



The 2005 United States Economic and Product Market Databook



by

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Eli Lilly Chaired Professor of Business, Innovation and Society
INSEAD (Singapore, and Fontainebleau, France)

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About this Series

This series was created for international firms who rely on foreign markets for a substantial portion of their business or who might be threatened by international competition. The estimates given in this report were created using a methodology developed by and implemented under the direct supervision of Professor Philip M. Parker, the Eli Lilly Chaired Professor of Innovation, Business and Society, at INSEAD. The methodology relies on historical figures across countries. Reported figures should be seen as estimates of past and future levels of latent demand.

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1 INTRODUCTION & METHODOLOGY

1.1 OVERVIEW & METHODOLOGY

In performing various economic analyses for its clients, I have occasionally been asked to investigate the market potential for various products and services in United States. The purpose of the studies is to understand the density of demand within United States and the extent to which United States might be used as a point of distribution within North America. From an economic perspective, however, United States does not represent a population within rigid geographical boundaries, rather, it represents an *area of dominant influence* over markets in adjacent areas. This influence varies from one industry to another, but also from one period of time to another.

In what follows, I summarize the economic potential for United States over the next five years for hundreds of industries, categories and products. The goal of this report is to report my findings on the *real* economic potential, or what an economist calls the *latent demand*, represented by United States when defined as an area of dominant influence. The reader needs to realize that latent demand may or may not represent real sales. For many items, latent demand is clearly observable in sales, as in the case for food or housing items. Consider, however, the category "satellite launch vehicles". Clearly, there are no launch pads in United States used by the space industry to launch satellites. However, the *core benefit* of the vehicles (e.g. telecommunications, etc.) is "consumed" by the area served by United States. Without United States, in other words, the market for satellite launch vehicles would be lower for the population in United States, North America, or the world in general. One needs to allocate, therefore, a portion of the worldwide economic demand for launch vehicles to both North America and United States.

The data presented are the result of various spatial econometric and time-series forecasting models which, for each category presented, are applied to forecast and allocate latent demand across all countries of the world and major distribution centers or centers of dominant influence within each country. This is accomplished knowing that economic fundamentals (e.g. income) generally vary from one country to another within a given country over time. In this report, I report the allocation for each category for United States as an area of dominant influence in North America and, potentially, the world.

1.2 MARKET POTENTIAL ESTIMATION METHODOLOGY

1.2.1 Overview

This study covers the outlook products in United States. For the year reported, estimates are given for the *latent demand*, or *potential industry earnings (P.I.E.)*, for the United States (in millions of U.S. dollars). Comparative benchmarks allow the reader to quickly gauge United States vis-à-vis regional and global totals. Using econometric models which project fundamental economic dynamics within each country and across countries, latent demand estimates are created. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study does not report actual sales data, but gives, however, my estimates for the latent demand for products and services in United States. For each category, I also show my estimates of how the P.I.E. grows over time (positive or negative growth). In order to make these estimates, a multi-stage methodology was employed that is often taught in courses on international strategic planning at graduate schools of business.

1.2.2 What is Latent Demand and the P.I.E.?

The concept of *latent demand* is rather subtle. The term *latent* typically refers to something that is dormant, not observable or not yet realized. *Demand* is the notion of an economic quantity that a target population or market

requires under different assumptions of price, quality, and distribution, among other factors. Latent demand, therefore, is commonly defined by economists as the industry earnings of a market when that market becomes accessible and attractive to serve by competing firms. It is a measure, therefore, of *potential* industry earnings (P.I.E.) or total revenues (not profit) if a market is served in an efficient manner. It is typically expressed as the total revenues potentially extracted by firms. The “market” is defined at a given level in the value chain. There can be latent demand at the retail level, at the wholesale level, the manufacturing level, and the raw materials level (the P.I.E. of higher levels of the value chain being always smaller than the P.I.E. of levels at lower levels of the same value chain, assuming all levels maintain minimum profitability).

The latent demand is not actual or historic sales. Nor is latent demand future sales. In fact, latent demand can be lower either lower or higher than actual sales if a market is inefficient (i.e. not representative of relatively competitive levels). Inefficiencies arise from a number of factors, including the lack of international openness, cultural barriers to consumption, regulations, and cartel-like behavior on the part of firms. In general, however, latent demand is typically larger than actual sales in a country market. It should be noted that the estimates are “culture blind” and “climate blind”, meaning that sales may in fact be lower than the latent demand due to cultural or exogenous factors, such as religion or climate (e.g. the presence of certain religions can effect the actual sales of certain food and beverage products, in the same way that climatic conditions can affect the actual sales of clothing and/or heating products). The estimates of latent demand do not explicitly control for either these long-run exogenous factors or short-run exogenous factors that may be present from year to year (e.g. the effects of war, SARS, terrorist activities, civil wars, natural disasters, elections, or similar events).

For reasons discussed later, this report does not consider the notion of “unit quantities”, only total latent revenues (i.e. a calculation of price times quantity is never made, though one is implied). The units used in this report are U.S. dollars not adjusted for inflation (i.e. the figures incorporate inflationary trends) and not adjusted for future dynamics in exchange rates (i.e. the figures reflect average exchange rates over recent history). If inflation rates or exchange rates vary in a substantial way compared to recent experience, actual sales can also exceed latent demand (when expressed in U.S. dollars, not adjusted for inflation). On the other hand, latent demand can be typically higher than actual sales as there are often distribution inefficiencies that reduce actual sales below the level of latent demand.

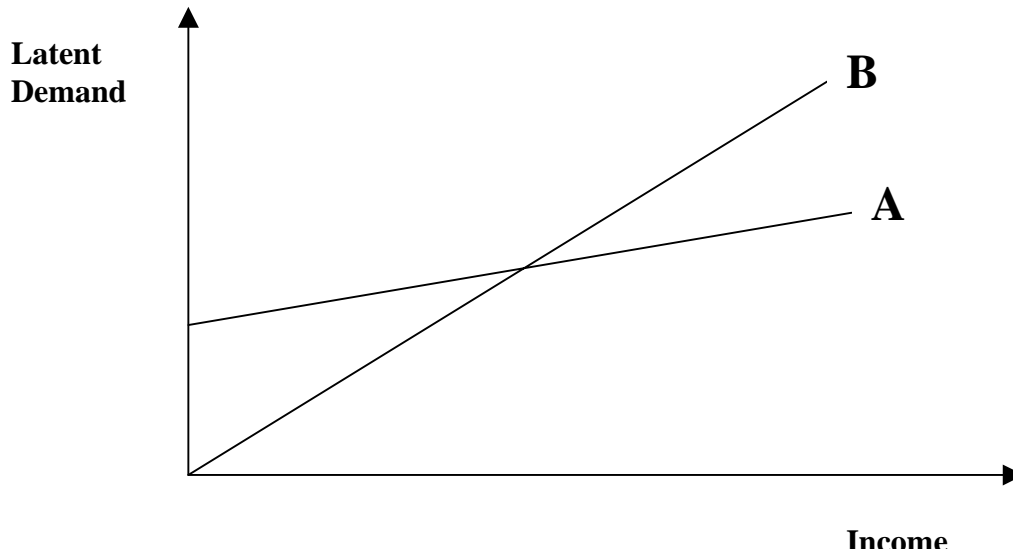
As mentioned earlier, this study is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved. In fact, all the current products or services on the market can cease to exist in their present form (i.e. at a brand-, R&D specification, or corporate-image level) and all the players can be replaced by other firms (i.e. via exits, entries, mergers, bankruptcies, etc.), and there will still be an international latent demand at the aggregate level. Product and service offering details, and the actual identity of the players involved, while important for certain issues, are relatively unimportant for estimates of latent demand.

1.2.3 The Methodology

In order to estimate the latent demand for United States, I used a multi-stage approach. Before applying the approach, one needs a basic theory from which such estimates are created. In this case, I heavily rely on the use of certain basic economic assumptions. In particular, there is an assumption governing the shape and type of aggregate latent demand functions. Latent demand functions relate the income of a country, city, state, household, or individual to realized consumption. Latent demand (often realized as consumption when an industry is efficient), at any level of the value chain, takes place if an equilibrium in realized. For firms to serve a market, they must perceive a latent demand and be able to serve that demand at a minimal return. The single most important variable determining consumption, assuming latent demand exists, is income (or other financial resources at higher levels of the value chain). Other factors that can pivot or shape demand curves include external or exogenous shocks (i.e. business cycles), and or changes in utility for the product in question.

Ignoring, for the moment, exogenous shocks and variations in utility across countries, the aggregate relation between income and consumption has been a central theme in economics. The figure below concisely summarizes one aspect of problem. In the 1930s, John Maynard Keynes conjectured that as incomes rise, the average propensity to consume would fall. The average propensity to consume is the level of consumption divided by the level of income, or the

slope of the line from the origin to the consumption function. He estimated this relationship empirically and found it to be true in the short-run (mostly based on cross-sectional data). The higher the income, the lower the average propensity to consume. This type of consumption function is labeled "A" in the figure below (note the rather flat slope of the curve). In the 1940s, another macroeconomist, Simon Kuznets, estimated long-run consumption functions which indicated that the marginal propensity to consume was rather constant (using time series data across countries). This type of consumption function is show as "B" in the figure below (note the higher slope and zero-zero intercept).¹ The average propensity to consume is constant.



Is it declining or is it constant? A number of other economists, notably Franco Modigliani and Milton Friedman, in the 1950s (and Irving Fisher earlier), explained why the two functions were different using various assumptions on intertemporal budget constraints, savings, and wealth. The shorter the time horizon, the more consumption can depend on wealth (earned in previous years) and business cycles. In the long-run, however, the propensity to consume is more constant. Similarly, in the long run, households, industries or countries with no income eventually have no consumption (wealth is depleted). While the debate surrounding beliefs about how income and consumption are related and interesting, in this study a very particular school of thought is adopted. In particular, we are considering the latent demand across some 230 countries. The smallest have fewer than 10,000 inhabitants. I assume that all of these counties fall along a "long-run" aggregate consumption function. This long-run function applies despite some of these countries having wealth, current income dominates the latent demand. So, latent demand in the long-run has a zero intercept. However, I allow firms to have different propensities to consume (including being on consumption functions with differing slopes, which can account for differences in industrial organization, and end-user preferences).

Given this overriding philosophy, I will now describe the methodology used to create the latent demand estimates for United States. Since ICON Group has asked me to apply this methodology to a large number of categories and countries, the rather academic discussion below is general and can be applied to a wide variety of categories and countries, not just United States.

¹ For a general overview of this subject area, see *Principles of Macroeconomics* by N. Gregory Mankiw, South-Western College Publishing; ISBN: 0030340594; 2nd edition (February 2002).

1.2.3.1 Step 1. Product Definition and Data Collection

Any study of latent demand across countries and within United States requires that some standard be established to define “efficiently served”. Having implemented various alternatives and matched these with market outcomes, I have found that the optimal approach is to assume that certain key countries are more likely to be at or near efficiency than others. These countries are given greater weight than others in the estimation of latent demand compared to other countries for which no known data are available. Of the many alternatives, I have found the assumption that the world’s highest aggregate income and highest income-per-capita markets reflect the best standards for “efficiency”. High aggregate income alone is not sufficient (i.e. China has high aggregate income, but low income per capita and can not assumed to be efficient). Aggregate income can be operationalized in a number of ways, including gross domestic product (for industrial categories), or total disposable income (for household categories; population times average income per capita, or number of households times average household income per capita). Brunei, Nauru, Kuwait, and Lichtenstein are examples of countries with high income per capita, but not assumed to be efficient, given low aggregate level of income (or gross domestic product); these countries have, however, high incomes per capita but may not benefit from the efficiencies derived from economies of scale associated with large economies. Only countries with high income per capita and large aggregate income are assumed efficient. This greatly restricts the pool of countries to those in the OECD (Organization for Economic Cooperation and Development), like the United States, or the United Kingdom (which were earlier than other large OECD economies to liberalize their markets).

The selection of countries is further reduced by the fact that not all countries in the OECD report industry revenues at the category level. Countries that typically have ample data at the aggregate level that meet the efficiency criteria include the United States, the United Kingdom and in some cases France and Germany.

Latent demand for United States is therefore estimated using data collected for relatively efficient markets from independent data sources (e.g. Euromonitor, Mintel, Thomson Financial Services, the U.S. Industrial Outlook, the World Resources Institute, the Organization for Economic Cooperation and Development, various agencies from the United Nations, industry trade associations, the International Monetary Fund, and the World Bank). Depending on original data sources used, the definition of a category is established. In the case of this report, the data were reported at the aggregate level, with no further breakdown or definition. In other words, any potential product or service that might be incorporated within a category falls under the broadest definition of the category. Public sources rarely report data at the disaggregated level in order to protect private information from individual firms that might dominate a specific product-market. These sources will therefore aggregate across components of a category and report only the aggregate to the public. While private data are certainly available, this report only relies on public data at the aggregate level without reliance on the summation of various category components. In other words, this report does not aggregate a number of components to arrive at the “whole”. Rather, it starts with the “whole”, and estimates the whole for all countries and the world at large (without needing to know the specific parts that went into the whole in the first place). All figures in this report are for sales resulting from retail channels.

1.2.3.2 Step 2. Filtering and Smoothing

Based on the aggregate view of categories as defined above, data were then collected for as many similar countries as possible for that same definition, at the same level of the value chain. This generates a convenience sample of countries from which comparable figures are available. If the series in question do not reflect the same accounting period, then adjustments are made. In order to eliminate short-term effects of business cycles, the series are smoothed using an 2 year moving average weighting scheme (longer weighting schemes do not substantially change the results). If data are available for a country, but these reflect short-run aberrations due to exogenous shocks (such as would be the case of beef sales in a country stricken with foot and mouth disease), these observations were dropped or “filtered” from the analysis.

1.2.3.3 Step 3. Filling in Missing Values

In some cases, data are available for countries on a sporadic basis. In other cases, data from a country may be available for only one year. From a Bayesian perspective, these observations should be given greatest weight in estimating missing years. Assuming that other factors are held constant, the missing years are extrapolated using changes and growth in aggregate national income. Based on the overriding philosophy of a long-run consumption function (defined earlier), countries which have missing data for any given year, are estimated based on historical dynamics of aggregate income for that country.²

1.2.3.4 Step 4. Varying Parameter, Non-linear Estimation

Given the data available from the first three steps, the latent demand in additional countries is estimated using a “varying-parameter cross-sectionally pooled time series model”.³ Simply stated, the effect of income on latent demand is assumed to be constant across countries unless there is empirical evidence to suggest that this effect varies (i.e. the slope of the income effect is not necessarily same for all countries). This assumption applies across countries along the aggregate consumption function, but also over time (i.e. not all countries are perceived to have the same income growth prospects over time and this effect can vary from country to country as well). Another way of looking at this is to say that latent demand is more likely to be similar across countries that have similar characteristics in terms of economic development (i.e. African countries will have similar latent demand structures controlling for the income variation across the pool of African countries).

This approach is useful across countries for which some notion of non-linearity exists in the aggregate cross-country consumption function. For some categories, however, the reader must realize that the numbers will reflect the contribution of United States to global latent demand and may never be realized in the form of local sales. For certain country-category combinations this will result in what at first glance will be odd results. For example, the latent demand for the category “space vehicles” will exist for “Togo” even though they have no space program. The assumption is that if the economies in these countries did not exist, the world aggregate for these categories would be lower. The share attributed to these countries is based on a proportion of their income (however small) being used to consume the category in question (i.e. perhaps via resellers).

1.2.3.5 Step 5. Fixed-Parameter Linear Estimation

Nonlinearities are assumed in cases where filtered data exist along the aggregate consumption function. Because the world consists of more than 200 countries, there will always be those countries, especially toward the bottom of the consumption function, where non-linear estimation is simply not possible. For these countries, equilibrium latent demand is assumed to be perfectly parametric and not a function of wealth (i.e. a country’s stock of income), but a function of current income (a country’s flow of income). In the long run, if a country has no current income, the latent demand is assumed to approach zero. The assumption is that wealth stocks fall rapidly to zero if flow income falls to zero (i.e. countries which earn low levels of income will not use their savings, in the long run, to demand). In a graphical sense, for low income countries, latent demand approaches zero in a parametric linear fashion with a

² This report was prepared from a variety of sources including excerpts from documents and official reports or databases published by the World Bank, the U.S. Department of Commerce, the U.S. State Department, various national agencies, the International Monetary Fund, the Central Intelligence Agency, various agencies from the United Nations (e.g. ILO, ITU, UNDP, etc.), and non-governmental sources, including ICON Group Ltd., Euromonitor, the World Resources Institute, Mintel, the U.S. Industrial Outlook, and various public sources cited in the trade press.

³ The interested reader can find longer discussions of this type of modeling in *Studies in Global Econometrics (Advanced Studies in Theoretical and Applied Econometrics V. 30)*, by Henri Theil, et al., Kluwer Academic Publishers; ISBN: 0792336607; (June 1996), and in *Principles of Econometrics*, by Henri Theil John Wiley & Sons; ISBN: 0471858455; (December 1971), and in *Econometric Models and Economic Forecasts* by Robert S. Pindyck, Daniel L. Rubinfeld McGraw Hill Text; ISBN: 0070500983; 3rd edition (December 1991).

zero-zero intercept. In this stage of the estimation procedure, low-income countries are assumed to have a latent demand proportional to their income, based on the country closest to it on the aggregate consumption function.

1.2.3.6 Step 6. Aggregation and Benchmarking

Based on the models described above, latent demand figures are estimated for all countries of the world, for United States and for the smallest economies. These are then aggregated to get world totals and regional totals. To make the numbers more meaningful, regional and global demand figures are presented. Figures are rounded, so minor inconsistencies may exist across tables.

2 SUMMARY RANKINGS

While this report does not cover all forms of consumption and industry, it does cover several hundred of the most common categories. In doing so, one can investigate relative purchasing priorities and/or market potentials across items. What category, for example, represents the largest demand item, per capita, across all items in United States? Where do the other items fall in the ranking? The table below summarizes, across the items covered in this year's report, the overall ranking in terms of US \$ per capita the population of United States. As indicated below 'Retail Sales' represents the market of highest economic potential in United States, at \$1,699,066.37 per capita per year in the year 2005, followed by 'Non-Food Retail Sales' at \$1,250,912.94 per capita per year, and 'Insurance Carriers' at \$733,852.71.

