

U.S. Census Bureau  
Consumer Electronics - 2010  
MA334M(10)  
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Address inquiries concerning these data to Investment Goods Industries Branch, U.S. Department of Commerce, Census Bureau, Manufacturing and Construction Division, Washington, DC 20233-6900, or call Benton Crane, 301-763-4575.

Table 1. Value of Shipments of Consumer Electronics by Selected Products: 2010 to 2006  
 [Millions of dollars]

Product class code	Product description	Year	Value
3343101	Automotive audio equipment, excluding speakers	2010	(D)
		2009	270.9
		2008	668.4
		2007	863.9
		2006	964.3
3343102	Television receivers, including CRT, LCD, Projection, Plasma, LED, Etc.	2010	(D)
		2009	b/ 131.9
		2008	(D)
		2007	b/ 2168.5
		2006	3431.7
3343104	Speakers, including loudspeakers systems and loudspeakers sold separately, and commercial sound equipment	2010	a/ 892.0
		2009	a/ 896.4
		2008	1313.4
		2007	1289.9
		2006	1453.3
3343105	Other consumer audio and video equipment, including audio and video recorders and players (camcorders)	2010	a/ 606.3
		2009	a/ 611.7
		2008	643.2
		2007	725.2
		2006	1637.1

Table 2. Shipments of Consumer Electronics: 2010 and 2009  
 [Quantity in number of units. Value in thousands of dollars]

Product code	Product description	Year	Companies	Quantity	Value
3343101	Automotive audio equipment, excluding speakers	2010	(X)	(D)	(D)
		2009		1,598,507	270,852
3343101101	AM-FM radios, satellite radios and compact disc players combinations	2010	4	(D)	(D)
		2009		1,334,094	246,198
3343101104	Other automotive audio equipment, including equalizers and amplifiers, excluding speakers	2010	7	198,547	9,857
		2009		264,413	24,654
3343102	Television receivers, including CRT, LCD, Projection, Plasma, LED, Etc.	2010	2	(D)	(D)
		2009		b/ 79,733	b/ 131,949
3343104	Speakers, including loudspeakers systems and loudspeakers sold separately, and commercial sound equipment	2010	(X)	18,072,988	a/ 891,997
		2009		16,709,027	a/ 896,428
3343104101	Single loudspeakers mounted in an enclosure	2010	20	911,328	134,197
		2009		1,271,980	142,397
3343104104	Multiple loudspeakers mounted in an enclosure	2010	21	c/ 339,641	b/ 164,967
		2009		(S)	(S)
3343104107	Other loudspeakers, including unmounted speakers sold separately	2010	22	14,694,046	208,806
		2009		13,160,336	192,793
3343104111	Microphones	2010	12	1,482,775	129,567
		2009		1,487,406	164,049
3343104117	Public address systems, including musical instrument amplifiers	2010	14	645,198	a/ 254,460
		2009		a/ 419,312	a/ 222,110
3343105	Other consumer audio and video equipment, including audio and video recorders and players (camcorders)	2010	(X)	a/ 3,381,338	a/ 606,317
		2009		a/ 3,808,245	a/ 611,657

3343105107	Power amplifiers, including preamplifiers	2010	21	a/	1,115,229	b/	248,062
		2009		a/	768,546	b/	157,496
3343105124	Other consumer audio and video equipment (excluding speakers), portable digital music players, portable stereos/boom boxes, DVD players, including combinations and digital video recorders	2010	29	a/	2,266,109	a/	358,255
		2009			3,039,699		454,161

Table 3. Shipments, Exports, and Imports of Consumer Electronics: 2010 and 2009  
 [Quantity in number of units. Value in thousands of dollars]

