

Consumer Electronics

1998

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Information about the scope of the survey, methodology, explanation of terms and historical notes for this survey may be found in the introduction of the 1997 Manufacturing Profiles, issued August 1999.

Current data are released electronically on Internet for all individual surveys as they become available. Use: <http://www.census.gov/econ/www/manumenu.html>. Individual reports can be accessed by choosing "Current Industrial Reports (CIR's)," clicking on "Report Number Index;" from the "Industrial Products by Numeric Index," choose the survey of interest. Follow the menu to view the PDF file or to download the worksheet file (WK format) to your personal computer.

These data are also available through the U.S. Department of Commerce and STAT-USA Electronic Bulletin Board by subscription. To access, dial 202-482-3870 and follow the prompts to register. Also, you may call 202-482-1986 or 1-800-STAT-USA, for

further information. The Internet address is: www.stat-usa.gov/.

NOTE:

Data are now published on the new North American Industry Classification System (NAICS) basis and therefore are not always comparable to the old Standard Industrial Classification (SIC) code. For further information on NAICS, see www.census.gov/epcd/www/naics.html.

Summary of Findings

During 1998, the total value of shipments for consumer electronics was \$9.2 billion, an increase of 12.3 percent from the 1997 value of \$8.2 billion. The 1998 figure includes automotive audio equipment, \$979.4 million; television receivers, \$3.8 billion; other consumer audio and video equipment, \$720.9 million; and loudspeakers, microphones, kits, and public address systems, \$3.7 billion.

Current
Industrial
Reports

Address inquiries concerning these data to Consumer Goods Industries Branch, Manufacturing and Construction Division (MCD), Washington, DC 20233-6900, or call Keith McKenzie, 301-457-4777.

For mail or fax copies of this publication, please contact the Information Services Center, MCD, Washington, DC 20233-6900, or call 301-457-4673.

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U.S. Census Bureau



Table 1. Value of Shipments of Consumer Electronics by Selected Products: 1988 to 1998
[Millions of dollars]

Product code	Product description	1998	1997	1996	1995	1994	1993	1992	1991	1990	1989	1988
	Consumer electronics.....	9,184.3	8,178.4	7,986.6	8,171.9	8,024.2	7,299.8	7,324.8	6,494.5	6,567.3	6,659.3	5,774.6
3343101000	Automotive audio equipment (except speakers).....	979.4	933.3	865.6	721.9	779.8	630.5	607.6	340.2	307.4	322.0	248.2
3343102000	Household television receivers, including combinations.....	3,764.2	4,367.1	4,653.3	5,144.7	5,018.4	4,777.1	4,865.4	4,562.0	4,642.6	4,737.7	3,986.2
3343103000	Other consumer audio and video equipment (except speakers) 1/.....	720.9	644.5	391.8	425.1	339.1	224.9	207.2	294.5	347.4	373.4	385.4
3343104000	Speakers, microphones, and home-type electronic kits.....	3,719.8	2,233.5	2,075.9	1,880.2	1,886.9	1,758.3	1,644.6	1,297.8	1,269.9	1,226.5	1,154.8

1/Product code 334419D101 is not included in the total for 3343103000.

Table 2. Quantity and Value of Shipments of Consumer Electronics: 1998 and 1997
[Quantity in number of units. Value in thousands of dollars]