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Retail Sales	1	1,699,066.37
Non-Food Retail Sales	2	1,250,912.94
Insurance Carriers	3	733,852.71
Retail Food Sales	4	441,733.76
Depository Credit Intermediation	5	393,134.12
New Car Dealers	6	382,536.76
Supermarkets	7	325,480.56
Supermarkets and Grocery Stores Excluding Convenience Stores	8	259,020.84
Discount Stores	9	258,285.94
Automotive Products	10	245,022.21
Non-Depository Credit Intermediation	11	174,792.61
Gasoline	12	164,258.17
Discount Superstores	13	135,951.92
Clothing and Footwear	14	123,746.46
Department Stores	15	117,183.52
Catalog and Mail Order Retail Sales	16	110,832.52
Computer and Electronics Retailers	17	108,193.01
Drug Stores and Pharmacies	18	106,449.14
Clothing	19	98,655.95
Gasoline Stations with Convenience Stores	20	94,061.21
Retailers of Clothing, Clothing Accessories, Leatherwear, and	21	82,860.61
Residential Building Construction	22	73,801.88
Grocery Discounters	23	73,304.16
Pharmacies and Drug Stores	24	72,701.39
Home Improvement Retailers	25	67,169.09
Manufacturing Pharmaceutical Preparations	26	66,882.43
Agencies, Brokerages, and Other Insurance-Related Activities	27	65,624.44
Non-Residential Building Construction	28	65,200.61
General Freight Trucking	29	65,179.23
Engineering Services	30	64,998.64
Automobile and Light Duty Motor Vehicle Manufacturing	31	64,901.96
Furniture and Home Furnishings Retailers	32	62,918.33
Retail Cooperatives	33	62,813.88
Plumbing, Heating, and Air Conditioning Contractors	34	57,859.78
Passenger Car Tires and Car Aftermarket Products	35	54,667.76
Electric Power Generation	36	54,085.07
Insurance Agencies and Brokerages	37	50,781.36
Tobacco Products	38	49,526.80

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Meat and Poultry	39	48,843.51
Cigarettes	40	48,458.21
Automotive Repair and Maintenance Services	41	45,848.66
Electrical Contractors	42	45,052.58
Car Aftermarket Products	43	41,924.45
Soft Drinks	44	39,909.59
Specialized Freight Trucking	45	38,919.13
Management Consulting Services	46	38,495.30
Home Centers	47	38,055.25
Alcoholic Beverages	48	36,651.52
Automobile Manufacturing	49	36,269.18
Light Truck and Utility Vehicle Manufacturing	50	35,728.40
Fossil Fuel Powered Electric Power Generation	51	35,619.85
Converting Paperboard into Containers without Manufacturing	52	35,050.50
Activities Related to Credit Intermediation	53	34,659.41
Women's and Girls' Outerwear	54	34,274.95
Highway, Street, Bridge, and Tunnel Construction	55	34,108.79
Men's and Boys' Outerwear	56	33,787.49
Family Clothing Stores	57	33,019.35
Bakery Products	58	32,751.02
Automotive Parts and Accessories Dealers	59	31,817.87
Paper Mills	60	31,218.09
Sporting Goods, Hobby, and Musical Instrument Stores	61	30,527.20
Fresh Produce	62	29,798.56
Direct Selling Establishments	63	27,423.25
Toy Stores	64	27,294.05
Business Support Services	65	26,554.94
Masonry, Drywall, Insulation, and Tile Contractors	66	25,682.94
Automotive Diesel Fuel	67	25,564.57
Used Car Dealers	68	25,562.80
Convenience Stores	69	25,340.84
Dairy and Soy Products	70	24,903.84
Footwear	71	24,723.95
Automotive Mechanical and Electrical Repair and Maintenance	72	24,700.38
Furniture	73	24,440.75
Lawn and Garden Equipment and Supplies Stores	74	23,350.01
Cosmetics and Toiletries	75	22,945.56
Jewelry	76	21,754.83

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Baked Goods	77	21,523.91
Nursery, Garden Center, and Farm Supply Stores	78	20,350.73
Women's Clothing Stores	79	20,092.00
Music and Video Game Stores	80	19,213.30
Toys and Games	81	19,099.03
Beer	82	19,060.63
Paperboard Mills	83	18,792.41
Carbonated Soft Drinks	84	18,791.70
Real Jewelry	85	17,919.71
Carpentry and Floor Contractors	86	17,726.63
Gardening Supplies, Outdoor Furniture, and Plants	87	17,684.59
Concrete Contractors	88	17,398.62
Knitwear	89	16,907.76
Books	90	16,799.41
Kitchen Appliances	91	16,697.94
Fresh Fruit	92	16,535.42
Roofing, Siding, and Sheet Metal Contractors	93	16,198.62
Sporting Goods Retailers	94	15,925.85
Fresh Beef and Veal	95	15,665.85
Over-The-Counter Health Care Products	96	15,602.95
Janitorial Services	97	15,573.55
Automotive Body, Paint, Interior, and Glass Repair	98	15,409.18
Book, Periodical, and Music Stores	99	15,181.41
Jewelry, Luggage, and Leather Goods Stores	100	14,694.92
Traditional Toys	101	14,577.74
Tire Dealers	102	14,490.74
Frozen Foods	103	14,302.02
Jewelry Stores	104	13,644.55
Natural Gas Transmission and Distribution to Consumers	105	13,464.69
Candy	106	13,401.63
Non-Citrus Fruit	107	13,083.33
Office Supplies and Stationery Stores	108	12,586.80
Architectural Services	109	12,521.94
Advertising Agencies	110	12,436.43
Snacks	111	12,380.77
Prescription Eyeglasses	112	12,371.41
Non-Metallic Mineral Mining and Quarrying	113	12,251.42
Real Estate Investment Trusts	114	12,241.84

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Organic Foods	115	12,237.70
Floor Covering Retailers	116	12,141.59
Fresh Poultry	117	12,016.64
Milk	118	11,704.86
Desktop Personal Computers	119	11,358.04
Motor Vehicle Body and Trailer Manufacturing	120	11,253.83
Fresh Pork	121	11,115.62
Fresh Vegetables	122	11,039.68
Large Household Appliances	123	10,756.33
Electronic and Precision Equipment Repair and Maintenance	124	10,730.77
Gift, Novelty, and Souvenir Stores	125	10,685.81
Hobby, Toy, and Game Stores	126	10,605.46
Personal Care Services	127	10,497.11
Retail Disposable Paper Products	128	10,457.61
Pet Food and Pet Care Products	129	10,335.88
Nuclear Electric Power Generation	130	10,295.14
Hardware Stores	131	10,028.31
Chilled Food	132	9,967.05
Recorded Music	133	9,891.22
Manufactured Mobile Home Dealers	134	9,838.14
Newsstands	135	9,745.99
Bookstores and Stationery Stores	136	9,630.11
Alcoholic Spirits	137	9,587.58
Bread	138	9,423.18
Manufacturing Paper Bags and Coated or Laminated Paper	139	9,316.84
Investigation, Guard, and Armored Car Services	140	9,117.99
Hair, Nail, and Skin Care Services	141	8,887.27
Canned Food	142	8,886.04
Painting and Wall Covering Contractors	143	8,882.11
Household Cleaning Supplies	144	8,511.12
Fruit and Vegetable Juices	145	8,489.29
Musical and Artistic Recordings on Compact Disc	146	8,424.38
Chilled, Processed Meats and Meat Substitutes	147	8,420.46
Household Textiles and Soft Furnishings	148	8,326.20
Metal Ore Mining	149	8,258.52
Sawmills	150	8,034.09
Specialty Food Stores	151	7,982.85
Underwear, Nightwear, and Swimwear	152	7,763.57

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Sauces, Salad Dressings, and Condiments	153	7,682.23
Cheese	154	7,569.68
Land Subdivision and Land Development	155	7,553.85
Recreational Vehicle Dealers	156	7,422.65
Chocolate Candy	157	7,300.18
Ice Cream	158	7,271.82
Men's Clothing Stores	159	7,271.54
Dog Food and Cat Food	160	7,136.24
Fish and Shellfish	161	7,130.09
Funeral Homes and Funeral Services	162	7,100.53
Vitamins and Dietary Supplements	163	6,790.37
Support Activities for Air Transportation	164	6,746.72
Liquor Stores, Perfumeries, and Other Non-Food Retailers	165	6,738.91
Floor Coverings	166	6,435.51
Direct Mail Advertising	167	6,392.17
Breakfast Bakery Goods	168	6,309.63
Food Specialty Retailers	169	6,277.97
Business Service Centers	170	6,268.34
Bottled Water	171	6,250.98
Wine	172	6,190.81
Televisions	173	6,150.98
Color Televisions	174	6,129.50
Computer Peripherals	175	6,124.87
Cookies and Crackers	176	6,109.20
Security Systems Services	177	5,951.38
Solar, Wind, and Tidal Powered Electric Power Generation	178	5,904.95
Linen and Uniform Supply	179	5,858.51
Paint and Wallpaper Stores	180	5,854.82
Small Electrical Appliances	181	5,831.30
Marketing Research and Public Opinion Polling	182	5,808.39
Cakes	183	5,780.40
Magazines	184	5,780.05
Heavy-Duty Truck Manufacturing	185	5,700.17
Independent Grocers	186	5,645.84
Graphic Design Services	187	5,568.83
Stone Mining and Quarrying	188	5,443.52
Prerecorded Tape, Compact Disc, and Record Stores	189	5,430.25
Video Tape and Disc Rentals	190	5,331.69

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Luggage and Personal Carrying Cases	191	5,328.80
Cameras and Film	192	5,235.35
Dry Cleaning and Laundry Services Excluding Coin-Operated	193	5,227.55
Dried Food	194	5,086.66
Breakfast Cereals	195	5,044.56
Ethnic Hair Care Products	196	4,947.56
Testing Laboratories	197	4,749.17
Optical Goods Stores	198	4,741.06
Clothing Accessories	199	4,697.30
Analog Color Televisions	200	4,587.22
Sugar Candy	201	4,526.50
Laundry and Carpet Cleaning Products	202	4,509.11
Video Games and Video Game Consoles	203	4,506.87
Telecommunications Equipment	204	4,375.77
Frozen Ready Meals	205	4,296.95
Remediation Services	206	4,194.13
Photographic Services	207	4,106.41
Fresh Tomatoes	208	4,072.21
Photofinishing	209	4,068.82
Pet and Pet Supplies Stores	210	4,048.92
Fresh, Chilled, and Frozen Fish	211	3,925.87
Green Vegetables	212	3,892.38
Prescription Eyeglass Frames	213	3,874.41
Costume Jewelry	214	3,835.64
Parking Lots, Garages, and Valet Parking Services	215	3,814.52
Collection Agencies	216	3,746.70
Printers	217	3,745.84
Repair and Maintenance of Home and Garden Equipment and	218	3,667.83
Skin Care Products	219	3,658.29
Interior Design Services	220	3,644.98
Exterminating and Pest Control Services	221	3,619.92
Sports and Energy Drinks	222	3,605.57
Environmental Consulting Services	223	3,524.10
Public Relations Agencies	224	3,517.46
Credit Bureaus	225	3,463.66
Citrus Fruit	226	3,451.50
Children's and Infants' Clothing Stores	227	3,418.69
Refrigeration Appliances	228	3,404.91

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Travel Trailer and Camper Manufacturing	229	3,401.56
Copper, Nickel, Lead, and Zinc Mining	230	3,353.09
Water Supply and Irrigation Systems	231	3,283.06
Legal Services Excluding Lawyers and Attorneys	232	3,269.80
Cosmetics, Beauty Supplies, and Perfume Stores	233	3,257.27
Meat Markets and Delicatessens	234	3,204.19
Personal Stationery	235	3,163.14
Fresh Potatoes	236	3,117.91
Fragrances	237	3,043.00
Watches	238	3,024.35
Home Laundry Appliances	239	3,015.19
Shellfish	240	3,003.23
Gold Ore and Silver Ore Mining	241	3,002.23
Outdoor Power Equipment Stores	242	2,999.28
Pulp Mills	243	2,976.19
Packaging and Labeling Services	244	2,959.48
Pet Care Products	245	2,914.09
Toilet Paper	246	2,856.47
Laundry Detergents	247	2,821.03
Musical Instrument and Supplies Stores	248	2,801.74
Sunglasses	249	2,776.32
Cameras	250	2,769.55
Coffee	251	2,767.81
Detergents	252	2,715.57
Baby Formula	253	2,714.21
Ovens and Stoves	254	2,699.16
Facial Cleansers and Moisturizers	255	2,675.77
Butcher Shops	256	2,612.14
Potato Chips	257	2,502.25
Bicycles	258	2,488.76
Baby Diapers	259	2,451.18
Media Sales Representatives	260	2,439.08
Cough, Cold, and Allergy Remedies	261	2,430.11
Sewing, Needlework, and Piece Goods Stores	262	2,346.20
Photographic Film	263	2,325.47
Socks, Stockings, and Tights	264	2,318.79
Oils and Fats	265	2,295.27
Handheld Computers and PDAs	266	2,250.99

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Truck Trailer Manufacturing	267	2,249.62
Surveying and Mapping Services Excluding Geophysical Services	268	2,242.27
Musical Instruments	269	2,231.73
Designer Bath and Shower Products	270	2,217.91
Art Dealers	271	2,212.05
Cemeteries and Crematories	272	2,202.47
Yogurt	273	2,176.08
Oral Hygiene Products	274	2,165.01
Camcorders	275	2,128.77
Men's Grooming Products	276	2,124.53
Coin-Operated Laundries and Dry Cleaners	277	2,117.70
Fresh Eggs	278	2,076.42
DVD Players	279	2,051.51
Analgesics	280	1,975.52
Digital Cameras	281	1,974.11
Canned Soup	282	1,955.84
Household Audio	283	1,905.10
Cellular Telephones	284	1,882.34
Cutlery and Serving Utensils	285	1,871.30
Fixed-Line Telephone Equipment	286	1,822.70
Personal Stereos	287	1,804.10
Lawnmowers	288	1,796.32
Wood Preservation	289	1,791.52
Camera and Photographic Supplies Stores	290	1,659.96
Digestion Aids	291	1,647.77
Medicated Skin Care	292	1,627.34
Paper Towels	293	1,609.48
Carpet and Upholstery Cleaning Services	294	1,589.20
Savory Snacks	295	1,588.30
Water Well Drilling Contractors	296	1,571.51
Clothing Accessories Stores	297	1,571.51
Writing Instruments	298	1,554.18
News Syndicates	299	1,521.34
Chewing and Bubble Gum	300	1,521.14
Video Cassette Recorders (VCRs)	301	1,498.77
Salon Hair Care Products	302	1,485.98
Facial Cosmetics	303	1,458.73
Heating and Cooling Appliances	304	1,432.44

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Iron Ore Mining	305	1,428.51
In-Car Entertainment Aftermarket	306	1,413.94
Vacuum Cleaners	307	1,410.07
Sandwich Spreads	308	1,401.41
Contact Lenses and Contact Lens Cleansing Solutions	309	1,391.04
Home Satellite Systems	310	1,313.44
Granola Bars and Breakfast Cereal Bars	311	1,268.71
Digital Color Televisions	312	1,267.41
Plastic Housewares	313	1,266.74
Motor Home Manufacturing	314	1,242.19
Cosmetics for Eyes	315	1,221.95
Meal Replacement Products	316	1,191.94
Canned Ready Meals	317	1,191.43
Lip and Multiuse Color Cosmetics	318	1,169.93
Dried Pasta	319	1,169.57
Feminine Sanitary Protection	320	1,161.37
Contact Lenses	321	1,145.35
Glassware and Crystalware	322	1,110.21
Flavored Alcoholic Beverages	323	1,089.55
Personal CD and Mini-Disc Players	324	1,084.05
Canned Vegetables	325	1,082.15
Household Stereo Systems	326	1,071.58
Scanners	327	1,061.08
Canned Fish and Seafood	328	1,056.67
Dishwashers	329	1,049.26
Rice	330	1,036.87
Modems	331	1,034.02
Small Cooking Appliances	332	1,028.29
Microwave Ovens	333	1,025.41
Canned Fruit	334	1,014.18
Manufacturing Inorganic Dyes and Pigments	335	1,013.21
Manufacturing Vehicular Lighting Fixtures	336	1,005.10
Industrial Design Services	337	1,004.67
Air Fresheners	338	997.63
Toothpaste	339	997.20
Antiperspirants and Deodorants	340	988.69
Dried Ready Meals	341	968.58
Packaged Nuts	342	961.20

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Dairy Cream	343	923.68
Cigars	344	921.35
Household Audio Separates	345	899.13
Reupholstery and Furniture Repair	346	879.37
Hair Tinting and Coloring Products	347	878.75
Dehydrated Dessert Mixes	348	877.33
Body Care Products	349	876.69
Wipes	350	864.50
Tissues	351	847.53
Dishwashing Products	352	829.28
Canned Meat, Meat Products, and Poultry	353	813.48
Geophysical Surveying and Mapping Services	354	801.97
Butter	355	801.54
Hair Styling Products	356	781.38
Media Buying Agencies	357	779.12
Frozen Bakery Goods	358	773.03
Fabric Softeners	359	758.19
Personal Stereos without CD Players	360	749.16
Tea	361	746.86
Bar Soap	362	708.89
Film Cameras	363	704.79
Electric Bulk Power Transmission and Control	364	704.67
Drink Concentrates	365	676.78
Hair Conditioners	366	676.44
Fresh Lamb, Mutton, and Goat Meat	367	663.34
Portable Cassette, Radio, and CD Players	368	644.66
Soft Cheese	369	641.36
Ceramic Housewares	370	635.89
Instant Noodles	371	630.94
Frozen, Processed Fish and Seafood	372	622.85
Canned Beans	373	617.76
Advertising Material Distribution Services	374	611.80
Hair Care Appliances	375	608.66
Spreadable Oils and Fats	376	604.44
Chilled Ready Meals	377	600.68
Pagers	378	585.33
Body Wash and Shower Gels	379	570.73
Frozen Potatoes	380	569.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Sun Care Products	381	567.83
Vegetable and Seed Oils	382	560.24
Fish Markets	383	559.24
Fruit Jams, Jellies, and Preserves	384	543.19
Bath Enhancers	385	534.72
Laundry Boosters and Ancillaries	386	517.20
China and Porcelain	387	505.70
Bakeries	388	499.59
Building Inspection Services	389	471.01
Dishwashing Liquid and Scouring Aids	390	465.06
Pre-Recorded Cassettes	391	462.72
Drafting Services	392	445.95
Adult Incontinence Products	393	444.99
Ready-To-Drink Coffee	394	440.81
Sewage Treatment Facilities	395	439.31
Women's Hair Removal Products	396	432.90
Polishing Supplies	397	426.38
Sun Protection Products	398	423.66
Steam and Air Conditioning Supply	399	422.36
Frozen Desserts	400	414.61
Food Processors and Preparation Appliances	401	404.38
Mouthwashes and Dental Rinses	402	388.70
Automatic Dishwasher Detergents	403	365.23
Shaving Razors and Depilators	404	356.06
Toothbrushes	405	351.21
Canned Tomatoes	406	350.86
Nail Polish and Home Manicure Products	407	345.19
Paper Napkins and Tablecloths	408	342.35
Bath and Skin Care Products for Babies and Children	409	330.13
Power Toothbrushes	410	306.83
Translation and Interpretation Services	411	305.90
Blank Video Cassettes	412	299.02
All-In-One Computer Peripherals	413	284.96
Dehydrated Soup	414	282.67
Liquid Hand Soap	415	279.11
Mini-Disc Players	416	271.99
Toilet Cleaning Products	417	258.13
Chlorine Bleach Cleaning Products	418	256.26

