

(Formerly Series No. MA36M)

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 1999, the total value of shipments for consumer electronics was \$8.2 billion, an increase of 4.6 percent from the 1998 value of \$7.8 billion. Automotive audio equipment increased 15.7 percent from \$941.5 million in 1998 to \$1.1 billion in 1999. Shipments of television receivers increased 9.6 percent from \$3.9 billion in 1998 to \$4.3 billion in 1999. All other consumer audio and video equipment shipments decreased 16.7 percent in 1999 from \$827.2 million in 1998 to \$689 million in 1999. Loudspeakers, microphones, kits, and public address systems decreased 1.3 percent from \$2.1 billion shipped in 1998.

Current
Industrial
Reports

Address inquiries concerning these data to Consumer Goods Industries Branch, Manufacturing and Construction Division (MCD), Washington, DC 20233-6900, or call Cynthia Ramsey, 301-457-4823.

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

U S C E N S U S B U R E A U

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U.S. Census Bureau



Table 1. Value of Shipments of Consumer Electronics by Selected Products: 1989 to 1999
 [Millions of dollars]

Product code	Product description	1999	1998	1997	1996	1995	1994	1993	1992	1991	1990	1989
	Consumer electronics.....	8,194.4 r/	7,834.7	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
3343101	Automotive audio equipment (except speakers).....	1,089.4	941.5	933.3	865.6	721.9	779.8	630.5	607.6	340.2	307.4	322.0
3343102	Household television receivers, including combinations.....	4,317.1 r/	3,940.2	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
3343103	Other consumer audio and video equipment (except speakers) 1/...	689.0 r/	827.2	644.5	391.8	425.1	339.1	224.9	207.2	294.5	347.4	373.4
3343104	Speakers, microphones, and home-type electronic kits.....	2,098.9 r/	2,125.8	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

r/Revised by 5 percent or more from previously published data.

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

Table 2. Quantity and Value of Shipments of Consumer Electronics: 1999 and 1998
 [Quantity in number of units. Value in thousands of dollars]

Product code	Product description	Number of companies	1999				1998			
			Quantity		Value		Quantity		Value	
3343101	Automotive audio equipment (except speakers).....	(NA)	b/	11,994,752	a/	1,089,418	b/	9,099,579	a/	941,515
3343101001	AM-FM radios with tape/compact disc player combinations.....	8		5,697,711		752,169		4,398,529		687,031
3343101004	Other automotive audio equipment, including equalizers and amplifiers, excluding speakers.....	18	c/	6,297,041	b/	337,249	c/	4,701,050	c/	254,484
3343102	Household television receivers, including combination models.....	(NA)	b/	11,121,968	b/	4,317,057	a/r/	10,715,490	r/	3,940,203
3343102001	Projection television.....	8	b/	1,050,656	b/	1,295,919	b/r/	904,061	b/r/	1,163,452
	Other CRT-based color television:									
3343102004	50 cm (19.7 inches) and under.....	4	b/	1,153,908	b/	195,007		1,385,700		241,537
3343102007	Over 50 cm (19.7 inches).....	7	b/	8,917,404	b/	2,826,131	r/	8,425,729		2,535,214
3343102011	Other household television receivers.....	-		-		-		-		-
3343103	Other consumer audio and video equipment (except speakers) 1/.....	(NA)	b/	3,044,270	b/	689,027	a/r/	3,445,282	r/	827,226
3343103001	Compact and video disc players 2/...	8		(D)		(D)		(D)		(D)
3343103007	Power amplifiers, including preamplifiers.....	29	b/	398,195	b/	111,637	a/	346,879	a/	101,158
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.....	13		(X)	a/	34,725	a/	(X)	r/	42,175
3343103004	Equalizers.....	8	b/	30,849	b/	2,526	r/	28,721	a/r/	2,961
3343103014	Other consumer audio and video equipment (except speakers) 2/.....	34		(D)		(D)		(D)		(D)
3343104	Speakers, microphones, and home-type electronic kits.....	(NA)	b/	69,673,187	a/	2,098,859	a/r/	71,886,732	b/r/	2,125,777
3343104001	Single loudspeakers mounted in an enclosure.....	31	a/	2,256,903	a/	230,843	c/r/	2,559,743	b/r/	243,809
3343104004	Multiple loudspeakers mounted in an enclosure.....	43	a/	4,945,765	a/	528,036	a/r/	6,487,103	b/r/	553,990
3343104007	Other loudspeakers, including unmounted speakers sold separately.....	47	b/	58,410,440	b/	962,003	b/r/	59,047,092	b/r/	984,136
3343104011	Microphones.....	13	a/	3,038,717		200,361	a/r/	2,803,929		185,415
3343104014	Home-type electronic kits designed for consumer assembly 3/.	2		(D)		(D)		(D)		(D)
3343104017	Public address systems, including musical instrument amplifiers 3/.....	22		(D)		(D)		(D)		(D)

- Represents zero. D Withheld to avoid disclosing data for individual companies. NA Not available. 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, 3343103011, and 3343103014 have a combined total of b/2,615,226 for quantity and b/574,864 for value for 1999 and b/3,069,682 for quantity and 723,107 for value for 1998.