Product code	Product description	No. of cos.	1998		1997	
			Quantity	Value	Quantity	Value
3343101	Automotive audio equipment (except speakers).....	21	9,199,757	979,379	8,529,543	933,289
3343101001	AM-FM radios with tape/compact disc player combinations.....	7	4,531,596	723,623	4,446,831	r/ 710,126
3343101004	Other automotive audio equipment, including equalizers and amplifiers excluding speakers.....	18	4,668,161	255,774	4,082,712	223,163
3343102	Household television receivers, including combination models.....	14	10,240,281	3,764,197	11,475,966	4,367,098
3343102001	Projection television.....	10	779,940	1,011,871	r/ 924,203	r/ 1,198,734
	Other CRT-based color television:					
3343102004	50 cm. (19.7 inches) and under.....	4	1,385,700	241,537	1,440,263	244,963
3343102007	Over 50 cm. (19.7 inches).....	9	8,074,641	2,510,789	9,111,500	2,923,401
3343102011	Other household television receivers.....	-	-	-	-	-
3343103	Other consumer audio and video equipment (except speakers) 1/.....	74	2,332,888	720,874	2,202,505	644,522
3343103001	Compact and video disc players 2/.....	9	(D)	(D)	(D)	(D)
3343103007	Power amplifiers, including preamplifiers.....	32	349,687	a/ 102,857	r/ 433,611	r/ 152,895
3343103011	Receivers, tuners, and other consumer audio equipment incorporating radio reception 2/.....	6	(D)	(D)	(D)	(D)
334419D101	Earphones, headsets, and phonograph cartridges, pickups, needles, and styli.....	16	(X)	a/ 55,544	(X)	r/ 49,327
3343103004	Equalizers.....	9	35,244	5,873	r/ 22,902	r/ 6,799
3343103014	Other consumer audio and video equipment (except speakers).....	34	1,364,409	a/ 312,302	r/ 1,235,395	r/ 258,472
3343104	Speakers, microphones, and home-type electronic kits.....	113	64,295,046	3,719,830	84,022,957	2,233,488
3343104001	Single loudspeakers mounted in an enclosure.....	32	1,622,374	1,104,846	2,336,852	r/ 218,600
3343104004	Multiple loudspeakers mounted in an enclosure.....	51	6,078,075	1,504,818	6,372,241	r/ 684,880
3343104007	Other loudspeakers, including unmounted speakers sold separately.....	53	a/ 52,380,839	a/ 762,566	r/ 70,080,244	r/ 939,753
3343104011	Microphones.....	16	3,224,685	189,209	r/ 4,039,515	r/ 198,705
3343104014	Home-type electronic kits designed for consumer assembly 3/.....	1	(D)	(D)	(D)	(D)
3343104017	Public address systems, including musical instrument amplifiers 3/.....	26	(D)	(D)	(D)	(D)

- Represents zero. D Withheld to avoid disclosing data for individual companies. r/Revised by 5 percent or more from previously published data. X Not applicable.

1/Product code 334419D101 is not included in the total for 3343103000.

2/Product codes 3343103001 and 3343103011 have a combined total of 583,548 for quantity and 299,842 for shipments for 1998 and 510,597 for quantity and 226,356 for shipments for 1997.

3/Product codes 3343104014 and 3343104017 have a combined total of 989,073 for quantity and 158,391 for shipments for 1998 and 1,194,105 for quantity and 191,550 for shipments for 1997.

Note: The percent of estimation for each item is indicated as follows: a/10 to 25 percent of this item is estimated.

Table 3. Shipments, Exports, and Imports of Consumer Audio and Video Electronics: 1998
[Quantity in number of units. Value in thousands of dollars]

Product code	Product description	Manufacturers' shipments		Exports of domestic merchandise 1/		Imports for consumption 2/	
		Quantity	Value f.o.b. plant	Quantity	Value at port	Quantity	Value 3/
3343101001, 004	Automotive audio equipment.....	9,199,757	979,397	2,799,842	410,399	29,618,443	3,003,582
3343102001, 004, 007, 011	Household television receivers.....	10,240,281	3,764,197	1,912,511	616,636	27,145,066	4,872,773
3343103001, 004, 007, 011, 014	Coin-operated audio equipment, power amplifiers, audio tape recorders and players, compact and video disc video disc players, equalizers, and other consumer audio and video equipment (except speakers).....	2,332,888	720,874	4,643,416	719,009	48,848,300	2,706,998
3343101001	Single loudspeakers mounted in enclosure.....	1,622,374	1,104,846	5,251,563	141,015	42,668,143	4,691,160
3343104004	Multiple loudspeakers mounted in an enclosure.....	6,078,075	1,504,818	1,322,736	98,851	15,217,203	403,234
3343104007	Other loudspeakers.....	52,380,839	762,566	25,038,474	206,800	178,054,031	610,658
3343104011	Microphones.....	3,224,685	189,209	(X)	71,900	55,292,076	142,256
3343104014, 017	Home-type electronic kits designed for consumer assembly and public address systems, including musical instrument amplifiers.....	989,073	158,391	1,271,546	102,007	5,549,621	502,715
334419D101	Earphones, headsets, and phonograph cartridges, pickups, needles, and styli.....	(X)	55,544	4,079,160	58,774	75,543,518	286,674

X Not applicable.