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Contact Lens Cleansing Solutions	419	245.85
Dairy-Based and Soy-Based Desserts	420	245.69
Olive Oil	421	243.62
Small Pet Food	422	232.22
Clothes Pressing Irons	423	231.88
Denture Fixatives and Cleansers	424	212.80
Mini-Discs	425	205.07
Loose Smoking Tobacco	426	204.85
Chilled Fish and Seafood Products	427	199.79
Shoe Polish	428	199.07
Dried, Salted, and Smoked Fish	429	198.89
Set-Top Television Receiver Boxes	430	197.39
Footwear and Leather Goods Repair	431	192.38
Hot Drinks	432	188.69
Cotton Balls and Pads	433	185.85
Carpet Cleaning Products	434	183.25
2-In-1 Hair Care Products	435	182.55
Insecticides	436	176.16
Breath Freshening Sprays	437	175.41
Legumes	438	167.87
Exercise Equipment and Personal Care Appliances	439	166.59
Men's Shaving Preparations	440	158.64
Honey	441	151.02
Furniture Polish	442	147.66
Margarine	443	136.94
Self-Tanning Products	444	118.71
Instant Soup	445	115.95
MP3 Players	446	113.82
Mild Detergents	447	110.15
Albums and EPs	448	109.80
Hand Lotion	449	106.00
Talcum Powder	450	99.21
Dental Floss	451	89.74
Chilled Pasta	452	89.58
Blank Audio Cassettes	453	80.52
Plain Noodles	454	80.20
Chilled Soup	455	76.99
Solid and Semi-Solid Cooking Fats	456	71.08

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

Ranking of Market Potential across Categories: United States, 2005

Category/Item	Rank	US\$/Capita/Year
Rewritable Compact Disc Media (CD-RWs)	457	62.78
Men's after Shave	458	57.08
Home Permanents and Relaxers for Hair	459	47.37
Alcoholic Cider and Perry	460	46.09
Floor Polish	461	45.47
Metal Polish	462	33.75
Dishwasher Additives	463	31.66
Diaper Service	464	27.27
Monochromatic Television Sets	465	21.68
After-Sun Moisturizers and Tan-Extender Creams	466	12.10
Canned Pasta	467	9.11
Portable Radios	468	8.42
LP Vinyl Record Albums	469	7.19

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

3 2-IN-1 HAIR CARE PRODUCTS

2-In-1 Hair Care Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	377.89	450.48	1,670.35
2002	358.57	427.35	1,588.98
2003	355.47	422.06	1,552.63
2004	360.21	425.85	1,544.62
2005	366.01	433.56	1,580.47
2006	371.90	441.90	1,624.41
2007	377.88	450.44	1,669.83
2008	383.96	459.00	1,716.78
2009	390.13	468.08	1,765.33
2010	396.41	477.21	1,815.54
2011	402.78	486.55	1,867.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

4 ACTIVITIES RELATED TO CREDIT INTERMEDIATION

Activities Related to Credit Intermediation in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	57,171.33	69,305.58	273,142.88
2002	60,029.90	72,109.01	276,078.74
2003	63,031.39	75,056.29	279,191.89
2004	66,182.96	78,240.81	283,768.43
2005	69,492.11	82,105.54	296,272.85
2006	72,966.71	86,252.65	310,698.11
2007	76,615.05	90,610.06	325,861.86
2008	80,445.80	95,188.00	341,803.54
2009	84,468.09	99,999.16	358,564.76
2010	88,691.50	105,053.95	376,189.50
2011	93,126.07	110,365.30	394,724.20

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

5 ADULT INCONTINENCE PRODUCTS

Adult Incontinence Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	738.41	895.11	3,527.51
2002	776.08	932.15	3,567.54
2003	817.48	973.08	3,614.64
2004	854.60	1,010.30	3,664.30
2005	892.20	1,054.62	3,812.27
2006	931.46	1,102.05	3,983.77
2007	972.45	1,151.63	4,163.45
2008	1,015.24	1,203.00	4,351.73
2009	1,059.91	1,257.62	4,549.02
2010	1,106.55	1,314.25	4,755.80
2011	1,155.24	1,373.45	4,972.53

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

6 ADVERTISING AGENCIES

Advertising Agencies in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	20,514.13	24,868.12	98,008.69
2002	21,539.83	25,874.04	99,062.13
2003	22,616.82	26,931.58	100,179.19
2004	23,747.66	28,074.24	101,821.33
2005	24,935.05	29,460.98	106,308.15
2006	26,181.80	30,949.04	111,484.20
2007	27,490.89	32,512.56	116,925.23
2008	28,865.43	34,155.00	122,645.40
2009	30,308.71	35,881.54	128,659.63
2010	31,824.14	37,695.29	134,983.72
2011	33,415.35	39,601.09	141,634.30

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

7 ADVERTISING MATERIAL DISTRIBUTION SERVICES

Advertising Material Distribution Services in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,009.17	1,223.36	4,821.43
2002	1,059.63	1,272.85	4,873.26
2003	1,112.61	1,324.87	4,928.21
2004	1,168.24	1,381.08	5,008.99
2005	1,226.65	1,449.30	5,229.72
2006	1,287.99	1,522.50	5,484.35
2007	1,352.38	1,599.42	5,752.01
2008	1,420.00	1,680.00	6,033.41
2009	1,491.00	1,765.15	6,329.27
2010	1,565.55	1,854.38	6,640.38
2011	1,643.83	1,948.13	6,967.55

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

8 AFTER-SUN MOISTURIZERS AND TAN-EXTENDER CREAMS

After-Sun Moisturizers and Tan-Extender Creams in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	22.88	27.47	104.59
2002	23.32	27.82	103.91
2003	23.35	27.73	102.15
2004	23.76	28.09	101.88
2005	24.26	28.72	104.55
2006	24.77	29.41	107.77
2007	25.29	30.11	111.11
2008	25.82	31.00	114.57
2009	26.36	31.56	118.15
2010	26.91	32.32	121.86
2011	27.48	33.09	125.70

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

9 AGENCIES, BROKERAGES, AND OTHER INSURANCE-RELATED ACTIVITIES

Agencies, Brokerages, and Other Insurance-Related Activities in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	108,248.73	131,223.84	517,171.28
2002	113,661.17	136,531.87	522,730.06
2003	119,344.20	142,112.27	528,624.54
2004	125,311.40	148,141.87	537,289.80
2005	131,577.01	155,459.40	560,965.79
2006	138,155.86	163,311.57	588,278.70
2007	145,063.65	171,561.92	616,989.89
2008	152,316.83	180,231.00	647,174.00
2009	159,932.67	189,339.33	678,909.87
2010	167,929.31	198,910.12	712,280.72
2011	176,325.77	208,966.70	747,374.47

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

10 AIR FRESHENERS

Air Fresheners in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,546.42	1,883.45	7,544.58
2002	1,668.82	2,008.76	7,748.75
2003	1,774.20	2,114.62	7,893.53
2004	1,883.83	2,227.02	8,076.72
2005	2,000.25	2,361.26	8,491.13
2006	2,123.85	2,506.24	8,966.44
2007	2,255.10	2,660.15	9,469.48
2008	2,394.45	2,824.00	10,001.91
2009	2,542.42	2,996.97	10,565.52
2010	2,699.53	3,181.10	11,162.18
2011	2,866.35	3,376.56	11,793.92

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

11 ALBUMS AND EPs

Albums and EPs in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	218.66	261.78	986.35
2002	218.60	260.52	968.60
2003	219.04	259.85	952.70
2004	219.59	259.60	941.64
2005	220.14	261.05	955.62
2006	220.70	262.82	974.22
2007	221.25	264.62	993.40
2008	221.81	266.00	1,013.15
2009	222.37	268.35	1,033.50
2010	222.93	270.28	1,054.47
2011	223.49	272.26	1,076.09

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

12 ALCOHOLIC BEVERAGES

Alcoholic Beverages in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	62,739.51	75,869.79	296,452.58
2002	65,400.45	78,426.15	298,389.99
2003	68,011.70	80,919.81	300,053.13
2004	70,696.02	83,576.82	303,131.70
2005	73,486.30	86,893.14	314,527.48
2006	76,386.70	90,437.75	327,798.02
2007	79,401.58	94,128.55	341,667.44
2008	82,535.45	97,972.00	356,164.37
2009	85,793.01	101,973.43	371,318.92
2010	89,179.14	106,140.53	387,162.74
2011	92,698.92	110,479.90	403,729.12

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

13 ALCOHOLIC CIDER AND PERRY

Alcoholic Cider and Perry in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	98.00	116.69	430.83
2002	93.65	111.42	411.56
2003	91.97	109.10	399.88
2004	92.11	108.90	394.99
2005	92.42	109.58	401.04
2006	92.72	110.40	409.04
2007	93.02	111.24	417.28
2008	93.33	112.00	425.78
2009	93.64	112.96	434.53
2010	93.95	113.85	443.55
2011	94.26	114.77	452.84

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

14 ALCOHOLIC SPIRITS

Alcoholic Spirits in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	16,362.60	19,796.87	77,490.46
2002	17,048.35	20,454.50	77,973.11
2003	17,852.15	21,238.65	78,729.55
2004	18,539.25	21,917.14	79,493.65
2005	19,223.10	22,734.59	82,355.89
2006	19,932.17	23,607.86	85,699.57
2007	20,667.39	24,515.16	89,189.37
2008	21,429.74	25,458.00	92,832.10
2009	22,220.20	26,437.31	96,634.90
2010	23,039.82	27,455.03	100,605.27
2011	23,889.68	28,512.53	104,751.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

15 ALL-IN-ONE COMPUTER PERIPHERALS**All-In-One Computer Peripherals in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	456.42	555.12	2,213.05
2002	480.84	579.24	2,240.62
2003	521.11	620.52	2,308.22
2004	547.24	646.95	2,346.44
2005	571.35	675.35	2,441.26
2006	596.52	705.76	2,551.16
2007	622.80	737.54	2,666.31
2008	650.24	771.00	2,786.97
2009	678.88	805.50	2,913.41
2010	708.79	841.81	3,045.93
2011	740.01	879.77	3,184.84

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**16 ANALGESICS****Analgesics in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,742.36	4,496.01	17,159.12
2002	3,786.22	4,523.20	16,969.63
2003	3,863.47	4,587.19	16,873.89
2004	3,914.59	4,627.89	16,786.16
2005	3,960.91	4,693.51	17,131.72
2006	4,007.77	4,765.46	17,563.24
2007	4,055.19	4,838.86	18,008.65
2008	4,103.17	4,914.00	18,468.44
2009	4,151.72	4,990.18	18,943.18
2010	4,200.84	5,068.19	19,433.41
2011	4,250.55	5,147.82	19,939.73

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

17 ANALOG COLOR TELEVISIONS

Analog Color Televisions in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	8,179.20	9,879.25	38,440.36
2002	8,545.52	10,233.83	38,745.31
2003	8,945.63	10,624.03	39,118.88
2004	9,093.18	10,750.10	38,992.48
2005	9,197.38	10,898.83	39,786.22
2006	9,302.77	11,062.15	40,779.27
2007	9,409.37	11,228.75	41,804.13
2008	9,517.19	11,399.00	42,862.00
2009	9,626.24	11,572.13	43,954.11
2010	9,736.55	11,749.11	45,081.74
2011	9,848.11	11,929.75	46,246.24

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

18 ANTIPERSPIRANTS AND DEODORANTS

Antiperspirants and Deodorants in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,851.30	2,228.16	8,559.90
2002	1,880.09	2,249.23	8,483.28
2003	1,958.76	2,324.88	8,540.70
2004	1,976.39	2,336.52	8,475.00
2005	1,982.32	2,350.61	8,603.35
2006	1,988.27	2,367.54	8,773.44
2007	1,994.24	2,384.84	8,948.68
2008	2,000.23	2,403.00	9,129.22
2009	2,006.23	2,420.59	9,315.27
2010	2,012.26	2,439.05	9,507.02
2011	2,018.30	2,457.94	9,704.67

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

19 ARCHITECTURAL SERVICES

Architectural Services in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	20,655.17	25,039.09	98,682.53
2002	21,687.92	26,051.93	99,743.21
2003	22,772.32	27,116.74	100,867.95
2004	23,910.94	28,267.26	102,521.39
2005	25,106.48	29,663.53	107,039.05
2006	26,361.81	31,161.82	112,250.69
2007	27,679.90	32,736.09	117,729.13
2008	29,063.89	34,390.00	123,488.62
2009	30,517.09	36,128.23	129,544.21
2010	32,042.94	37,954.45	135,911.77
2011	33,645.09	39,873.36	142,608.08

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

20 ART DEALERS

Art Dealers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,648.82	4,423.26	17,432.67
2002	3,831.26	4,602.18	17,620.05
2003	4,022.82	4,790.28	17,818.74
2004	4,223.97	4,993.53	18,110.82
2005	4,435.16	5,240.18	18,908.89
2006	4,656.92	5,504.86	19,829.54
2007	4,889.77	5,782.96	20,797.33
2008	5,134.26	6,075.00	21,814.77
2009	5,390.97	6,382.20	22,884.52
2010	5,660.52	6,704.81	24,009.37
2011	5,943.54	7,043.79	25,192.30

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

21 AUTOMATIC DISHWASHER DETERGENTS**Automatic Dishwasher Detergents in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	685.22	823.12	3,140.31
2002	687.19	821.48	3,089.47
2003	699.98	831.74	3,068.57
2004	715.95	846.41	3,070.02
2005	732.28	866.98	3,153.97
2006	748.99	889.04	3,254.69
2007	766.07	911.69	3,359.10
2008	783.55	935.00	3,467.33
2009	801.42	958.88	3,579.55
2010	819.70	983.45	3,695.92
2011	838.40	1,008.70	3,816.61

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**22 AUTOMOBILE AND LIGHT DUTY MOTOR VEHICLE MANUFACTURING****Automobile and Light Duty Motor Vehicle Manufacturing in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	198,336.29	231,628.63	791,480.27
2002	178,502.66	209,217.34	728,225.80
2003	160,652.40	188,990.35	670,202.76
2004	144,587.20	170,914.97	619,676.59
2005	130,128.44	155,687.35	589,530.47
2006	117,115.59	142,120.37	564,249.83
2007	105,404.03	129,868.14	540,670.98
2008	94,863.63	118,800.00	518,649.18
2009	85,377.27	108,798.98	498,053.32
2010	76,839.54	99,758.86	478,764.62
2011	69,155.59	91,584.60	460,675.36

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

23 AUTOMOBILE MANUFACTURING

Automobile Manufacturing in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	93,052.11	109,723.74	389,993.41
2002	87,489.86	103,215.47	368,890.78
2003	82,260.09	97,094.12	348,971.95
2004	77,342.94	91,432.76	331,595.68
2005	72,719.71	86,684.74	323,750.32
2006	68,372.84	82,315.95	317,748.12
2007	64,285.81	78,207.83	312,056.51
2008	60,443.08	74,345.00	306,659.09
2009	56,830.05	70,712.34	301,540.43
2010	53,433.00	67,296.64	296,686.03
2011	50,239.00	64,084.80	292,082.27

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

24 AUTOMOTIVE BODY, PAINT, INTERIOR, AND GLASS REPAIR

Automotive Body, Paint, Interior, and Glass Repair in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	25,417.72	30,812.47	121,436.21
2002	26,688.61	32,058.84	122,741.46
2003	28,023.04	33,369.17	124,125.53
2004	29,424.19	34,784.97	126,160.21
2005	30,895.40	36,503.19	131,719.53
2006	32,440.17	38,346.94	138,132.83
2007	34,062.18	40,284.20	144,874.47
2008	35,765.29	42,320.00	151,961.95
2009	37,553.55	44,458.48	159,413.80
2010	39,431.23	46,705.79	167,249.56
2011	41,402.79	49,067.14	175,489.87

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

25 AUTOMOTIVE DIESEL FUEL

Automotive Diesel Fuel in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	43,734.80	52,935.33	207,496.57
2002	45,670.97	54,805.56	209,058.25
2003	48,145.30	57,256.17	211,928.63
2004	49,764.04	58,831.38	213,385.55
2005	51,256.97	60,651.88	220,164.94
2006	52,794.69	62,596.56	228,169.91
2007	54,378.54	64,605.53	236,495.44
2008	56,009.91	66,681.00	245,155.47
2009	57,690.22	68,825.28	254,164.59
2010	59,420.93	71,040.74	263,538.12
2011	61,203.57	73,329.85	273,292.10

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

26 AUTOMOTIVE MECHANICAL AND ELECTRICAL REPAIR AND MAINTENANCE

Automotive Mechanical and Electrical Repair and Maintenance in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	40,743.74	49,391.34	194,658.09
2002	42,780.92	51,389.23	196,750.36
2003	44,919.97	53,489.64	198,968.98
2004	47,165.97	55,759.12	202,230.50
2005	49,524.27	58,513.36	211,141.90
2006	52,000.48	61,468.84	221,422.21
2007	54,600.50	64,574.19	232,228.81
2008	57,330.53	67,837.00	243,589.81
2009	60,197.06	71,265.43	255,534.87
2010	63,206.91	74,867.78	268,095.33
2011	66,367.25	78,652.95	281,304.26

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

27 AUTOMOTIVE PARTS AND ACCESSORIES DEALERS**Automotive Parts and Accessories Dealers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	52,484.16	63,623.59	250,749.36
2002	55,108.37	66,197.18	253,444.52
2003	57,863.79	68,902.82	256,302.45
2004	60,756.97	71,826.26	260,503.78
2005	63,794.82	75,374.15	271,983.03
2006	66,984.56	79,181.26	285,225.63
2007	70,333.79	83,181.42	299,146.19
2008	73,850.48	87,384.00	313,780.89
2009	77,543.01	91,800.76	329,167.96
2010	81,420.16	96,441.13	345,347.74
2011	85,491.16	101,317.00	362,362.87

