International from trade sources

• Clothing and footwear » Clothing » Childrenswear

USA: Sales of childrenswear 2003-2008

Table 3.41

As stated

	2003	2004	2005	2006	2007	2008
Total sales ('000 units)	1,825,432.44	1,872,985.32	2,001,225.30	2,131,274.77	2,258,521.96	2,348,636.31
Per capita sales (Per '000 inhabitants)	6,284.89	6,388.27	6,763.27	7,133.86	7,487.94	7,713.80
Total sales (US\$ million)	31,800.00	32,100.00	33,500.00	36,100.00	37,837.54	38,774.76
Per capita sales (US\$)	109.49	109.48	113.22	120.83	125.45	127.35
Value growth (constant 2003 prices annual % growth)	1.61	-1.69	0.94	4.39	1.91	-1.48
Value growth (current prices annual % growth)	3.92	0.94	4.36	7.76	4.81	2.48

Source: Euromonitor International from trade sources

USA: Forecast sales of childrenswear 2009-2013

Table 3.42

As stated

	2009	2010	2011	2012	2013
Total sales ('000 units)	2,435,266.57	2,538,163.09	2,665,888.35	2,813,788.04	2,965,419.78
Per capita sales (Per '000 inhabitants)	7,924.64	8,184.38	8,518.73	8,910.58	9,306.82
Total sales (US\$ million)	39,537.41	40,973.14	42,775.74	44,785.36	46,842.52
Per capita sales (US\$)	128.66	132.12	136.69	141.82	147.01
Value growth (constant 2003 prices annual % growth)	1.97	3.63	4.40	4.70	4.59

Source: Euromonitor International from trade sources

Population according to age group 2003-2008

Table 2.41

'000	2003	2004	2005	2006	2007	2008
Under 5 years	19,771	20,059	20,301	20,436	20,730	21,006
5 to 9 years	19,739	19,581	19,506	19,655	19,837	20,065
10 to 14 years	21,179	21,099	20,823	20,562	20,292	20,055
15 to 19 years	20,446	20,678	20,994	21,246	21,446	21,514
20 to 24 years	20,591	20,814	20,888	20,931	20,962	21,059
25 to 29 years	19,000	19,391	19,869	20,488	20,956	21,334
30 to 34 years	20,634	20,356	19,948	19,532	19,445	19,598
35 to 39 years	21,348	20,974	20,913	21,072	21,123	20,994
40 to 44 years	22,950	23,004	22,801	22,409	21,959	21,507
45 to 49 years	21,745	22,093	22,451	22,755	22,855	22,880
50 to 54 years	19,031	19,481	19,981	20,455	21,017	21,492
55 to 59 years	15,718	16,479	17,340	18,207	18,245	18,583
60 to 64 years	12,108	12,583	12,993	13,351	14,481	15,103
65 to 69 years	9,743	9,955	10,127	10,370	10,758	11,349
70 to 74 years	8,606	8,517	8,513	8,545	8,611	8,774
75 to 79 years	7,469	7,421	7,418	7,393	7,343	7,275
80 to 84 years	5,418	5,559	5,638	5,675	5,715	5,750
85 to 89 years	3,025	3,077	3,198	3,336	3,479	3,572
90 to 94 years	1,285	1,344	1,402	1,453	1,505	1,575
95 to 99 years	349	367	391	420	451	483
100 years and over	56	60	66	72	80	92
TOTAL	290,211	292,892	295,561	298,363	301,290	304,060