1/Source: Census Bureau report EM 545, U.S. Exports.

2/Source: Census Bureau report IM 145, U.S. Imports for Consumption.

3/This dollar value represents the c.i.f. (cost, insurance, and freight) value at the first point of entry in the United States plus U.S. import duties.

Table 4. Comparison of North American Industry Classification System-Based Product Codes with Schedule B Export Numbers, and HTSUSA Import Numbers: 1998

Product code	Product description	Export number 1/	Import number 2/
3343101001, 004	Automotive audio equipment.....	8519.93.4000	8519.93.4000
		8527.21.0000	8527.21.1005
		8527.29.0000	8527.21.1015
			8527.21.1020
			8527.21.1030
			8527.21.4040
			8527.21.4080
			8527.29.4000
			8527.29.8020
			8527.29.8060
3343102001, 004, 007, 011	Household television receivers.....	8528.12.6010	8528.12.0400
		8528.12.6040	8528.12.0800
		8528.12.3000	8528.12.1200
			8528.12.1600
			8528.12.2010
			8528.12.2012
			8528.12.2014
			8528.12.2015
			8528.12.2410
			8528.12.2420
			8528.12.2800
			8528.12.3205
			8528.12.3224
			8528.12.3228
			8528.12.3230
			8528.12.3235
			8528.12.3238
			8528.12.3250
			8528.12.3290
			8528.12.3600
			8528.12.4000
			8528.12.4400
			8528.12.4800
			8528.12.5200
			8528.12.5600
			8528.12.6200
			8528.12.6400
			8528.12.6800
			8528.12.7200
			8528.12.7600
			8528.12.8000
			8528.12.8400
			8528.13.0005
			8528.13.0010
			8528.13.0020
			8528.13.0025
			8528.13.0030
			8528.13.0035
			8528.13.0040
			8528.13.0045
			8528.13.0050
			8528.13.0075

Table 4. Comparison of North American Industry Classification System-Based Product Codes with Schedule B Export Numbers, and HTSUSA Import Numbers: 1998

Product code	Product description	Export number 1/	Import number 2/
3343103001, 004, 007, 011, 014	Coin operated audio equipment, power amplifiers, audio tape recorders and players, compact and video disk players, equalizers, and other consumer audio and video equipment (except speakers).....	8519.10.0000 8518.40.2000 8519.92.0000 8519.93.8000 8519.99.0030 8519.99.0070 8520.32.0000 8520.33.0000 8520.39.0000 8521.90.0000	8518.40.2000 8519.10.0000 8519.92.0000 8519.93.8040 8519.93.8080 8519.99.0030 8519.99.0045 8519.99.0060 8520.33.0020 8520.33.0040 8520.33.0060 8520.33.0070 8520.33.0090 8520.39.0010 8520.39.0050 8520.39.0060 8520.39.0070 8521.90.0000
3343101001	Single loudspeakers mounted in an enclosure.....	8518.21.0000	8518.21.0000
3343104004	Multiple loudspeakers mounted in an enclosure.....	8518.22.0000	8518.22.0000
3343104007	Other loudspeakers.....	8518.29.0000	8518.29.0000
3343104011	Microphones.....	8518.10.0000	8518.10.0020
3343104014, 017	Home-type electronic kits designed for consumer assembly and public address systems, including musical instrument amplifiers.....	8518.50.0000 8527.39.0000	8518.50.0000 8527.39.0020 8527.39.0040
334419D101	Earphones, headsets, and phonograph cartridges, pickups, needles, and styli.....	8518.30.2000 8522.10.0000	8518.30.2000 8522.10.0000

1/Source: 1998 edition, Harmonized System-Based Schedule B, Statistical Classification of Domestic and Foreign Commodities Exported from the United States.

2/Source: Harmonized Tariff Schedule of the United States, Annotated (1998).