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**28 AUTOMOTIVE PRODUCTS****Automotive Products in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	409,034.82	495,673.38	1,951,083.01
2002	427,627.19	513,691.52	1,966,986.64
2003	451,710.10	537,631.26	1,996,257.57
2004	471,595.30	557,518.87	2,022,098.03
2005	491,269.52	580,798.39	2,100,912.45
2006	511,764.54	605,696.05	2,192,468.51
2007	533,114.58	631,670.30	2,288,272.17
2008	555,355.31	658,768.00	2,388,531.37
2009	578,523.89	687,038.86	2,493,464.87
2010	602,659.03	716,533.63	2,603,302.88
2011	627,801.05	747,306.10	2,718,287.66

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

29 AUTOMOTIVE REPAIR AND MAINTENANCE SERVICES**Automotive Repair and Maintenance Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	75,628.21	91,679.82	361,322.82
2002	79,409.62	95,388.28	365,206.48
2003	83,380.09	99,287.04	369,324.66
2004	87,549.10	103,499.64	375,378.67
2005	91,926.56	108,612.04	391,919.95
2006	96,522.88	114,097.98	411,002.17
2007	101,349.03	119,862.10	431,061.31
2008	106,416.48	125,919.00	452,149.50
2009	111,737.30	132,282.33	474,321.83
2010	117,324.17	138,968.98	497,636.45
2011	123,190.38	145,995.00	522,154.78

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**30 BABY DIAPERS****Baby Diapers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,125.44	6,105.83	22,582.60
2002	4,917.13	5,851.23	21,628.09
2003	4,802.87	5,700.76	20,944.40
2004	4,846.75	5,729.90	20,783.30
2005	4,914.61	5,822.62	21,238.91
2006	4,983.41	5,923.49	21,802.17
2007	5,053.18	6,026.51	22,383.95
2008	5,123.92	6,132.00	22,984.97
2009	5,195.66	6,239.23	23,605.96
2010	5,268.40	6,349.05	24,247.68
2011	5,342.16	6,461.27	24,910.92

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

31 BABY FORMULA

Baby Formula in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,734.28	5,718.05	22,245.56
2002	4,919.21	5,893.70	22,350.22
2003	5,088.96	6,052.24	22,405.58
2004	5,262.51	6,221.36	22,565.10
2005	5,441.99	6,437.44	23,338.98
2006	5,627.59	6,668.20	24,246.56
2007	5,819.51	6,907.40	25,192.42
2008	6,017.99	7,155.00	26,178.32
2009	6,223.23	7,412.37	27,206.07
2010	6,435.47	7,678.82	28,277.57
2011	6,654.95	7,955.04	29,394.83

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

32 BAKED GOODS

Baked Goods in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	39,865.73	47,972.76	184,184.74
2002	40,669.11	48,628.99	183,056.74
2003	41,775.44	49,617.06	182,745.62
2004	42,499.76	50,243.82	182,242.35
2005	43,155.44	51,122.99	186,397.65
2006	43,821.23	52,075.86	191,504.41
2007	44,497.29	53,049.80	196,781.86
2008	45,183.79	54,045.00	202,236.53
2009	45,880.87	55,063.20	207,875.25
2010	46,588.71	56,103.89	213,705.14
2011	47,307.47	57,168.08	219,733.64

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

33 BAKERIES

Bakeries in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	922.50	1,110.83	4,275.06
2002	950.00	1,135.74	4,272.58
2003	977.60	1,160.74	4,270.09
2004	990.78	1,171.32	4,248.58
2005	1,001.67	1,187.02	4,333.84
2006	1,012.68	1,204.29	4,440.76
2007	1,023.81	1,221.91	4,551.09
2008	1,035.06	1,240.00	4,664.96
2009	1,046.43	1,258.21	4,782.50
2010	1,057.93	1,276.92	4,903.84
2011	1,069.56	1,296.01	5,029.13

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

34 BAKERY PRODUCTS

Bakery Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	60,002.12	72,251.23	278,053.05
2002	61,336.78	73,375.20	276,679.46
2003	63,140.50	75,012.26	276,559.86
2004	64,444.21	76,186.78	276,340.32
2005	65,665.79	77,767.92	283,241.47
2006	66,910.53	79,470.05	291,615.49
2007	68,178.86	81,213.75	300,281.24
2008	69,471.23	83,000.00	309,250.21
2009	70,788.10	84,830.59	318,534.39
2010	72,129.94	86,706.21	328,146.33
2011	73,497.21	88,628.34	338,099.15

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

35 BAR SOAP

Bar Soap in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,489.84	1,774.21	6,553.51
2002	1,433.43	1,704.77	6,287.77
2003	1,393.18	1,653.37	6,070.65
2004	1,403.08	1,658.74	6,016.53
2005	1,421.32	1,684.05	6,144.72
2006	1,439.80	1,711.68	6,303.92
2007	1,458.52	1,739.88	6,468.29
2008	1,477.49	1,769.00	6,638.04
2009	1,496.70	1,798.07	6,813.38
2010	1,516.16	1,828.09	6,994.50
2011	1,535.87	1,858.75	7,181.64

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

36 BATH AND SKIN CARE PRODUCTS FOR BABIES AND CHILDREN

Bath and Skin Care Products for Babies and Children in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	602.83	726.30	2,800.69
2002	629.37	751.95	2,822.27
2003	641.52	761.85	2,804.65
2004	651.64	770.37	2,794.27
2005	661.91	784.10	2,858.57
2006	672.35	798.96	2,937.49
2007	682.96	814.16	3,019.06
2008	693.73	830.00	3,103.38
2009	704.67	845.58	3,190.55
2010	715.78	861.82	3,280.69
2011	727.07	878.44	3,373.91

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

37 BATH ENHANCERS

Bath Enhancers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,140.25	1,356.82	4,996.70
2002	1,113.34	1,321.49	4,837.46
2003	1,063.66	1,261.57	4,621.49
2004	1,063.33	1,257.08	4,559.67
2005	1,072.12	1,270.77	4,643.52
2006	1,080.98	1,286.08	4,750.33
2007	1,089.92	1,301.69	4,860.46
2008	1,098.93	1,318.00	4,974.04
2009	1,108.02	1,333.81	5,091.19
2010	1,117.18	1,350.35	5,212.04
2011	1,126.41	1,367.22	5,336.73

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

38 BEER

Beer in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	33,293.41	40,206.64	156,349.61
2002	34,513.58	41,353.62	156,863.19
2003	35,727.29	42,490.75	157,311.06
2004	36,952.66	43,685.58	158,449.08
2005	38,216.56	45,206.81	163,892.74
2006	39,523.70	46,831.43	170,275.93
2007	40,875.54	48,515.57	176,928.80
2008	42,273.62	50,261.00	183,863.55
2009	43,719.52	52,071.46	191,093.03
2010	45,214.88	53,947.95	198,630.68
2011	46,761.38	55,893.44	206,490.63

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

39 BICYCLES

Bicycles in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,125.25	5,000.50	19,703.52
2002	4,336.70	5,208.54	19,930.65
2003	4,560.79	5,429.37	20,174.61
2004	4,772.78	5,642.35	20,464.34
2005	4,989.96	5,897.66	21,309.59
2006	5,217.03	6,171.08	22,288.01
2007	5,454.43	6,457.25	23,313.94
2008	5,702.63	6,757.00	24,389.81
2009	5,962.13	7,070.28	25,518.17
2010	6,233.43	7,398.41	26,701.69
2011	6,517.08	7,741.87	27,943.23

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

40 BLANK AUDIO CASSETTES

Blank Audio Cassettes in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	166.14	198.42	740.93
2002	163.65	194.81	721.11
2003	162.75	192.97	706.05
2004	162.09	191.63	695.07
2005	161.44	191.54	702.58
2006	160.79	191.68	713.44
2007	160.14	191.84	724.63
2008	159.49	192.00	736.17
2009	158.85	192.25	748.06
2010	158.20	192.50	760.32
2011	157.57	192.77	772.96

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

41 BLANK VIDEO CASSETTES

Blank Video Cassettes in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	583.53	699.63	2,650.49
2002	589.13	702.54	2,618.09
2003	592.94	703.58	2,582.00
2004	596.23	704.87	2,556.71
2005	599.54	710.78	2,599.44
2006	602.86	717.56	2,654.89
2007	606.20	724.48	2,712.03
2008	609.57	732.00	2,770.92
2009	612.95	738.72	2,831.64
2010	616.35	746.06	2,894.23
2011	619.76	753.54	2,958.78

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

42 BODY CARE PRODUCTS

Body Care Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,596.28	1,923.31	7,417.81
2002	1,661.29	1,985.50	7,460.91
2003	1,695.86	2,014.31	7,420.74
2004	1,726.53	2,041.13	7,403.49
2005	1,757.77	2,081.86	7,584.42
2006	1,789.56	2,125.76	7,804.62
2007	1,821.93	2,170.72	8,032.40
2008	1,854.89	2,217.00	8,268.07
2009	1,888.44	2,263.87	8,511.95
2010	1,922.60	2,312.14	8,764.34
2011	1,957.38	2,361.58	9,025.59

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

43 BODY WASH AND SHOWER GELS

Body Wash and Shower Gels in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,044.04	1,257.09	4,836.65
2002	1,071.02	1,280.78	4,823.15
2003	1,096.92	1,303.26	4,806.43
2004	1,120.64	1,324.83	4,805.34
2005	1,144.32	1,354.99	4,931.78
2006	1,168.50	1,387.36	5,084.18
2007	1,193.19	1,420.57	5,242.03
2008	1,218.40	1,455.00	5,405.56
2009	1,244.15	1,489.62	5,574.98
2010	1,270.43	1,525.50	5,750.55
2011	1,297.28	1,562.33	5,932.50

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

44 BOOK, PERIODICAL, AND MUSIC STORES

Book, Periodical, and Music Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	25,042.02	30,357.03	119,641.24
2002	26,294.12	31,584.98	120,927.20
2003	27,608.82	32,875.93	122,290.81
2004	28,989.27	34,270.81	124,295.41
2005	30,438.73	35,963.63	129,772.56
2006	31,960.67	37,780.13	136,091.07
2007	33,558.70	39,688.75	142,733.05
2008	35,236.63	41,694.00	149,715.78
2009	36,998.47	43,801.34	157,057.48
2010	38,848.39	46,015.42	164,777.42
2011	40,790.81	48,341.88	172,895.93

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

45 BOOKS

Books in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	27,066.32	32,903.51	130,952.84
2002	28,693.93	34,530.68	133,086.98
2003	30,824.34	36,697.84	136,408.06
2004	32,293.38	38,177.13	138,466.31
2005	33,682.81	39,817.26	143,974.46
2006	35,132.02	41,572.14	150,364.78
2007	36,643.59	43,404.95	157,056.32
2008	38,220.19	45,319.00	164,064.02
2009	39,864.62	47,318.51	171,403.63
2010	41,579.80	49,406.71	179,091.71
2011	43,368.78	51,587.80	187,145.70

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

46 BOOKSTORES AND STATIONERY STORES

Bookstores and Stationery Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	16,346.25	19,811.38	78,021.47
2002	17,346.25	20,813.19	79,358.71
2003	18,361.71	21,826.60	80,649.74
2004	18,874.91	22,314.13	80,936.02
2005	19,308.36	22,859.77	83,157.00
2006	19,751.77	23,444.52	85,820.50
2007	20,205.36	24,045.27	88,581.51
2008	20,669.37	24,663.00	91,444.00
2009	21,144.03	25,296.76	94,412.13
2010	21,629.59	25,948.50	97,490.24
2011	22,126.30	26,618.27	100,682.88

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

47 BOTTLED WATER

Bottled Water in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	8,868.93	10,877.46	44,608.64
2002	9,786.84	11,833.46	46,387.62
2003	10,739.80	12,819.98	48,131.31
2004	11,614.82	13,730.46	49,791.92
2005	12,533.22	14,776.87	52,874.46
2006	13,524.25	15,920.13	56,399.79
2007	14,593.63	17,152.21	60,169.10
2008	15,747.58	18,480.00	64,199.78
2009	16,992.77	19,911.05	68,510.52
2010	18,336.42	21,453.33	73,121.36
2011	19,786.31	23,115.53	78,053.84

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

48 BREAD

Bread in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	17,649.19	21,223.18	81,273.45
2002	17,968.52	21,474.28	80,680.94
2003	18,400.20	21,848.74	80,395.58
2004	18,662.67	22,063.29	80,027.33
2005	18,893.48	22,387.05	81,701.18
2006	19,127.14	22,741.24	83,785.99
2007	19,363.70	23,102.69	85,938.22
2008	19,603.18	23,472.00	88,160.39
2009	19,845.62	23,848.11	90,455.13
2010	20,091.06	24,232.51	92,825.18
2011	20,339.54	24,625.00	95,273.42

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

49 BREAKFAST BAKERY GOODS

Breakfast Bakery Goods in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	11,443.01	13,788.89	53,202.28
2002	11,734.61	14,043.66	53,038.36
2003	12,114.24	14,394.45	53,105.45
2004	12,390.60	14,648.32	53,131.38
2005	12,650.80	14,979.95	54,525.11
2006	12,916.47	15,336.02	56,205.66
2007	13,187.71	15,701.32	57,946.24
2008	13,464.65	16,076.00	59,749.26
2009	13,747.40	16,460.65	61,617.22
2010	14,036.09	16,855.25	63,552.77
2011	14,330.85	17,260.20	65,558.64

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

50 BREAKFAST CEREALS

Breakfast Cereals in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,289.59	11,184.30	43,017.89
2002	9,489.76	11,351.11	42,785.69
2003	9,782.58	11,619.43	42,803.94
2004	9,958.36	11,772.91	42,702.21
2005	10,114.34	11,981.48	43,682.07
2006	10,272.77	12,207.40	44,885.17
2007	10,433.68	12,438.35	46,128.58
2008	10,597.11	12,674.00	47,413.87
2009	10,763.11	12,915.89	48,742.63
2010	10,931.70	13,162.78	50,116.57
2011	11,102.93	13,415.27	51,537.43

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

51 BREATH FRESHENING SPRAYS

Breath Freshening Sprays in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	184.81	234.20	1,063.15
2002	272.90	330.25	1,298.49
2003	304.36	363.14	1,360.97
2004	327.30	386.92	1,403.17
2005	351.70	414.80	1,486.14
2006	377.92	445.15	1,581.06
2007	406.09	477.74	1,682.27
2008	436.36	513.00	1,790.21
2009	468.89	550.27	1,905.33
2010	503.85	590.57	2,028.14
2011	541.41	633.84	2,159.14

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

52 BUILDING INSPECTION SERVICES

Building Inspection Services in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	776.94	941.84	3,711.92
2002	815.79	979.94	3,751.82
2003	856.58	1,019.99	3,794.13
2004	899.40	1,063.27	3,856.32
2005	944.38	1,115.79	4,026.25
2006	991.59	1,172.15	4,222.29
2007	1,041.17	1,231.36	4,428.36
2008	1,093.23	1,294.00	4,645.00
2009	1,147.89	1,358.96	4,872.78
2010	1,205.29	1,427.65	5,112.29
2011	1,265.55	1,499.83	5,364.17

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

53 BUSINESS SERVICE CENTERS**Business Service Centers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	10,339.74	12,534.29	49,399.35
2002	10,856.73	13,041.30	49,930.32
2003	11,399.57	13,574.33	50,493.35
2004	11,969.54	14,150.27	51,321.04
2005	12,568.02	14,849.23	53,582.53
2006	13,196.42	15,599.25	56,191.42
2007	13,856.24	16,387.31	58,933.87
2008	14,549.05	17,215.00	61,817.00
2009	15,276.51	18,085.38	64,848.36
2010	16,040.33	18,999.57	68,035.89
2011	16,842.35	19,960.15	71,387.99

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**54 BUSINESS SUPPORT SERVICES****Business Support Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	43,802.86	53,099.74	209,273.42
2002	45,993.00	55,247.64	211,522.78
2003	48,292.65	57,505.75	213,907.98
2004	50,707.29	59,945.63	217,414.38
2005	53,242.65	62,906.66	226,994.87
2006	55,904.78	66,084.05	238,047.04
2007	58,700.02	69,422.55	249,665.03
2008	61,635.02	72,930.00	261,879.04
2009	64,716.78	76,616.18	274,720.96
2010	67,952.61	80,489.00	288,224.48
2011	71,350.24	84,558.38	302,425.17

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

55 BUTCHER SHOPS

Butcher Shops in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,700.00	5,669.36	21,955.13
2002	4,856.25	5,813.78	21,984.19
2003	5,044.73	5,993.14	22,094.54
2004	5,148.00	6,086.03	22,074.97
2005	5,237.34	6,203.34	22,604.48
2006	5,328.22	6,329.97	23,250.52
2007	5,420.69	6,459.54	23,918.64
2008	5,514.75	6,592.00	24,609.71
2009	5,610.46	6,727.89	25,324.60
2010	5,707.82	6,866.83	26,064.27
2011	5,806.87	7,009.07	26,829.68

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

56 BUTTER

Butter in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,453.98	1,741.15	6,566.89
2002	1,396.76	1,670.53	6,293.73
2003	1,351.42	1,613.22	6,057.06
2004	1,460.98	1,727.05	6,262.15
2005	1,607.08	1,892.00	6,730.14
2006	1,767.79	2,075.02	7,266.29
2007	1,944.57	2,275.88	7,846.83
2008	2,139.03	2,496.00	8,475.58
2009	2,352.93	2,738.26	9,156.67
2010	2,588.22	3,003.81	9,894.59
2011	2,847.05	3,295.28	10,694.26

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

57 CAKES

Cakes in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	10,773.54	12,959.57	49,688.82
2002	10,965.99	13,109.98	49,318.22
2003	11,259.64	13,371.36	49,222.47
2004	11,435.65	13,519.40	49,037.11
2005	11,589.71	13,731.56	50,096.13
2006	11,745.84	13,962.77	51,408.43
2007	11,904.08	14,198.84	52,763.66
2008	12,064.45	14,440.00	54,163.43
2009	12,226.98	14,686.08	55,609.44
2010	12,391.69	14,937.53	57,103.46
2011	12,558.63	15,194.40	58,647.32

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

58 CAMCORDERS

Camcorders in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,625.45	4,386.47	17,171.27
2002	3,795.48	4,552.10	17,329.02
2003	3,955.16	4,705.68	17,446.81
2004	4,109.81	4,858.62	17,622.17
2005	4,268.18	5,047.22	18,274.52
2006	4,432.65	5,248.76	19,035.03
2007	4,603.45	5,458.44	19,829.47
2008	4,780.84	5,677.00	20,659.44
2009	4,965.07	5,903.60	21,526.62
2010	5,156.39	6,139.79	22,432.80
2011	5,355.09	6,385.54	23,379.85

