

DoC Puts Q1 E-Retail at \$15.52B

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The latest findings from the US Department of Commerce (DoC) indicate retail e-commerce sales declined by 11.4% from Q4 2003 to Q1 2004, totaling \$15.52 billion last quarter.

The DoC mentions that online retail sales represented 1.9% of total retail sales in the US in Q1 of this year, rising from 1.5% in Q1 2003.

Estimated Quarterly US Retail Sales, Total and E-Commerce, Q4 1999-Q1 2004 (in billions)

Period	Retail sales (1)		E-Commerce as a % of total sales	Quarter-over-quarter % change		Year-over-year % change	
	Total	E-Commerce (2)		Total sales	E-Commerce sales	Total sales	E-Commerce sales
Q4 1999	\$787.36	\$5.39	0.7%	8.2%	-	9.1%	-
Q1 2000	\$715.10	\$5.77	0.8%	-9.2%	6.1%	11.3%	-
Q2 2000	\$775.36	\$6.25	0.8%	8.4%	9.2%	7.6%	-
Q3 2000	\$768.56	\$7.08	0.9%	-0.9%	13.3%	5.6%	-
Q4 2000	\$812.67	\$9.23	1.1%	5.7%	30.6%	3.2%	71.5%
Q1 2001	\$723.71	\$8.01	1.1%	-10.9%	-13.4%	1.2%	40.0%
Q2 2001	\$801.12	\$7.90	1.0%	10.7%	-1.3%	3.3%	26.5%
Q3 2001	\$777.88	\$7.89	1.0%	-2.9%	-0.1%	1.2%	11.5%
Q4 2001	\$850.61	\$10.79	1.3%	9.3%	36.7%	4.7%	16.7%
Q1 2002	\$740.02	\$9.47	1.3%	-13.0%	-12.2%	2.3%	18.2%
Q2 2002	\$818.61	\$9.76	1.2%	10.6%	3.1%	2.2%	23.5%
Q3 2002	\$822.13	\$10.47	1.3%	0.4%	7.2%	5.7%	32.6%
Q4 2002	\$864.65	\$13.77	1.6%	5.2%	31.6%	1.7%	27.6%
Q1 2003	\$772.19	\$11.93	1.5%	-10.7%	-13.4%	4.3%	26.0%
Q2 2003	\$858.79	\$12.46	1.5%	11.2%	4.5%	4.9%	27.7%
Q3 2003	\$872.63	\$13.28	1.5%	1.6%	6.6%	6.1%	27.0%
Q4 2003 (3)	\$918.25	\$17.23	1.9%	5.2%	29.7%	6.2%	25.1%
Q1 2004 (4)	\$834.83	\$15.52	1.9%	-8.5%	-11.4%	8.8%	28.1%

Note: not adjusted for seasonal, holiday and trading-day differences; (1) does not include food services; (2) E-commerce sales are sales of goods and services where an order is placed by the buyer or price and terms of sale are negotiated over an Internet, extranet, Electronic Data Interchange (EDI) network, electronic mail or other online system. Payment may or may not be made online; (3) revised; (4) preliminary
 Source: US Department of Commerce, May 2004

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Though e-commerce retail sales declined from last quarter, this is normal coming after the routinely higher sales figures of the holiday season, as overall retail sales declined as well. Compared to one year ago, e-commerce sales rose 28.1%, representing stronger growth than over the period between Q1 2002 and Q1 2003.

US Q1 Online Retail Sales, 2000-2004 (in millions and % growth vs. prior year)

2000	\$5,663
2001	\$7,893 (39.4%)
2002	\$9,549 (21.0%)
2003	\$12,115 (26.9%)
2004*	\$15,515 (28.1%)

*Note: Does not include Food Services. The Census Bureau defines e-commerce sales to be the sales of goods and services where an order is placed by the buyer or price and terms of sale are negotiated over an Internet, extranet, Electronic Data Interchange (EDI) network, electronic mail or other online system; *preliminary*
Source: US Department of Commerce, May 2004

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