Source: Census Bureau

Note: annual estimates based on 1st July for each year

Population according to age group: percentage breakdown 2003-2008

Table 2.42

'000	2003	2004	2005	2006	2007	2008
Under 5 years	6.81	6.85	6.87	6.85	6.88	6.91
5 to 9 years	6.80	6.69	6.60	6.59	6.58	6.60
10 to 14 years	7.30	7.20	7.05	6.89	6.74	6.60
15 to 19 years	7.05	7.06	7.10	7.12	7.12	7.08
20 to 24 years	7.10	7.11	7.07	7.02	6.96	6.93
25 to 29 years	6.55	6.62	6.72	6.87	6.96	7.02
30 to 34 years	7.11	6.95	6.75	6.55	6.45	6.45
35 to 39 years	7.36	7.16	7.08	7.06	7.01	6.90
40 to 44 years	7.91	7.85	7.71	7.51	7.29	7.07
45 to 49 years	7.49	7.54	7.60	7.63	7.59	7.52
50 to 54 years	6.56	6.65	6.76	6.86	6.98	7.07
55 to 59 years	5.42	5.63	5.87	6.10	6.06	6.11
60 to 64 years	4.17	4.30	4.40	4.47	4.81	4.97
65 to 69 years	3.36	3.40	3.43	3.48	3.57	3.73
70 to 74 years	2.97	2.91	2.88	2.86	2.86	2.89
75 to 79 years	2.57	2.53	2.51	2.48	2.44	2.39
80 to 84 years	1.87	1.90	1.91	1.90	1.90	1.89
85 to 89 years	1.04	1.05	1.08	1.12	1.15	1.17
90 to 94 years	0.44	0.46	0.47	0.49	0.50	0.52
95 to 99 years	0.12	0.13	0.13	0.14	0.15	0.16
100 years and over	0.02	0.02	0.02	0.02	0.03	0.03
TOTAL	100.00	100.00	100.00	100.00	100.00	100.00

Source: Euromonitor International from Census Bureau

Note: annual estimates based on 1st July for each year

USA: Forecast sales of OTC healthcare 2009-2013

Table 3.740

As stated

	2009	2010	2011	2012	2013
Total sales (US\$ million)	39,897.26	40,604.34	41,133.07	41,658.23	42,154.06
Per capita sales (US\$)	129.96	131.14	131.73	132.30	132.76
Value growth (constant 2003 prices annual % growth)	1.60	1.77	1.30	1.28	1.19

Source: Euromonitor International from trade sources

USA: Manufacturer shares of OTC healthcare 2007-2008

Table 3.741

% value

Company Name (Global Brand Owner)	2007	2008
Johnson & Johnson Inc	10.44	11.03
Wyeth	4.48	4.23
Procter & Gamble Co, The	4.02	3.49
GlaxoSmithKline Plc	3.69	3.41
NBTY Inc	3.14	3.11
Bayer AG	2.95	2.85
Schering-Plough Corp	2.80	2.74
Novartis AG	2.37	2.22
Reckitt Benckiser Plc	0.19	1.94
Otsuka Pharmaceutical Co Ltd	1.44	1.45
General Nutrition Centers Inc	1.03	1.03
Chattem Inc	1.03	1.00
Herbalife Ltd	0.98	0.98
Private label	15.74	16.44
Others	45.71	44.07
Total	100.00	100.00

Source: Euromonitor International from trade sources

USA: Brand shares of OTC healthcare 2007-2008

Table 3.742

% value

Brand (Global Brand Owner)	Company Name (National Brand Owner)	2007	2008
Tylenol (Johnson & Johnson Inc)	McNeil Consumer & Specialty Pharmaceuticals	3.16	2.97
Advil (Wyeth)	Wyeth Consumer Healthcare Inc	1.70	1.63
Claritin (Schering-Plough Corp)	Schering-Plough Healthcare Products Inc	1.61	1.50
Mucinex (Reckitt Benckiser Plc)	Adams Respiratory Therapeutics Inc		1.42
Prilosec	Procter & Gamble Co, The	1.83	1.42
Vicks	Procter & Gamble Co, The	1.45	1.38
Nature Made (Otsuka Pharmaceutical Co Ltd)	Pharmavite Corp	1.22	1.36
Zyrtec (Johnson & Johnson Inc)	Johnson & Johnson Consumer Products Inc		1.25
GNC	General Nutrition Centers Inc	1.03	1.03
Herbalife (Herbalife Ltd)	Herbalife International Inc	0.98	0.98
Centrum (Wyeth)	Wyeth Consumer Healthcare Inc	0.95	0.93
Nature's Bounty	NBTY Inc	0.75	0.90
Nutrilite	Amway Corp	0.92	0.89
Private label		13.46	14.16
Private label		2.29	2.29
Others		68.67	65.91
Total		100.00	100.00

Source: Euromonitor International from trade sources