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

59 CAMERA AND PHOTOGRAPHIC SUPPLIES STORES

Camera and Photographic Supplies Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,738.13	3,319.29	13,081.77
2002	2,875.04	3,453.55	13,222.38
2003	3,018.79	3,594.71	13,371.48
2004	3,169.73	3,747.23	13,590.66
2005	3,328.22	3,932.32	14,189.54
2006	3,494.63	4,130.94	14,880.42
2007	3,669.36	4,339.63	15,606.66
2008	3,852.83	4,559.00	16,370.17
2009	4,045.47	4,789.31	17,172.92
2010	4,247.75	5,031.40	18,017.03
2011	4,460.13	5,285.78	18,904.72

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

60 CAMERAS

Cameras in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,465.47	4,296.37	18,247.04
2002	3,968.21	4,829.27	19,364.89
2003	4,561.81	5,455.85	20,631.78
2004	5,048.14	5,967.47	21,637.60
2005	5,552.96	6,537.43	23,254.65
2006	6,108.25	7,169.82	25,107.21
2007	6,719.08	7,863.84	27,113.18
2008	7,390.98	8,626.00	29,285.69
2009	8,130.08	9,461.50	31,639.05
2010	8,943.09	10,379.06	34,188.80
2011	9,837.40	11,386.20	36,951.90

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

61 CAMERAS AND FILM

Cameras and Film in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	7,352.34	9,020.89	37,042.10
2002	8,030.11	9,722.00	38,286.11
2003	8,875.66	10,600.87	39,886.28
2004	9,665.18	11,425.59	41,431.92
2005	10,496.88	12,369.88	44,174.19
2006	11,400.15	13,406.77	47,310.64
2007	12,381.15	14,531.03	50,678.25
2008	13,446.57	15,750.00	54,294.58
2009	14,603.66	17,071.84	58,178.59
2010	15,860.33	18,505.11	62,350.69
2011	17,225.13	20,059.29	66,832.91

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

62 CANDY

Candy in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	25,120.75	30,195.01	115,453.71
2002	25,581.02	30,558.91	114,628.25
2003	26,006.77	30,886.43	113,729.11
2004	26,434.99	31,251.81	113,355.15
2005	26,870.26	31,828.59	116,012.22
2006	27,312.70	32,452.25	119,264.60
2007	27,762.42	33,090.11	122,626.99
2008	28,219.55	33,743.00	126,103.63
2009	28,684.21	34,409.97	129,698.96
2010	29,156.51	35,092.79	133,417.61
2011	29,636.60	35,791.46	137,264.42

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

63 CANNED BEANS

Canned Beans in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,107.78	1,335.62	5,163.55
2002	1,142.97	1,367.90	5,166.38
2003	1,176.07	1,397.84	5,162.78
2004	1,207.15	1,427.10	5,176.24
2005	1,238.62	1,466.09	5,328.17
2006	1,270.91	1,507.78	5,509.01
2007	1,304.04	1,550.72	5,696.74
2008	1,338.04	1,595.00	5,891.64
2009	1,372.92	1,640.50	6,094.01
2010	1,408.71	1,687.41	6,304.18
2011	1,445.44	1,735.74	6,522.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

64 CANNED FISH AND SEAFOOD

Canned Fish and Seafood in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,987.19	2,390.29	9,163.14
2002	2,046.69	2,444.26	9,158.71
2003	2,092.62	2,483.44	9,118.51
2004	2,107.88	2,491.97	9,038.85
2005	2,118.63	2,511.82	9,187.42
2006	2,129.43	2,534.76	9,380.87
2007	2,140.29	2,558.15	9,580.22
2008	2,151.20	2,582.00	9,785.68
2009	2,162.17	2,606.34	9,997.46
2010	2,173.19	2,631.17	10,215.79
2011	2,184.27	2,656.52	10,440.90

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

65 CANNED FOOD

Canned Food in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	16,958.54	20,367.37	77,644.36
2002	17,262.79	20,606.21	77,073.02
2003	17,521.63	20,796.58	76,396.64
2004	17,676.66	20,897.63	75,799.53
2005	17,816.50	21,118.35	77,176.86
2006	17,957.46	21,365.86	78,935.12
2007	18,099.53	21,618.12	80,747.97
2008	18,242.72	21,875.00	82,617.40
2009	18,387.05	22,137.40	84,545.47
2010	18,532.51	22,404.72	86,534.32
2011	18,679.13	22,677.37	88,586.20

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

66 CANNED FRUIT

Canned Fruit in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,981.53	2,373.15	8,953.96
2002	1,977.47	2,357.92	8,783.56
2003	1,970.27	2,339.58	8,609.32
2004	1,998.58	2,362.75	8,570.06
2005	2,033.43	2,408.48	8,776.07
2006	2,068.89	2,457.82	9,027.33
2007	2,104.96	2,508.32	9,287.20
2008	2,141.66	2,560.00	9,555.99
2009	2,179.01	2,612.91	9,834.07
2010	2,217.00	2,667.07	10,121.79
2011	2,255.66	2,722.51	10,419.53

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

67 CANNED MEAT, MEAT PRODUCTS, AND POULTRY**Canned Meat, Meat Products, and Poultry in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,601.78	1,917.18	7,217.20
2002	1,585.84	1,891.05	7,045.76
2003	1,581.25	1,877.62	6,909.08
2004	1,603.76	1,895.99	6,877.05
2005	1,631.02	1,931.91	7,040.48
2006	1,658.73	1,970.70	7,240.15
2007	1,686.92	2,010.39	7,446.60
2008	1,715.59	2,051.00	7,660.12
2009	1,744.74	2,092.56	7,880.97
2010	1,774.39	2,135.08	8,109.43
2011	1,804.54	2,178.61	8,345.82

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**68 CANNED PASTA****Canned Pasta in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	16.69	20.09	77.34
2002	17.11	20.46	77.10
2003	17.58	20.88	76.98
2004	17.93	21.20	76.89
2005	18.27	21.63	78.80
2006	18.61	22.10	81.12
2007	18.96	22.58	83.52
2008	19.31	23.00	86.00
2009	19.68	23.58	88.57
2010	20.04	24.10	91.24
2011	20.42	24.63	93.99

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

69 CANNED READY MEALS

Canned Ready Meals in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,190.39	2,637.40	10,147.91
2002	2,258.79	2,699.96	10,150.60
2003	2,312.05	2,745.95	10,112.32
2004	2,351.10	2,779.51	10,081.71
2005	2,388.82	2,829.72	10,315.40
2006	2,427.14	2,884.06	10,601.90
2007	2,466.08	2,939.63	10,898.05
2008	2,505.64	2,996.00	11,204.22
2009	2,545.84	3,054.56	11,520.78
2010	2,586.68	3,114.00	11,848.15
2011	2,628.17	3,174.80	12,186.75

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

70 CANNED SOUP

Canned Soup in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,645.01	4,384.00	16,800.45
2002	3,716.67	4,442.08	16,693.10
2003	3,801.11	4,514.25	16,621.36
2004	3,863.12	4,567.03	16,565.36
2005	3,921.46	4,645.58	16,939.76
2006	3,980.69	4,730.78	17,400.48
2007	4,040.82	4,817.85	17,876.56
2008	4,101.85	4,907.00	18,368.56
2009	4,163.80	4,997.80	18,877.10
2010	4,226.69	5,090.78	19,402.82
2011	4,290.53	5,185.85	19,946.39

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

71 CANNED TOMATOES

Canned Tomatoes in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	611.80	740.23	2,897.70
2002	651.47	780.15	2,953.32
2003	680.44	808.25	2,977.99
2004	693.09	819.38	2,972.04
2005	703.48	833.39	3,039.00
2006	714.02	848.58	3,121.44
2007	724.73	864.11	3,206.62
2008	735.59	880.00	3,294.64
2009	746.61	896.20	3,385.62
2010	757.80	912.78	3,479.68
2011	769.16	929.73	3,576.92

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

72 CANNED VEGETABLES

Canned Vegetables in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,080.29	2,497.49	9,507.65
2002	2,118.17	2,527.42	9,439.23
2003	2,145.73	2,546.22	9,345.52
2004	2,158.73	2,552.09	9,256.92
2005	2,169.71	2,572.39	9,408.99
2006	2,180.74	2,595.84	9,607.02
2007	2,191.82	2,619.76	9,811.09
2008	2,202.96	2,644.00	10,021.40
2009	2,214.16	2,669.04	10,238.19
2010	2,225.42	2,694.43	10,461.68
2011	2,236.73	2,720.34	10,692.12

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

73 CAR AFTERMARKET PRODUCTS

Car Aftermarket Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	70,280.00	85,146.15	334,879.40
2002	73,619.51	88,401.41	338,013.50
2003	77,562.92	92,302.25	342,522.80
2004	80,825.52	95,551.87	346,564.48
2005	84,058.52	99,390.18	359,706.20
2006	87,420.83	103,493.26	375,000.69
2007	90,917.64	107,767.50	390,989.93
2008	94,554.32	112,220.00	407,707.34
2009	98,336.46	116,858.66	425,188.03
2010	102,269.89	121,691.00	443,468.95
2011	106,360.65	126,725.30	462,588.93

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

74 CARBONATED SOFT DRINKS

Carbonated Soft Drinks in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	33,750.64	40,698.15	157,421.66
2002	35,007.14	41,882.84	157,999.64
2003	35,994.89	42,771.97	157,826.13
2004	36,835.69	43,547.56	157,952.27
2005	37,677.37	44,607.79	162,275.48
2006	38,538.28	45,744.12	167,461.64
2007	39,418.85	46,911.47	172,837.39
2008	40,319.55	48,111.00	178,410.45
2009	41,240.83	49,342.93	184,188.88
2010	42,183.17	50,609.01	190,181.13
2011	43,147.03	51,910.01	196,396.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

75 CARPENTRY AND FLOOR CONTRACTORS**Carpentry and Floor Contractors in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	29,240.41	35,446.50	139,699.56
2002	30,702.43	36,880.32	141,201.12
2003	32,237.55	38,387.71	142,793.34
2004	33,849.43	40,016.44	145,134.03
2005	35,541.90	41,993.07	151,529.44
2006	37,319.00	44,114.12	158,907.27
2007	39,184.95	46,342.72	166,662.81
2008	41,144.19	48,684.00	174,816.22
2009	43,201.40	51,144.80	183,388.78
2010	45,361.47	53,730.09	192,403.00
2011	47,629.55	56,446.58	201,882.61

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**76 CARPET AND UPHOLSTERY CLEANING SERVICES****Carpet and Upholstery Cleaning Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,621.41	3,177.79	12,524.11
2002	2,752.48	3,306.33	12,658.72
2003	2,890.11	3,441.47	12,801.47
2004	3,034.61	3,587.49	13,011.31
2005	3,186.34	3,764.69	13,584.66
2006	3,345.66	3,954.84	14,246.08
2007	3,512.94	4,154.64	14,941.37
2008	3,688.59	4,365.00	15,672.33
2009	3,873.02	4,585.15	16,440.86
2010	4,066.67	4,816.92	17,248.99
2011	4,270.00	5,060.45	18,098.84

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

77 CARPET CLEANING PRODUCTS

Carpet Cleaning Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	336.82	405.70	1,563.07
2002	347.80	415.82	1,564.66
2003	357.85	424.92	1,563.62
2004	363.00	429.15	1,556.60
2005	367.42	435.37	1,588.97
2006	371.90	442.18	1,629.33
2007	376.43	449.13	1,671.00
2008	381.01	456.00	1,714.01
2009	385.65	463.47	1,758.43
2010	390.35	470.86	1,804.30
2011	395.10	478.40	1,851.68

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

78 CATALOG AND MAIL ORDER RETAIL SALES

Catalog and Mail Order Retail Sales in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	155,122.50	190,427.54	783,319.90
2002	170,611.25	206,523.48	812,830.74
2003	188,592.10	225,215.39	846,896.60
2004	204,993.90	242,331.97	878,764.36
2005	222,219.21	261,907.97	935,837.71
2006	240,891.91	283,371.98	1,001,109.49
2007	261,133.66	306,603.58	1,071,106.45
2008	283,076.28	331,749.00	1,146,181.31
2009	306,862.70	358,966.15	1,226,713.82
2010	332,647.85	388,426.71	1,313,112.92
2011	360,599.69	420,316.20	1,405,819.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

79 CELLULAR TELEPHONES

Cellular Telephones in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,371.95	4,070.96	15,814.54
2002	3,509.70	4,202.63	15,904.58
2003	3,668.46	4,356.83	16,043.36
2004	3,729.74	4,409.35	15,993.48
2005	3,774.09	4,472.12	16,323.32
2006	3,818.97	4,540.92	16,735.08
2007	3,864.39	4,611.11	17,160.09
2008	3,910.34	4,683.00	17,598.85
2009	3,956.84	4,755.82	18,051.87
2010	4,003.90	4,830.43	18,519.69
2011	4,051.51	4,906.58	19,002.87

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

80 CEMETERIES AND CREMATORIES

Cemeteries and Crematories in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,633.01	4,404.10	17,357.16
2002	3,814.66	4,582.24	17,543.72
2003	4,005.40	4,769.53	17,741.55
2004	4,205.67	4,971.90	18,032.37
2005	4,415.95	5,217.48	18,826.98
2006	4,636.75	5,481.02	19,743.65
2007	4,868.59	5,757.91	20,707.24
2008	5,112.01	6,049.00	21,720.27
2009	5,367.62	6,354.55	22,785.38
2010	5,636.00	6,675.77	23,905.37
2011	5,917.80	7,013.28	25,083.17

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

81 CERAMIC HOUSEWARES**Ceramic Housewares in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,133.73	1,369.04	5,322.30
2002	1,180.04	1,413.31	5,352.55
2003	1,233.79	1,465.55	5,400.15
2004	1,257.00	1,486.04	5,390.10
2005	1,274.95	1,510.47	5,509.21
2006	1,293.17	1,537.04	5,656.28
2007	1,311.64	1,564.18	5,808.21
2008	1,330.38	1,592.00	5,965.17
2009	1,349.38	1,620.22	6,127.37
2010	1,368.66	1,649.16	6,294.99
2011	1,388.21	1,678.73	6,468.25

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**82 CHEESE****Cheese in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	12,614.16	15,283.34	60,122.25
2002	13,271.19	15,930.76	60,841.57
2003	13,887.22	16,530.63	61,405.76
2004	14,517.90	17,162.98	62,248.69
2005	15,177.22	17,938.14	64,816.32
2006	15,866.48	18,768.27	67,788.72
2007	16,587.04	19,637.05	70,905.30
2008	17,340.33	20,546.00	74,173.42
2009	18,127.82	21,497.88	77,600.79
2010	18,951.08	22,493.81	81,195.58
2011	19,811.73	23,536.17	84,966.35

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

83 CHEWING AND BUBBLE GUM

Chewing and Bubble Gum in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,926.71	3,506.37	13,246.88
2002	2,906.01	3,467.77	12,955.27
2003	2,893.52	3,438.62	12,692.52
2004	2,963.97	3,504.02	12,709.37
2005	3,049.88	3,609.18	13,105.23
2006	3,138.29	3,721.52	13,573.54
2007	3,229.25	3,837.49	14,060.36
2008	3,322.86	3,957.00	14,566.49
2009	3,419.17	4,080.77	15,092.77
2010	3,518.28	4,208.35	15,640.06
2011	3,620.26	4,340.06	16,209.29

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

84 CHILDREN'S AND INFANTS' CLOTHING STORES

Children's and Infants' Clothing Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,639.20	6,836.08	26,941.93
2002	5,921.16	7,112.60	27,231.52
2003	6,217.21	7,403.31	27,538.59
2004	6,528.07	7,717.42	27,990.00
2005	6,854.48	8,098.63	29,223.40
2006	7,197.20	8,507.68	30,646.26
2007	7,557.06	8,937.48	32,141.96
2008	7,934.91	9,389.00	33,714.40
2009	8,331.66	9,863.59	35,367.67
2010	8,748.24	10,362.18	37,106.12
2011	9,185.66	10,886.08	38,934.32

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

85 CHILLED FISH AND SEAFOOD PRODUCTS**Chilled Fish and Seafood Products in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	348.03	420.44	1,636.99
2002	363.31	435.20	1,649.30
2003	375.55	446.59	1,652.63
2004	387.86	458.53	1,663.12
2005	400.58	473.90	1,718.80
2006	413.71	490.31	1,784.24
2007	427.27	507.30	1,852.40
2008	441.28	525.00	1,923.39
2009	455.75	543.12	1,997.35
2010	470.69	561.98	2,074.41
2011	486.12	581.52	2,154.70

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**86 CHILLED FOOD****Chilled Food in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	17,784.51	21,448.00	82,997.79
2002	18,373.61	21,992.78	83,112.22
2003	18,908.55	22,477.15	83,060.42
2004	19,440.59	22,982.83	83,360.68
2005	19,983.93	23,650.51	85,903.88
2006	20,542.45	24,364.09	88,918.78
2007	21,116.58	25,100.05	92,051.27
2008	21,706.76	25,859.00	95,306.38
2009	22,313.43	26,642.09	98,689.36
2010	22,937.06	27,449.71	102,205.70
2011	23,578.12	28,282.84	105,861.17

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

87 CHILLED PASTA**Chilled Pasta in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	182.42	218.08	817.31
2002	180.97	215.51	798.85
2003	180.51	214.06	783.58
2004	180.06	212.87	772.13
2005	179.62	213.08	781.21
2006	179.17	213.54	794.03
2007	178.73	214.03	807.24
2008	178.28	215.00	820.85
2009	177.84	215.09	834.88
2010	177.40	215.67	849.33
2011	176.96	216.27	864.23

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**88 CHILLED READY MEALS****Chilled Ready Meals in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	970.96	1,179.00	4,673.75
2002	1,033.39	1,241.85	4,761.84
2003	1,088.26	1,296.08	4,823.97
2004	1,144.84	1,353.42	4,908.63
2005	1,204.37	1,422.76	5,130.94
2006	1,266.99	1,497.25	5,387.08
2007	1,332.87	1,575.64	5,656.64
2008	1,402.17	1,658.00	5,940.35
2009	1,475.08	1,745.01	6,238.98
2010	1,551.77	1,836.42	6,553.34
2011	1,632.46	1,932.64	6,884.31

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

89 CHILLED SOUP

Chilled Soup in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	98.27	121.57	512.77
2002	113.12	137.34	546.13
2003	127.23	152.12	574.68
2004	140.33	165.89	601.50
2005	154.37	181.73	646.45
2006	169.80	199.31	697.95
2007	186.78	218.61	753.71
2008	205.46	240.00	814.11
2009	226.01	263.02	879.53
2010	248.61	288.53	950.41
2011	273.47	316.52	1,027.22