3/Product codes 3343104014 and 3343104017 have a combined total of b/1,021,362 for quantity and a/177,616 for value for 1999 and 988,865 for quantity and 158,427 for value for 1998.

Note: Percent of estimation of each item is indicated as follows: a/10 to 25 percent of this item has been estimated. b/26 to 50 percent of this item has been estimated. c/Over 50 percent of this item has been estimated.

Table 3. Shipments, Exports, and Imports of Consumer Audio and Video Electronics: 1999
 [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.....	b/ 11,994,752	a/ 1,089,418	2,580,631	408,200	31,599,791	3,221,828
3343102001, 004, 007, 011	Household television receivers.....	b/ 11,121,968	b/ 4,317,057	693,372	183,032	27,344,212	4,103,913
3343103001, 004, 007, 011, 014	Coin-operated audio equipment, power amplifiers, audio tape recorders and players, compact and video disc players, equalizers, and other consumer audio and video equipment (except speakers).....	b/ 3,044,270	b/ 689,027	6,996,948	785,959	57,354,795	3,467,243
3343104001	Single loudspeakers mounted in enclosure.....	a/ 2,256,903	a/ 230,843	4,673,482	129,276	41,973,080	366,618
3343104004	Multiple loudspeakers mounted in an enclosure.....	a/ 4,945,765	a/ 528,036	1,819,164	119,611	18,058,170	456,869
3343104007	Other loudspeakers.....	b/ 58,410,440	b/ 962,003	34,861,649	210,467	-	-
3343104011	Microphones.....	a/ 3,038,717	200,361	(X)	74,925	-	-
3343104014, 017	Home-type electronic kits designed for consumer assembly and public address systems, including musical instrument amplifiers.....	b/ 1,021,362	a/ 177,616	6,613,169	141,317	5,864,130	567,481
334419D101	Earphones, headsets, and phonograph cartridges, pickups, needles, and styli.....	(X)	34,725	4,732,779	65,972	94,293,320	373,414

- Represents zero. 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.

Note: The percent of estimation for each item is indicated as follows: a/10 to 25 percent of this item has been estimated. b/26 to 50 percent of this item has been estimated. c/Over 50 percent of this item has been estimated.

Table 4. Comparison of North American Industry Classification System-Based Product Codes with Schedule B Export Numbers, and HTSUSA Import Numbers: 1999

Product code	Product description	Export number 1/	Import number 2/	
3343101001, 004	Automotive audio equipment.....	8519.93.4000	8519.93.4000	8527.21.4040
		8527.21.0000	8527.21.1005	8527.21.4080
		8527.29.0000	8527.21.1015	8527.29.4000
			8527.21.1020	8527.29.8020
			8527.21.1030	8527.29.8060
3343102001, 004, 007, 011	Household television receivers.....	8528.12.6010	8528.12.0400	8528.12.4800
		8525.12.6040	8528.12.0800	8528.12.5200
		8528.12.3000	8528.12.1200	8528.12.5600
			8528.12.1600	8528.12.6200
			8528.12.2010	8528.12.6400
			8528.12.2012	8528.12.6800
			8528.12.2014	8528.12.7200
			8528.12.2015	8528.12.7600
			8528.12.2410	8528.12.8000
			8528.12.2420	8528.12.8400
			8528.12.2800	8528.12.8800
			8528.12.3205	8528.13.0005
			8528.12.3224	8528.13.0010
			8528.12.3228	8528.13.0020
			8528.12.3230	8528.13.0025
			8528.12.3235	8528.13.0030
			8528.12.3238	8528.13.0035
	8528.12.3250	8528.13.0040		
	8528.12.3290	8528.13.0045		
	8528.12.3600	8528.13.0050		
	8528.12.4000	8528.13.0075		
	8528.12.4400			
3343103001, 004, 007, 011, 014	Coin-operated audio equipment, power amplifiers, audio tape recorders and players, compact and video disc players, equalizers, and other consumer audio and video equipment (except speakers).....	8519.10.0000	8518.40.2000	8520.33.0040
		8518.40.2000	8519.10.0000	8520.33.0060
		8519.92.0000	8519.92.0000	8520.33.0070
		8519.93.8000	8519.93.8040	8520.33.0090
		8519.99.0030	8519.93.8080	8520.39.0010
		8519.99.0070	8519.99.0030	8520.39.0050
		8520.32.0000	8519.99.0045	8520.39.0060
		8520.33.0000	8519.99.0060	8520.39.0070
		8520.39.0000	8520.33.0020	8521.90.0000
8521.90.0000				
3343104001	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	8518.50.0000	
		8527.39.0000	8527.39.0020	
			8527.39.0040	
334419D101	Earphones, headsets, and phonograph cartridges, pickups, needles, and styli.....	8518.30.2000	8518.30.2000	
		8522.10.0000	8522.10.0000	

1/Source: 1999 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 (1999).