Product code 1/	Product description	Year	Manufacturers' shipments quantity	Manufacturers' shipments (value f.o.b. plant)	Exports of domestic merchandise 2/ quantity	Exports of domestic merchandise 2/ (value at port)	Imports for consumption 3/ quantity	Imports for consumption 3/ 4/ value
3341010000	Automotive audio equipment, excluding speakers	2010	(D)	(D)	2,117,914	326,987	20,569,714	2,363,196
		2009	1,598,507	270,852	1,917,931	274,594	14,137,335	1,334,902
3343102000	Television receivers, including CRT, LCD, Projection, Plasma, LED, Etc.	2010	(D)	(D)	173,159	91,866	46,314,689	19,322,996
		2009 b/	79,733 b/	131,949	166,893	88,714	5,155,395	909,603
3343104101	Single loudspeakers mounted in an enclosure	2010	911,328	134,197	3,447,271	141,042	34,932,800	406,068
		2009	1,271,980	142,397	3,087,496	130,109	27,658,417	320,114
3343104104	Multiple loudspeakers mounted in an enclosure	2010 c/	339,641 b/	164,967	692,637	140,345	18,334,532	670,133
		2009	(S)	(S)	534,235	104,443	15,498,565	479,065
3343104107	Other loudspeakers, including unmounted speakers sold separately	2010	14,694,046	208,806	8,651,375	206,733	102,557,644	654,463
		2009	13,160,336	192,793	6,896,193	213,024	72,969,209	506,709
3343104111	Microphones	2010	1,482,775	129,567	(NA)	90,862	35,434,063	254,979
		2009	1,487,406	164,049	(NA)	85,719	1,380,184	4,223
3343104117	Public address systems, including musical instrument amplifiers	2010	645,198 a/	254,460	264,598	80,792	1,818,358	88,271
		2009 a/	419,312 a/	222,110	379,468	83,683	1,671,589	97,153
3343150000	Other consumer audio and video equipment, including audio and video recorders and players (camcorders)	2010 a/	3,381,338 a/	606,317	1,274,697	341,327	52,887,450	3,438,107
		2009 a/	3,808,245 a/	611,657	1,048,781	305,736	49,303,204	3,483,446

Footnotes:

1/ For Comparison of North American Industry Classification system (NAICS)-based product codes with Schedule B export codes and HTUSA import codes, see Table 4.

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

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

4/ Dollar value represents 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 Combined North American Industry Classification System (NAICS)-Based Product Codes with Schedule B Export Codes, and HTSUSA Import Codes: 2010

Combined code	Product code	Product description	Export code 1/	Import code 2/
3343101000	3343101000	Automotive audio equipment, excluding speakers	8519.81.2000	8527.21.1010
			8527.21.0000	8527.21.4040
			8527.21.1000	8527.21.4080
			8527.29.0000	8527.29.4000
			8537.21.4040	8527.29.8000
3343102000	3343102000	Television receivers, including combination models	8528.72.3000	8528.72.0400
			8528.72.6010	8528.72.0800
			8528.72.6040	8528.72.1200
				8528.72.1600
				8528.72.2000
				8528.72.2400
				8528.72.2800
				8528.72.3200
				8528.72.3205
				8528.72.3224
				8528.72.3228
				8528.72.3230
				8528.72.3235
				8528.72.3238
				8528.72.3250
				8528.72.3290
				8528.72.3600
				8528.72.4000
				8528.72.4400
				8528.72.5200
				8528.72.5600
				8528.72.6200
				8528.72.6400
				8528.72.6800
				8528.72.7200
				8528.72.7210
				8528.72.7250
				8528.72.7270
	8528.72.7600			
	8528.72.8000			
	8528.72.8400			
	8528.73.0000			
3343104101	3343104101	Single loudspeakers mounted in an enclosure	8518.21.0000	8518.21.0000
3343104104	3343104104	Multiple loudspeakers mounted in an enclosure	8518.22.0000	8518.22.0000
3343104107	3343104107	Other loudspeakers, including unmounted speakers sold separately	8518.29.0000	8518.29.8000
3343104111	3343104111	Microphones	8518.10.0000	8518.10.4000
				8518.10.8000
				8518.10.8030
3343104117	3343104117	Public address systems, including musical instrument amplifiers	8518.50.0000	8518.50.0000 8518.50.1000
3343105000	3343105000	Other consumer audio and video equipment, including audio and video recorders and players (camcorders)	8518.40.2000	8518.40.2000
			8519.20.0000	8519.20.0000
			8519.81.3000	8519.81.2000
			8519.81.4010	8519.81.2500
			8527.99.5030	8519.81.3010 8521.90.0000 8527.99.5000

Footnotes:

1/Source: 2010 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 (2010).

Symbols:

- (D) - Withheld to avoid disclosing data of individual companies.
- (X) - Not applicable.
- (NA) - Not available.
- r/ - Revised by 5 percent or more from previously published data.
- (n.e.c.) - Not elsewhere classified.
- (n.s.k.) - Not specified by kind.
- (nehp) - Net engine horsepower
- (btuh) - British thermal units per hour
- (pt.) Part.
- Represents zero.

Estimation symbols - Percent of estimation for each item is indicated as follows:

- a/ - 10 to 19 percent of this item has been estimated.
- b/ - 20 to 29 percent of this item has been estimated.
- c/ - 30 to 49 percent of this item has been estimated.
- (S) - Withheld because estimates did not meet publication standards.



## HISTORICAL NOTE

The Census Bureau has collected data on radio and television receivers, phonographs, and related equipment since 1952.

Historical Current Industrial Reports data (called Facts for Industry before 1959) may be obtained from a Federal Depository Library. To locate a Federal Depository Library in your area, please visit <http://www.gpoaccess.gov/libraries.html>.