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

90 CHILLED, PROCESSED MEATS AND MEAT SUBSTITUTES

Chilled, Processed Meats and Meat Substitutes in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	15,117.06	18,224.57	70,434.06
2002	15,598.55	18,666.69	70,480.73
2003	16,038.41	19,062.38	70,399.85
2004	16,458.42	19,457.29	70,573.58
2005	16,883.02	19,983.95	72,633.30
2006	17,318.57	20,547.32	75,086.34
2007	17,765.37	21,127.36	77,632.48
2008	18,223.69	21,725.00	80,275.61
2009	18,693.83	22,339.63	83,019.78
2010	19,176.10	22,972.95	85,869.28
2011	19,670.82	23,625.19	88,828.55

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

91 CHINA AND PORCELAIN

China and Porcelain in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	872.34	1,055.37	4,130.24
2002	911.43	1,093.20	4,162.75
2003	958.59	1,139.69	4,214.26
2004	987.65	1,167.61	4,235.05
2005	1,013.94	1,200.09	4,360.77
2006	1,040.92	1,234.82	4,510.23
2007	1,068.62	1,270.61	4,665.41
2008	1,097.06	1,307.00	4,826.57
2009	1,126.25	1,345.46	4,993.96
2010	1,156.22	1,384.60	5,167.84
2011	1,186.99	1,424.94	5,348.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

92 CHLORINE BLEACH CLEANING PRODUCTS

Chlorine Bleach Cleaning Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	550.81	654.97	2,405.56
2002	527.99	627.19	2,302.76
2003	508.07	602.73	2,209.72
2004	509.22	602.01	2,183.61
2005	513.80	608.96	2,224.72
2006	518.41	616.70	2,276.86
2007	523.06	624.58	2,330.63
2008	527.75	633.00	2,386.09
2009	532.49	640.81	2,443.31
2010	537.27	649.17	2,502.34
2011	542.09	657.69	2,563.27

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

93 CHOCOLATE CANDY

Chocolate Candy in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	13,237.30	15,953.80	61,593.71
2002	13,678.32	16,361.89	61,682.09
2003	14,074.09	16,720.03	61,640.40
2004	14,361.55	16,978.41	61,583.10
2005	14,636.86	17,334.12	63,129.15
2006	14,917.44	17,716.94	65,003.87
2007	15,203.40	18,109.16	66,944.06
2008	15,494.85	18,511.00	68,952.32
2009	15,791.88	18,922.89	71,031.34
2010	16,094.60	19,344.97	73,183.94
2011	16,403.13	19,777.57	75,413.07

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

94 CIGARETTES

Cigarettes in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	78,283.51	95,075.34	377,141.45
2002	83,576.72	100,424.50	384,917.82
2003	88,016.13	104,812.89	389,955.69
2004	92,474.50	109,322.33	396,495.82
2005	97,158.71	114,788.31	414,126.94
2006	102,080.19	120,655.49	434,457.63
2007	107,250.96	126,823.71	455,837.02
2008	112,683.65	133,308.00	478,321.49
2009	118,391.53	140,126.02	501,970.57
2010	124,388.54	147,293.59	526,847.15
2011	130,689.32	154,829.20	553,017.70

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

95 CIGARS

Cigars in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,852.63	2,215.54	8,314.09
2002	1,855.19	2,208.33	8,172.94
2003	1,831.31	2,172.56	7,966.09
2004	1,836.38	2,171.00	7,874.63
2005	1,847.30	2,189.99	8,008.18
2006	1,858.29	2,211.70	8,180.96
2007	1,869.33	2,233.83	8,359.04
2008	1,880.45	2,256.00	8,542.60
2009	1,891.63	2,279.39	8,731.84
2010	1,902.88	2,302.86	8,926.96
2011	1,914.19	2,326.80	9,128.18

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

96 CITRUS FRUIT

Citrus Fruit in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,684.64	6,897.10	27,264.17
2002	5,970.54	7,177.61	27,559.95
2003	6,352.85	7,562.06	28,089.87
2004	6,641.32	7,851.36	28,476.52
2005	6,920.26	8,181.24	29,591.38
2006	7,210.92	8,534.08	30,886.09
2007	7,513.78	8,902.27	32,241.08
2008	7,829.36	9,286.00	33,659.30
2009	8,158.20	9,687.41	35,143.87
2010	8,500.85	10,105.80	36,698.06
2011	8,857.89	10,542.42	38,325.32

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

97 CLOTHES PRESSING IRONS**Clothes Pressing Irons in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	453.18	543.36	2,058.78
2002	456.74	544.77	2,031.59
2003	461.20	547.21	2,007.52
2004	463.30	547.72	1,986.67
2005	464.93	551.28	2,017.39
2006	466.56	555.51	2,057.91
2007	468.20	559.84	2,099.67
2008	469.85	564.00	2,142.69
2009	471.50	568.76	2,187.02
2010	473.16	573.36	2,232.71
2011	474.83	578.07	2,279.82

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**98 CLOTHING****Clothing in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	176,396.41	213,095.19	829,637.91
2002	184,598.69	221,072.08	837,022.39
2003	193,899.10	230,217.17	846,804.98
2004	196,445.30	232,240.81	842,380.49
2005	197,805.18	234,481.77	857,173.78
2006	199,174.50	237,016.62	876,181.93
2007	200,553.30	239,600.06	895,776.06
2008	201,941.64	242,234.00	915,977.22
2009	203,339.60	244,918.51	936,807.36
2010	204,747.24	247,656.54	958,289.37
2011	206,164.61	250,449.20	980,447.10

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

99 CLOTHING ACCESSORIES

Clothing Accessories in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	8,116.70	9,824.22	38,509.32
2002	8,515.44	10,214.46	38,905.72
2003	9,006.14	10,703.41	39,518.03
2004	9,234.50	10,917.14	39,597.97
2005	9,418.09	11,153.03	40,609.42
2006	9,605.33	11,406.64	41,833.12
2007	9,796.29	11,666.61	43,099.95
2008	9,991.04	11,933.00	44,411.59
2009	10,189.67	12,206.37	45,769.85
2010	10,392.25	12,486.54	47,176.59
2011	10,598.86	12,773.83	48,633.76

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

100 CLOTHING ACCESSORIES STORES

Clothing Accessories Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,592.23	3,142.42	12,384.69
2002	2,721.84	3,269.53	12,517.81
2003	2,857.93	3,403.16	12,658.96
2004	3,000.83	3,547.55	12,866.47
2005	3,150.87	3,722.78	13,433.44
2006	3,308.42	3,910.82	14,087.50
2007	3,473.84	4,108.39	14,775.05
2008	3,647.53	4,316.00	15,497.87
2009	3,829.91	4,534.11	16,257.84
2010	4,021.40	4,763.30	17,056.98
2011	4,222.47	5,004.12	17,897.36

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

101 CLOTHING AND FOOTWEAR**Clothing and Footwear in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	218,843.85	264,531.02	1,032,067.84
2002	229,444.16	274,891.15	1,042,375.63
2003	241,253.70	286,529.34	1,055,188.78
2004	245,351.60	290,058.46	1,052,092.70
2005	248,111.65	294,015.51	1,073,373.65
2006	250,902.74	298,364.65	1,100,026.55
2007	253,725.23	302,800.68	1,127,531.77
2008	256,579.47	307,326.00	1,155,920.92
2009	259,465.82	311,943.08	1,185,227.00
2010	262,384.64	316,654.51	1,215,484.44
2011	265,336.30	321,463.00	1,246,729.17

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**102 COFFEE****Coffee in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,864.95	6,986.92	25,842.83
2002	5,621.14	6,689.57	24,735.29
2003	5,551.02	6,583.59	24,114.23
2004	5,547.58	6,558.44	23,788.73
2005	5,549.46	6,581.88	24,109.94
2006	5,551.34	6,613.17	24,547.25
2007	5,553.22	6,645.35	24,997.71
2008	5,555.10	6,678.00	25,461.78
2009	5,556.98	6,712.53	25,939.92
2010	5,558.87	6,747.59	26,432.61
2011	5,560.75	6,783.66	26,940.37

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

103 COIN-OPERATED LAUNDRIES AND DRY CLEANERS**Coin-Operated Laundries and Dry Cleaners in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,493.19	4,234.60	16,689.13
2002	3,667.85	4,405.89	16,868.51
2003	3,851.24	4,585.97	17,058.73
2004	4,043.80	4,780.54	17,338.35
2005	4,245.99	5,016.68	18,102.38
2006	4,458.29	5,270.07	18,983.77
2007	4,681.21	5,536.31	19,910.28
2008	4,915.27	5,816.00	20,884.32
2009	5,161.03	6,109.98	21,908.44
2010	5,419.08	6,418.83	22,985.31
2011	5,690.04	6,743.36	24,117.79

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**104 COLLECTION AGENCIES****Collection Agencies in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,180.26	7,491.98	29,526.92
2002	6,489.27	7,795.03	29,844.29
2003	6,813.73	8,113.63	30,180.82
2004	7,154.42	8,457.88	30,675.55
2005	7,512.14	8,875.66	32,027.28
2006	7,887.75	9,323.97	33,586.66
2007	8,282.14	9,795.00	35,225.87
2008	8,696.24	10,290.00	36,949.18
2009	9,131.05	10,809.97	38,761.08
2010	9,587.61	11,356.40	40,666.32
2011	10,066.99	11,930.56	42,669.94

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

105 COLOR TELEVISIONS**Color Televisions in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,794.11	11,905.14	47,364.92
2002	10,352.18	12,460.14	48,053.57
2003	11,064.85	13,181.01	49,104.96
2004	11,675.17	13,802.24	50,058.29
2005	12,289.66	14,517.51	52,345.06
2006	12,936.48	15,286.04	54,978.75
2007	13,617.35	16,095.40	57,751.39
2008	14,334.05	16,948.00	60,670.62
2009	15,088.47	17,845.38	63,744.48
2010	15,882.60	18,790.71	66,981.51
2011	16,718.52	19,786.29	70,390.72

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**106 COMPUTER AND ELECTRONICS RETAILERS****Computer and Electronics Retailers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	155,801.25	191,158.04	784,926.33
2002	172,670.00	208,756.21	818,025.10
2003	191,792.30	228,679.16	854,862.78
2004	204,615.30	241,891.65	877,272.17
2005	216,926.99	256,109.22	921,408.78
2006	229,979.48	271,449.99	972,060.74
2007	243,817.33	287,711.98	1,025,616.61
2008	258,487.81	304,951.00	1,082,248.63
2009	274,041.01	323,224.76	1,142,139.61
2010	290,530.04	342,596.66	1,205,483.61
2011	308,011.22	363,132.40	1,272,486.64

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

107 COMPUTER PERIPHERALS**Computer Peripherals in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,507.18	11,582.40	46,438.73
2002	10,128.21	12,208.13	47,326.98
2003	10,938.51	13,036.70	48,655.25
2004	11,608.74	13,723.63	49,772.19
2005	12,280.37	14,500.96	52,205.55
2006	12,990.86	15,338.56	55,000.72
2007	13,742.45	16,224.67	57,952.17
2008	14,537.52	17,162.00	61,068.97
2009	15,378.59	18,153.83	64,360.71
2010	16,268.32	19,203.02	67,837.56
2011	17,209.53	20,313.00	71,510.32

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**108 CONCRETE CONTRACTORS****Concrete Contractors in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	28,699.35	34,790.60	137,114.58
2002	30,134.32	36,197.89	138,588.35
2003	31,641.03	37,677.39	140,151.11
2004	33,223.08	39,275.98	142,448.48
2005	34,884.24	41,216.04	148,725.56
2006	36,628.45	43,297.84	155,966.87
2007	38,459.87	45,485.20	163,578.90
2008	40,382.87	47,784.00	171,581.44
2009	42,402.01	50,198.42	179,995.38
2010	44,522.11	52,735.87	188,842.79
2011	46,748.21	55,402.10	198,147.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

109 CONTACT LENS CLEANSING SOLUTIONS**Contact Lens Cleansing Solutions in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	430.90	521.27	2,039.50
2002	452.77	542.76	2,062.46
2003	478.72	568.61	2,094.65
2004	487.35	576.15	2,089.81
2005	492.93	584.11	2,132.32
2006	498.56	592.86	2,185.52
2007	504.27	601.77	2,240.42
2008	510.04	611.00	2,297.09
2009	515.87	620.16	2,355.59
2010	521.77	629.63	2,416.00
2011	527.74	639.30	2,478.38

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**110 CONTACT LENSES****Contact Lenses in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,925.38	2,336.25	9,238.02
2002	2,035.74	2,446.04	9,374.50
2003	2,188.37	2,601.39	9,613.22
2004	2,250.41	2,660.47	9,649.87
2005	2,296.43	2,719.34	9,899.71
2006	2,343.38	2,782.59	10,201.47
2007	2,391.29	2,847.46	10,513.93
2008	2,440.19	2,914.00	10,837.53
2009	2,490.08	2,982.21	11,172.70
2010	2,540.99	3,052.19	11,519.91
2011	2,592.94	3,123.99	11,879.66

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

111 CONTACT LENSES AND CONTACT LENS CLEANSING SOLUTIONS**Contact Lenses and Contact Lens Cleansing Solutions in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,356.28	2,857.51	11,277.38
2002	2,488.51	2,988.79	11,436.78
2003	2,667.07	3,169.96	11,707.60
2004	2,737.62	3,236.45	11,739.07
2005	2,789.03	3,303.09	12,030.96
2006	2,841.41	3,374.85	12,385.35
2007	2,894.77	3,448.35	12,752.06
2008	2,949.13	3,524.00	13,131.57
2009	3,004.51	3,600.79	13,524.40
2010	3,060.93	3,679.82	13,931.06
2011	3,118.42	3,760.81	14,352.12

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**112 CONVENIENCE STORES****Convenience Stores in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	40,837.50	49,630.29	197,326.36
2002	43,378.75	52,178.82	200,773.74
2003	46,306.72	55,136.32	205,029.46
2004	48,576.01	57,426.26	208,279.88
2005	50,808.39	60,048.63	216,940.38
2006	53,143.36	62,857.58	226,961.58
2007	55,585.63	65,798.66	237,472.05
2008	58,140.14	68,878.00	248,496.85
2009	60,812.05	72,102.58	260,062.35
2010	63,606.75	75,478.85	272,196.37
2011	66,529.89	79,014.14	284,928.24

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

113 CONVERTING PAPERBOARD INTO CONTAINERS WITHOUT MANUFACTURING PAPERBOARD

Converting Paperboard into Containers without Manufacturing Paperboard in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	51,874.30	63,363.90	256,336.54
2002	55,964.98	67,549.24	263,139.43
2003	60,378.24	72,058.60	270,335.10
2004	65,139.52	77,004.73	279,249.03
2005	70,276.26	82,858.09	296,500.21
2006	75,818.07	89,252.26	316,229.57
2007	81,796.90	96,141.89	337,321.61
2008	88,247.21	103,566.00	359,873.33
2009	95,206.16	111,564.62	383,988.86
2010	102,713.89	120,184.00	409,779.92
2011	110,813.66	129,471.90	437,366.45

 Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

114 COOKIES AND CRACKERS

Cookies and Crackers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	10,846.80	13,086.87	50,721.11
2002	11,177.90	13,387.98	50,710.55
2003	11,573.36	13,758.89	50,862.09
2004	11,913.06	14,083.71	51,082.80
2005	12,248.94	14,496.06	52,648.99
2006	12,594.30	14,936.73	54,504.74
2007	12,949.39	15,391.30	56,433.11
2008	13,314.50	15,860.00	58,437.20
2009	13,689.90	16,344.03	60,520.26
2010	14,075.88	16,843.16	62,685.69
2011	14,472.75	17,358.15	64,937.06

 Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

115 COPPER, NICKEL, LEAD, AND ZINC MINING**Copper, Nickel, Lead, and Zinc Mining in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,530.98	6,704.90	26,424.94
2002	5,807.53	6,976.11	26,708.96
2003	6,097.91	7,261.25	27,010.14
2004	6,402.80	7,569.33	27,452.90
2005	6,722.95	7,943.22	28,662.62
2006	7,059.09	8,344.43	30,058.18
2007	7,412.05	8,765.98	31,525.18
2008	7,782.65	9,209.00	33,067.44
2009	8,171.78	9,674.32	34,688.99
2010	8,580.37	10,163.34	36,394.08
2011	9,009.39	10,677.18	38,187.20

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**116 COSMETICS AND TOILETRIES****Cosmetics and Toiletries in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	44,092.87	52,928.41	201,390.89
2002	44,983.84	53,659.63	200,187.43
2003	45,370.84	53,843.07	197,679.93
2004	45,687.25	54,012.21	195,912.30
2005	46,005.86	54,535.94	199,358.95
2006	46,326.69	55,128.06	203,786.06
2007	46,649.76	55,731.53	208,349.70
2008	46,975.08	56,347.00	213,054.77
2009	47,302.67	56,973.87	217,906.40
2010	47,632.54	57,613.44	222,909.91
2011	47,964.72	58,265.77	228,070.86

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

117 COSMETICS FOR EYES

Cosmetics for Eyes in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,028.51	2,461.00	9,726.04
2002	2,152.31	2,584.96	9,890.83
2003	2,281.32	2,713.98	10,059.08
2004	2,368.17	2,799.65	10,154.43
2005	2,450.00	2,898.06	10,505.51
2006	2,534.67	3,003.15	10,916.96
2007	2,622.26	3,112.13	11,345.88
2008	2,712.88	3,225.00	11,793.05
2009	2,806.63	3,342.33	12,259.31
2010	2,903.62	3,463.86	12,745.53
2011	3,003.97	3,589.90	13,252.64

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

118 COSMETICS, BEAUTY SUPPLIES, AND PERFUME STORES

Cosmetics, Beauty Supplies, and Perfume Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,372.92	6,513.29	25,669.77
2002	5,641.57	6,776.75	25,945.68
2003	5,923.65	7,053.74	26,238.25
2004	6,219.83	7,353.02	26,668.35
2005	6,530.82	7,716.22	27,843.51
2006	6,857.36	8,105.96	29,199.19
2007	7,200.23	8,515.47	30,624.27
2008	7,560.24	8,946.00	32,122.45
2009	7,938.25	9,397.85	33,697.66
2010	8,335.16	9,872.89	35,354.02
2011	8,751.92	10,372.05	37,095.90

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

119 COSTUME JEWELRY

Costume Jewelry in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,096.02	7,415.63	29,581.08
2002	6,443.19	7,760.77	30,008.23
2003	6,947.76	8,275.93	30,823.09
2004	7,324.94	8,659.47	31,406.71
2005	7,690.45	9,086.41	32,788.72
2006	8,074.20	9,544.51	34,383.13
2007	8,477.09	10,025.80	36,059.07
2008	8,900.09	10,531.00	37,820.88
2009	9,344.20	11,062.72	39,673.17
2010	9,810.47	11,620.90	41,620.78
2011	10,300.00	12,207.35	43,668.82

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

120 COTTON BALLS AND PADS

Cotton Balls and Pads in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	379.98	453.24	1,684.40
2002	368.68	438.87	1,624.43
2003	359.76	427.20	1,572.12
2004	364.97	431.47	1,565.00
2005	372.64	441.24	1,606.06
2006	380.46	451.73	1,655.57
2007	388.46	462.50	1,706.85
2008	396.62	474.00	1,759.97
2009	404.95	484.87	1,815.00
2010	413.46	496.50	1,872.02
2011	422.14	508.43	1,931.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

121 COUGH, COLD, AND ALLERGY REMEDIES**Cough, Cold, and Allergy Remedies in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,090.67	4,963.24	19,620.68
2002	4,235.86	5,098.40	19,662.73
2003	4,625.65	5,500.13	20,346.09
2004	4,772.58	5,642.20	20,464.99
2005	4,872.36	5,769.46	21,000.68
2006	4,974.24	5,906.12	21,646.78
2007	5,078.24	6,046.30	22,315.93
2008	5,184.42	6,190.00	23,009.06
2009	5,292.82	6,337.68	23,727.13
2010	5,403.49	6,489.08	24,471.15
2011	5,516.47	6,644.45	25,242.17

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**122 CREDIT BUREAUS****Credit Bureaus in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,713.36	6,925.99	27,296.28
2002	5,999.03	7,206.15	27,589.67
2003	6,298.98	7,500.68	27,900.78
2004	6,613.93	7,818.92	28,358.13
2005	6,944.63	8,205.14	29,607.75
2006	7,291.86	8,619.58	31,049.33
2007	7,656.45	9,055.03	32,564.70
2008	8,039.28	9,513.00	34,157.82
2009	8,441.24	9,993.32	35,832.84
2010	8,863.30	10,498.47	37,594.15
2011	9,306.47	11,029.25	39,446.40

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

123 CUTLERY AND SERVING UTENSILS**Cutlery and Serving Utensils in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,240.91	3,920.59	15,338.85
2002	3,389.18	4,064.45	15,467.86
2003	3,566.85	4,239.86	15,665.41
2004	3,665.79	4,333.73	15,718.96
2005	3,751.95	4,441.87	16,155.53
2006	3,840.14	4,557.70	16,678.36
2007	3,930.41	4,676.75	17,220.46
2008	4,022.79	4,799.00	17,782.63
2009	4,117.35	4,924.92	18,365.67
2010	4,214.13	5,054.23	18,970.47
2011	4,313.18	5,187.17	19,597.92

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**124 DAIRY AND SOY PRODUCTS****Dairy and Soy Products in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	46,122.68	55,501.94	213,089.49
2002	47,060.40	56,270.23	211,807.27
2003	48,328.64	57,400.55	211,416.06
2004	49,168.69	58,127.92	210,839.20
2005	49,932.20	59,150.45	215,659.61
2006	50,707.57	60,258.42	221,581.40
2007	51,494.98	61,390.96	227,701.35
2008	52,294.62	62,549.00	234,027.05
2009	53,106.67	63,732.45	240,566.42
2010	53,931.34	64,942.81	247,327.75
2011	54,768.81	66,180.59	254,319.68

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

125 DAIRY CREAM

Dairy Cream in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,522.79	1,849.02	7,329.09
2002	1,638.40	1,966.95	7,515.07
2003	1,733.29	2,061.57	7,634.67
2004	1,794.52	2,121.50	7,694.78
2005	1,851.99	2,191.10	7,948.81
2006	1,911.29	2,265.43	8,247.71
2007	1,972.49	2,342.35	8,558.89
2008	2,035.65	2,422.00	8,882.90
2009	2,100.83	2,504.31	9,220.30
2010	2,168.10	2,589.56	9,571.71
2011	2,237.52	2,677.77	9,937.73

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

126 DAIRY-BASED AND SOY-BASED DESSERTS

Dairy-Based and Soy-Based Desserts in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	452.01	544.35	2,095.79
2002	465.94	557.05	2,095.84
2003	478.82	568.60	2,092.90
2004	486.13	574.71	2,084.57
2005	492.60	583.65	2,129.39
2006	499.16	593.39	2,184.97
2007	505.81	603.34	2,242.36
2008	512.55	613.00	2,301.64
2009	519.37	623.87	2,362.88
2010	526.29	634.47	2,426.14
2011	533.30	645.29	2,491.51

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

127 DEHYDRATED DESSERT MIXES**Dehydrated Dessert Mixes in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,723.48	2,065.63	7,815.04
2002	1,735.85	2,069.72	7,708.63
2003	1,747.33	2,073.05	7,603.01
2004	1,753.60	2,073.13	7,519.64
2005	1,759.04	2,085.83	7,633.99
2006	1,764.49	2,101.04	7,785.39
2007	1,769.97	2,116.59	7,941.36
2008	1,775.46	2,132.00	8,102.07
2009	1,780.97	2,148.70	8,267.68
2010	1,786.49	2,165.29	8,438.36
2011	1,792.04	2,182.25	8,614.29

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**128 DEHYDRATED SOUP****Dehydrated Soup in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	529.46	636.47	2,434.53
2002	540.11	645.18	2,419.68
2003	549.04	652.03	2,400.55
2004	557.83	659.47	2,392.00
2005	566.76	671.36	2,447.39
2006	575.83	684.23	2,515.32
2007	585.05	697.39	2,585.53
2008	594.41	711.00	2,658.11
2009	603.93	724.62	2,733.15
2010	613.59	738.69	2,810.76
2011	623.42	753.09	2,891.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

129 DENTAL FLOSS

Dental Floss in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	168.29	201.92	767.16
2002	168.35	201.07	753.66
2003	168.21	200.01	739.90
2004	173.51	205.13	744.00
2005	179.93	212.80	770.83
2006	186.58	220.99	802.17
2007	193.48	229.50	834.87
2008	200.63	238.00	869.01
2009	208.05	247.53	904.66
2010	215.74	257.07	941.87
2011	223.72	267.00	980.74

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

130 DENTURE FIXATIVES AND CLEANSERS

Denture Fixatives and Cleansers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	415.96	498.51	1,885.73
2002	420.30	500.99	1,863.77
2003	420.05	498.50	1,830.25
2004	423.02	500.10	1,813.97
2005	426.67	505.72	1,847.73
2006	430.35	511.98	1,890.64
2007	434.07	518.36	1,934.88
2008	437.81	525.00	1,980.52
2009	441.59	531.49	2,027.60
2010	445.40	538.26	2,076.16
2011	449.24	545.16	2,126.28

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

131 DEPARTMENT STORES**Department Stores in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	200,575.00	242,634.95	949,203.65
2002	207,140.00	248,670.30	949,968.71
2003	218,268.20	259,681.01	962,727.20
2004	226,760.90	268,077.27	972,320.63
2005	234,952.95	277,887.96	1,006,875.52
2006	243,440.96	288,367.29	1,047,283.60
2007	252,235.62	299,248.05	1,089,440.75
2008	261,348.00	310,546.00	1,133,427.81
2009	270,789.57	322,277.25	1,179,329.64
2010	280,572.23	334,459.01	1,227,235.33
2011	290,708.31	347,108.80	1,277,238.47

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**132 DEPOSITORY CREDIT INTERMEDIATION****Depository Credit Intermediation in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	648,481.99	786,118.21	3,098,200.41
2002	680,906.09	817,916.85	3,131,501.26
2003	714,951.40	851,347.18	3,166,813.07
2004	750,698.90	887,468.49	3,218,723.75
2005	788,233.91	931,305.35	3,360,558.70
2006	827,645.60	978,345.09	3,524,181.23
2007	869,027.88	1,027,770.19	3,696,180.39
2008	912,479.28	1,079,702.00	3,877,003.35
2009	958,103.24	1,134,268.72	4,067,122.30
2010	1,006,008.40	1,191,604.11	4,267,035.92
2011	1,056,308.82	1,251,850.00	4,477,270.90

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

133 DESIGNER BATH AND SHOWER PRODUCTS

Designer Bath and Shower Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,403.57	5,265.83	19,755.63
2002	4,344.63	5,177.63	19,246.42
2003	4,295.61	5,101.13	18,776.52
2004	4,360.97	5,155.60	18,700.07
2005	4,446.91	5,266.17	19,175.72
2006	4,534.55	5,385.07	19,751.50
2007	4,623.91	5,506.94	20,347.53
2008	4,715.03	5,632.00	20,964.60
2009	4,807.95	5,759.93	21,603.55
2010	4,902.70	5,891.23	22,265.26
2011	4,999.31	6,025.84	22,950.65

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

134 DESKTOP PERSONAL COMPUTERS

Desktop Personal Computers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	19,017.13	23,045.89	90,723.46
2002	19,923.53	23,929.60	91,577.06
2003	21,064.52	25,065.68	92,991.20
2004	21,932.38	25,928.48	94,042.46
2005	22,772.88	26,929.89	97,511.55
2006	23,645.58	27,999.96	101,556.83
2007	24,551.72	29,113.07	105,782.09
2008	25,492.59	30,271.00	110,195.84
2009	26,469.52	31,475.56	114,807.00
2010	27,483.88	32,728.68	119,624.98
2011	28,537.12	34,032.33	124,659.64

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

135 DETERGENTS

Detergents in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,434.46	6,496.87	24,350.29
2002	5,371.90	6,399.22	23,750.35
2003	5,307.61	6,300.73	23,161.15
2004	5,365.46	6,343.13	23,007.55
2005	5,444.72	6,450.28	23,522.85
2006	5,525.14	6,566.60	24,157.82
2007	5,606.76	6,685.46	24,813.86
2008	5,689.58	6,807.00	25,491.77
2009	5,773.62	6,931.02	26,192.38
2010	5,858.90	7,057.88	26,916.58
2011	5,945.44	7,187.56	27,665.28

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

136 DIAPER SERVICE

Diaper Service in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	44.99	54.54	214.93
2002	47.24	56.74	217.24
2003	49.60	59.06	219.69
2004	52.08	61.57	223.29
2005	54.68	64.61	233.13
2006	57.42	67.87	244.48
2007	60.29	71.30	256.41
2008	63.30	75.00	268.96
2009	66.47	78.69	282.15
2010	69.79	82.67	296.02
2011	73.28	86.84	310.60

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

137 DIGESTION AIDS

Digestion Aids in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,098.79	3,726.70	14,276.71
2002	3,134.68	3,748.60	14,116.71
2003	3,241.75	3,848.50	14,149.62
2004	3,279.56	3,877.15	14,063.14
2005	3,303.78	3,916.21	14,314.10
2006	3,328.17	3,960.21	14,635.57
2007	3,352.74	4,005.05	14,966.98
2008	3,377.50	4,051.00	15,308.70
2009	3,402.44	4,097.36	15,661.09
2010	3,427.56	4,144.87	16,024.55
2011	3,452.87	4,193.34	16,399.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

138 DIGITAL CAMERAS

Digital Cameras in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,269.09	2,838.94	12,405.05
2002	2,720.30	3,323.18	13,499.64
2003	3,237.77	3,873.68	14,667.96
2004	3,598.27	4,253.56	15,423.08
2005	3,958.10	4,659.82	16,575.70
2006	4,353.90	5,110.58	17,896.19
2007	4,789.30	5,605.27	19,326.02
2008	5,268.22	6,148.00	20,874.57
2009	5,795.05	6,744.07	22,552.02
2010	6,374.55	7,398.10	24,369.46
2011	7,012.01	8,115.98	26,338.97

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

139 DIGITAL COLOR TELEVISIONS

Digital Color Televisions in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,614.91	1,998.46	8,438.38
2002	1,806.66	2,199.84	8,837.06
2003	2,085.37	2,494.28	9,435.43
2004	2,310.14	2,730.84	9,901.82
2005	2,541.15	2,991.67	10,641.82
2006	2,795.26	3,281.06	11,489.59
2007	3,074.79	3,598.66	12,407.56
2008	3,382.27	3,947.00	13,401.75
2009	3,720.50	4,329.78	14,478.70
2010	4,092.55	4,749.68	15,645.52
2011	4,501.80	5,210.57	16,909.97

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

140 DIRECT MAIL ADVERTISING

Direct Mail Advertising in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	10,544.01	12,781.91	50,375.26
2002	11,071.21	13,298.94	50,916.71
2003	11,624.77	13,842.50	51,490.87
2004	12,206.01	14,429.81	52,334.91
2005	12,816.31	15,142.58	54,641.08
2006	13,457.12	15,907.42	57,301.50
2007	14,129.98	16,711.05	60,098.13
2008	14,836.48	17,555.00	63,038.22
2009	15,578.30	18,442.67	66,129.47
2010	16,357.22	19,374.91	69,379.97
2011	17,175.08	20,354.47	72,798.29

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

141 DIRECT SELLING ESTABLISHMENTS

Direct Selling Establishments in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	45,235.15	54,836.03	216,116.37
2002	47,496.91	57,054.16	218,439.28
2003	49,871.76	59,386.11	220,902.47
2004	52,365.34	61,905.76	224,523.53
2005	54,983.61	64,963.62	234,417.29
2006	57,732.79	68,244.90	245,830.85
2007	60,619.43	71,692.57	257,828.73
2008	63,650.40	75,315.00	270,442.12
2009	66,832.92	79,121.43	283,703.95
2010	70,174.57	83,120.88	297,649.01
2011	73,683.30	87,323.32	312,314.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

142 DISCOUNT STORES

Discount Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	346,418.75	426,467.19	1,770,668.07
2002	383,630.00	465,315.20	1,844,339.55
2003	427,722.40	511,352.42	1,930,936.95
2004	471,116.40	556,913.45	2,019,336.22
2005	517,863.31	609,707.07	2,169,290.76
2006	569,248.69	668,249.67	2,341,061.25
2007	625,732.83	732,453.97	2,526,968.36
2008	687,821.64	802,871.00	2,728,215.01
2009	756,071.27	880,103.83	2,946,109.52
2010	831,093.02	964,817.18	3,182,075.17
2011	913,558.85	1,057,739.00	3,437,660.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

143 DISCOUNT SUPERSTORES

Discount Superstores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	164,462.50	204,621.69	878,847.13
2002	193,192.50	235,295.60	946,030.40
2003	223,789.00	267,661.82	1,012,384.04
2004	247,803.30	292,931.41	1,062,147.02
2005	272,583.60	320,909.52	1,141,524.99
2006	299,841.96	351,952.54	1,232,463.45
2007	329,826.16	386,020.52	1,330,932.42
2008	362,808.77	423,410.00	1,437,576.77
2009	399,089.65	464,446.30	1,553,098.26
2010	438,998.62	509,487.37	1,678,260.71
2011	482,898.48	558,926.00	1,813,895.58

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

144 DISHWASHER ADDITIVES

Dishwasher Additives in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	69.60	82.54	300.08
2002	65.53	77.74	284.08
2003	61.67	73.20	268.90
2004	62.20	73.53	266.70
2005	63.48	75.17	273.65
2006	64.80	76.94	282.03
2007	66.14	78.75	290.72
2008	67.51	81.00	299.72
2009	68.91	82.52	309.03
2010	70.34	84.48	318.69
2011	71.80	86.49	328.69

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

145 DISHWASHERS

Dishwashers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,878.33	2,268.96	8,831.51
2002	1,981.29	2,370.84	8,949.63
2003	2,065.44	2,451.98	9,014.45
2004	2,089.05	2,469.71	8,958.11
2005	2,103.77	2,493.82	9,116.09
2006	2,118.59	2,521.06	9,318.92
2007	2,133.51	2,548.81	9,528.01
2008	2,148.53	2,577.00	9,743.58
2009	2,163.67	2,605.96	9,965.86
2010	2,178.91	2,635.38	10,195.11
2011	2,194.25	2,665.38	10,431.58

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

146 DISHWASHING LIQUID AND SCOURING AIDS

Dishwashing Liquid and Scouring Aids in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	917.02	1,097.38	4,128.21
2002	909.81	1,084.53	4,035.36
2003	903.33	1,072.63	3,946.92
2004	916.13	1,083.06	3,928.43
2005	932.44	1,104.39	4,023.76
2006	949.05	1,127.39	4,139.87
2007	965.94	1,150.94	4,259.98
2008	983.14	1,175.00	4,384.23
2009	1,000.65	1,199.72	4,512.79
2010	1,018.47	1,224.99	4,645.83
2011	1,036.60	1,250.87	4,783.53

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

147 DISHWASHING PRODUCTS

Dishwashing Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,671.84	1,999.79	7,510.82
2002	1,662.52	1,980.57	7,352.28
2003	1,660.95	1,970.09	7,218.55
2004	1,661.83	1,964.64	7,126.14
2005	1,662.71	1,972.01	7,223.21
2006	1,663.59	1,981.73	7,355.07
2007	1,664.47	1,991.73	7,490.89
2008	1,665.36	2,002.00	7,630.83
2009	1,666.24	2,012.56	7,775.00
2010	1,667.12	2,023.42	7,923.56
2011	1,668.01	2,034.58	8,076.67

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

148 DOG FOOD AND CAT FOOD

Dog Food and Cat Food in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	12,180.84	14,738.23	57,700.88
2002	12,763.53	15,306.91	58,256.82
2003	13,317.68	15,842.18	58,699.32
2004	13,810.52	16,326.83	59,217.69
2005	14,308.16	16,922.93	61,318.81
2006	14,823.73	17,559.65	63,776.15
2007	15,357.88	18,220.71	66,339.73
2008	15,911.27	18,907.00	69,014.46
2009	16,484.61	19,619.69	71,805.48
2010	17,078.60	20,359.62	74,718.21
2011	17,694.00	21,127.92	77,758.32

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

149 DRAFTING SERVICES**Drafting Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	735.60	891.73	3,514.42
2002	772.38	927.80	3,552.19
2003	811.00	965.72	3,592.25
2004	851.55	1,006.69	3,651.13
2005	894.13	1,056.42	3,812.02
2006	938.83	1,109.78	3,997.63
2007	985.77	1,165.84	4,192.73
2008	1,035.06	1,225.00	4,397.85
2009	1,086.82	1,286.65	4,613.51
2010	1,141.16	1,351.69	4,840.28
2011	1,198.22	1,420.03	5,078.75

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**150 DRIED FOOD****Dried Food in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,821.96	11,786.14	44,790.08
2002	9,962.25	11,885.45	44,366.77
2003	10,068.83	11,948.77	43,865.48
2004	10,136.66	11,983.73	43,467.22
2005	10,198.75	12,090.55	44,209.21
2006	10,261.22	12,212.38	45,167.94
2007	10,324.08	12,336.57	46,156.07
2008	10,387.32	12,463.00	47,174.66
2009	10,450.95	12,592.29	48,224.78
2010	10,514.96	12,723.97	49,307.59
2011	10,579.37	12,858.30	50,424.27

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

151 DRIED PASTA

Dried Pasta in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,181.78	2,623.45	10,044.53
2002	2,228.48	2,662.41	9,990.83
2003	2,267.25	2,692.77	9,916.87
2004	2,305.80	2,725.94	9,887.41
2005	2,345.00	2,777.60	10,122.44
2006	2,384.86	2,833.39	10,409.55
2007	2,425.41	2,890.48	10,706.43
2008	2,466.64	2,949.00	11,013.46
2009	2,508.58	3,008.66	11,331.04
2010	2,551.23	3,069.82	11,659.58
2011	2,594.60	3,132.43	11,999.51

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

152 DRIED READY MEALS

Dried Ready Meals in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,906.85	2,283.25	8,608.27
2002	1,914.87	2,281.67	8,476.78
2003	1,901.43	2,256.89	8,291.72
2004	1,918.85	2,268.49	8,228.22
2005	1,942.01	2,301.16	8,398.82
2006	1,965.46	2,336.94	8,611.61
2007	1,989.18	2,373.45	8,831.25
2008	2,013.19	2,411.00	9,058.02
2009	2,037.49	2,448.72	9,292.17
2010	2,062.09	2,487.54	9,533.98
2011	2,086.98	2,527.16	9,783.74

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

153 DRIED, SALTED, AND SMOKED FISH**Dried, Salted, and Smoked Fish in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	319.50	388.16	1,541.59
2002	337.80	406.37	1,564.36
2003	359.28	427.96	1,593.99
2004	378.82	447.83	1,624.21
2005	398.78	471.06	1,698.47
2006	419.79	496.03	1,783.98
2007	441.90	522.31	1,874.01
2008	465.19	550.00	1,968.80
2009	489.69	579.16	2,068.61
2010	515.49	609.87	2,173.73
2011	542.65	642.21	2,284.44

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**154 DRINK CONCENTRATES****Drink Concentrates in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,433.63	1,706.56	6,293.42
2002	1,375.30	1,635.33	6,027.34
2003	1,336.49	1,585.81	5,818.70
2004	1,343.11	1,587.85	5,759.40
2005	1,356.95	1,608.12	5,872.53
2006	1,370.92	1,630.50	6,014.93
2007	1,385.04	1,653.32	6,161.84
2008	1,399.31	1,677.00	6,313.43
2009	1,413.72	1,700.34	6,469.88
2010	1,428.28	1,724.55	6,631.35
2011	1,443.00	1,749.26	6,798.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

155 DRUG STORES AND PHARMACIES

Drug Stores and Pharmacies in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	143,390.00	176,505.73	732,597.70
2002	159,031.25	192,846.84	763,731.95
2003	177,342.00	211,966.42	799,706.10
2004	194,788.90	230,264.12	834,943.68
2005	213,430.53	251,344.07	895,143.61
2006	233,856.15	274,657.42	964,063.33
2007	256,236.52	300,147.62	1,038,495.67
2008	280,758.74	328,019.00	1,118,896.13
2009	307,627.77	358,495.08	1,205,759.01
2010	337,068.20	391,820.54	1,299,620.69
2011	369,326.12	428,263.10	1,401,063.37

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

156 DRY CLEANING AND LAUNDRY SERVICES EXCLUDING COIN-OPERATED SERVICES

Dry Cleaning and Laundry Services Excluding Coin-Operated Services in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	8,622.94	10,453.10	41,197.11
2002	9,054.08	10,875.93	41,639.91
2003	9,506.79	11,320.46	42,109.46
2004	9,982.13	11,800.77	42,799.72
2005	10,481.23	12,383.67	44,685.72
2006	11,005.29	13,009.16	46,861.42
2007	11,555.56	13,666.37	49,148.51
2008	12,133.34	14,357.00	51,552.94
2009	12,740.00	15,082.50	54,080.97
2010	13,377.00	15,844.89	56,739.24
2011	14,045.85	16,645.98	59,534.76

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

157 DVD PLAYERS

DVD Players in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,355.14	2,947.12	12,884.76
2002	2,790.74	3,413.74	13,929.57
2003	3,358.46	4,018.69	15,225.78
2004	3,739.34	4,420.32	16,027.74
2005	4,113.27	4,842.51	17,225.55
2006	4,524.60	5,310.95	18,597.81
2007	4,977.06	5,825.03	20,083.70
2008	5,474.77	6,389.00	21,692.96
2009	6,022.24	7,008.47	23,436.17
2010	6,624.47	7,688.14	25,324.87
2011	7,286.91	8,434.16	27,371.59

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

158 ELECTRIC BULK POWER TRANSMISSION AND CONTROL

Electric Bulk Power Transmission and Control in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,162.37	1,409.08	5,553.36
2002	1,220.49	1,466.07	5,613.05
2003	1,281.51	1,525.99	5,676.35
2004	1,345.59	1,590.74	5,769.39
2005	1,412.87	1,669.32	6,023.62
2006	1,483.51	1,753.63	6,316.91
2007	1,557.69	1,842.22	6,625.21
2008	1,635.57	1,935.00	6,949.32
2009	1,717.35	2,033.12	7,290.10
2010	1,803.22	2,135.89	7,648.44
2011	1,893.38	2,243.87	8,025.27

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

159 ELECTRIC POWER GENERATION

Electric Power Generation in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	89,214.32	108,149.49	426,232.08
2002	93,675.03	112,524.16	430,813.42
2003	98,358.78	117,123.31	435,671.41
2004	103,276.70	122,092.66	442,812.97
2005	108,440.56	128,123.48	462,325.78
2006	113,862.59	134,594.93	484,836.00
2007	119,555.71	141,394.54	508,498.63
2008	125,533.50	148,539.00	533,375.18
2009	131,810.18	156,045.98	559,530.62
2010	138,400.68	163,933.84	587,033.56
2011	145,320.72	172,222.10	615,956.44

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

160 ELECTRICAL CONTRACTORS

Electrical Contractors in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	74,315.07	90,087.97	355,049.15
2002	78,030.82	93,732.05	358,865.37
2003	81,932.36	97,563.12	362,912.05
2004	86,028.98	101,702.57	368,860.94
2005	90,330.43	106,726.20	385,115.02
2006	94,846.95	112,116.89	403,865.91
2007	99,589.30	117,780.93	423,576.76
2008	104,568.76	123,732.00	444,298.80
2009	109,797.20	129,985.50	466,086.15
2010	115,287.06	136,556.05	488,995.95
2011	121,051.42	143,460.10	513,088.57

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

161 ELECTRONIC AND PRECISION EQUIPMENT REPAIR AND MAINTENANCE

Electronic and Precision Equipment Repair and Maintenance in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	17,700.61	21,457.45	84,566.77
2002	18,585.64	22,325.41	85,475.73
2003	19,514.92	23,237.90	86,439.58
2004	20,490.66	24,223.85	87,856.51
2005	21,515.20	25,420.40	91,727.96
2006	22,590.96	26,704.37	96,194.11
2007	23,720.51	28,053.45	100,888.90
2008	24,906.53	29,471.00	105,824.54
2009	26,151.86	30,960.37	111,013.93
2010	27,459.45	32,525.37	116,470.66
2011	28,832.42	34,169.79	122,209.12

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

162 ENGINEERING SERVICES

Engineering Services in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	107,216.46	129,972.48	512,239.47
2002	112,577.28	135,229.89	517,745.25
2003	118,206.10	140,757.08	523,583.51
2004	124,116.50	146,729.18	532,166.14
2005	130,322.27	153,976.92	555,616.35
2006	136,838.39	161,754.21	582,668.81
2007	143,680.31	169,925.89	611,106.20
2008	150,864.32	178,512.00	641,002.48
2009	158,407.54	187,533.77	672,435.71
2010	166,327.91	197,013.29	705,488.33
2011	174,644.31	206,973.90	740,247.43

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

163 ENVIRONMENTAL CONSULTING SERVICES**Environmental Consulting Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,813.06	7,046.85	27,772.61
2002	6,103.72	7,331.90	28,071.13
2003	6,408.90	7,631.57	28,387.67
2004	6,729.35	7,955.37	28,853.00
2005	7,065.82	8,348.33	30,124.42
2006	7,419.11	8,769.99	31,591.15
2007	7,790.06	9,213.05	33,132.97
2008	8,179.57	9,679.00	34,753.89
2009	8,588.54	10,167.71	36,458.14
2010	9,017.97	10,681.67	38,250.19
2011	9,468.87	11,221.72	40,134.76

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**164 ETHNIC HAIR CARE PRODUCTS****Ethnic Hair Care Products in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,256.69	11,122.10	42,465.57
2002	9,455.58	11,288.39	42,242.47
2003	9,506.28	11,293.23	41,630.21
2004	9,697.00	11,463.89	41,580.92
2005	9,919.87	11,744.42	42,722.44
2006	10,147.86	12,045.04	44,091.33
2007	10,381.09	12,353.90	45,510.34
2008	10,619.69	12,671.00	46,981.52
2009	10,863.76	12,997.33	48,507.01
2010	11,113.45	13,332.41	50,089.04
2011	11,368.88	13,676.77	51,729.95

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

165 EXERCISE EQUIPMENT AND PERSONAL CARE APPLIANCES**Exercise Equipment and Personal Care Appliances in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	319.22	383.20	1,458.15
2002	323.74	386.38	1,444.28
2003	327.57	388.84	1,428.90
2004	330.84	391.13	1,418.69
2005	334.02	395.87	1,445.95
2006	337.23	401.13	1,480.40
2007	340.47	406.49	1,515.93
2008	343.74	412.00	1,552.59
2009	347.05	417.53	1,590.41
2010	350.38	423.21	1,629.45
2011	353.75	429.01	1,669.74

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**166 EXTERMINATING AND PEST CONTROL SERVICES****Exterminating and Pest Control Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,971.13	7,238.46	28,527.78
2002	6,269.68	7,531.26	28,834.41
2003	6,583.17	7,839.08	29,159.55
2004	6,912.33	8,171.68	29,637.54
2005	7,257.94	8,575.32	30,943.54
2006	7,620.84	9,008.46	32,450.15
2007	8,001.88	9,463.56	34,033.89
2008	8,401.98	9,942.00	35,698.88
2009	8,822.08	10,444.18	37,449.47
2010	9,263.18	10,972.12	39,290.25
2011	9,726.34	11,526.85	41,226.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

167 FABRIC SOFTENERS

Fabric Softeners in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,460.87	1,749.42	6,597.98
2002	1,447.70	1,727.04	6,444.88
2003	1,432.84	1,703.10	6,291.18
2004	1,471.21	1,739.27	6,308.41
2005	1,520.17	1,798.35	6,521.55
2006	1,570.75	1,861.44	6,771.82
2007	1,623.02	1,926.79	7,032.54
2008	1,677.03	1,994.00	7,304.19
2009	1,732.83	2,064.62	7,587.24
2010	1,790.50	2,137.27	7,882.22
2011	1,850.08	2,212.53	8,189.67

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

168 FACIAL CLEANSERS AND MOISTURIZERS

Facial Cleansers and Moisturizers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,577.04	5,536.07	21,647.36
2002	4,792.67	5,746.11	21,846.87
2003	4,980.78	5,925.34	21,960.59
2004	5,169.28	6,111.13	22,165.08
2005	5,364.92	6,344.48	22,976.24
2006	5,567.97	6,593.80	23,922.68
2007	5,778.70	6,853.04	24,910.98
2008	5,997.40	7,123.00	25,943.11
2009	6,224.38	7,402.93	27,021.13
2010	6,459.95	7,694.43	28,147.22
2011	6,704.44	7,997.56	29,323.67

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

169 FACIAL COSMETICS

Facial Cosmetics in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,724.49	3,273.81	12,503.76
2002	2,785.57	3,325.54	12,444.91
2003	2,799.25	3,325.59	12,261.19
2004	2,856.95	3,377.51	12,250.64
2005	2,924.76	3,462.50	12,592.62
2006	2,994.18	3,553.53	13,001.92
2007	3,065.24	3,647.10	13,426.35
2008	3,137.99	3,743.00	13,866.54
2009	3,212.47	3,842.20	14,323.12
2010	3,288.72	3,943.89	14,796.79
2011	3,366.78	4,048.45	15,288.25

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

170 FAMILY CLOTHING STORES

Family Clothing Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	54,466.02	66,026.09	260,217.95
2002	57,189.32	68,696.86	263,014.89
2003	60,048.79	71,504.68	265,980.73
2004	63,051.23	74,538.51	270,340.71
2005	66,203.79	78,220.37	282,253.44
2006	69,513.98	82,171.24	295,996.10
2007	72,989.68	86,322.45	310,442.31
2008	76,639.16	90,684.00	325,629.64
2009	80,471.12	95,267.27	341,597.74
2010	84,494.68	100,082.87	358,388.49
2011	88,719.41	105,142.90	376,046.13

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

171 FEMININE SANITARY PROTECTION

Feminine Sanitary Protection in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,360.85	2,821.84	10,568.57
2002	2,358.96	2,807.07	10,375.69
2003	2,328.32	2,761.31	10,112.48
2004	2,325.64	2,749.41	9,972.65
2005	2,328.56	2,761.56	10,112.93
2006	2,331.48	2,777.01	10,302.03
2007	2,334.40	2,792.85	10,496.82
2008	2,337.32	2,809.00	10,697.49
2009	2,340.25	2,825.76	10,904.25
2010	2,343.19	2,842.85	11,117.32
2011	2,346.12	2,860.39	11,336.90

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

172 FILM CAMERAS

Film Cameras in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,196.39	1,448.33	5,680.66
2002	1,247.92	1,497.92	5,719.60
2003	1,313.49	1,562.66	5,792.65
2004	1,364.09	1,612.63	5,849.05
2005	1,413.11	1,671.36	6,056.23
2006	1,463.89	1,734.10	6,298.56
2007	1,516.49	1,799.22	6,551.36
2008	1,570.99	1,867.00	6,815.10
2009	1,627.44	1,937.02	7,090.30
2010	1,685.92	2,009.90	7,377.48
2011	1,746.50	2,085.57	7,677.20

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

173 FISH AND SHELLFISH

Fish and Shellfish in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	11,300.99	13,742.16	54,747.13
2002	11,974.79	14,415.32	55,624.28
2003	12,782.94	15,231.52	56,798.41
2004	13,529.03	15,993.78	58,005.72
2005	14,295.84	16,882.33	60,799.72
2006	15,106.11	17,839.14	64,010.81
2007	15,962.30	18,850.32	67,399.16
2008	16,867.03	19,919.00	70,974.90
2009	17,823.03	21,048.38	74,748.78
2010	18,833.22	22,241.99	78,732.19
2011	19,900.66	23,503.46	82,937.19

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

174 FISH MARKETS

Fish Markets in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,052.50	1,265.42	4,842.85
2002	1,071.25	1,280.06	4,806.49
2003	1,097.57	1,303.03	4,791.12
2004	1,110.59	1,312.96	4,762.33
2005	1,121.27	1,328.89	4,853.86
2006	1,132.05	1,346.55	4,969.52
2007	1,142.93	1,364.55	5,088.82
2008	1,153.92	1,383.00	5,211.90
2009	1,165.02	1,401.62	5,338.89
2010	1,176.22	1,420.71	5,469.94
2011	1,187.53	1,440.19	5,605.21

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

175 FIXED-LINE TELEPHONE EQUIPMENT**Fixed-Line Telephone Equipment in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,004.25	3,643.88	14,388.51
2002	3,150.41	3,786.72	14,531.32
2003	3,340.49	3,976.88	14,780.34
2004	3,498.08	4,135.41	14,998.81
2005	3,654.51	4,319.53	15,611.08
2006	3,817.93	4,516.66	16,320.29
2007	3,988.67	4,722.84	17,063.62
2008	4,167.04	4,938.00	17,842.79
2009	4,353.38	5,164.06	18,659.62
2010	4,548.06	5,399.99	19,516.02
2011	4,751.45	5,646.78	20,414.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**176 FLAVORED ALCOHOLIC BEVERAGES****Flavored Alcoholic Beverages in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,629.24	1,996.75	8,169.28
2002	1,924.03	2,310.55	8,837.72
2003	2,044.71	2,431.85	9,004.22
2004	2,115.61	2,501.09	9,071.57
2005	2,184.54	2,584.43	9,374.17
2006	2,255.71	2,673.44	9,729.89
2007	2,329.20	2,765.59	10,100.34
2008	2,405.08	2,861.00	10,486.16
2009	2,483.44	2,959.75	10,888.05
2010	2,564.35	3,062.01	11,306.72
2011	2,647.89	3,167.89	11,742.94

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

177 FLOOR COVERING RETAILERS**Floor Covering Retailers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	20,027.78	24,278.55	95,685.11
2002	21,029.17	25,260.62	96,713.58
2003	22,080.63	26,293.09	97,804.15
2004	23,184.66	27,408.66	99,407.36
2005	24,343.89	28,762.52	103,787.81
2006	25,561.08	30,215.30	108,841.14
2007	26,839.14	31,741.75	114,153.18
2008	28,181.09	33,346.00	119,737.73
2009	29,590.15	35,030.86	125,609.38
2010	31,069.66	36,801.61	131,783.53
2011	32,623.14	38,662.23	138,276.45

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**178 FLOOR COVERINGS****Floor Coverings in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	10,773.90	13,052.77	51,334.94
2002	11,261.91	13,525.56	51,749.99
2003	11,872.69	14,130.46	52,459.17
2004	12,389.19	14,646.47	53,122.19
2005	12,903.20	15,254.93	55,185.20
2006	13,438.53	15,905.64	57,582.29
2007	13,996.07	16,584.36	60,090.28
2008	14,576.74	17,292.00	62,714.59
2009	15,181.51	18,030.72	65,460.90
2010	15,811.36	18,800.98	68,335.22
2011	16,467.35	19,604.44	71,343.86

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

179 FLOOR POLISH

Floor Polish in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	101.81	120.92	441.99
2002	98.81	117.12	426.34
2003	94.69	112.13	408.10
2004	92.72	109.62	397.59
2005	91.17	108.28	398.76
2006	89.64	107.09	401.82
2007	88.13	105.93	405.01
2008	86.65	105.00	408.36
2009	85.20	103.72	411.85
2010	83.77	102.66	415.49
2011	82.36	101.64	419.29

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

180 FOOD PROCESSORS AND PREPARATION APPLIANCES

Food Processors and Preparation Appliances in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	778.84	933.40	3,530.46
2002	776.76	926.86	3,461.83
2003	775.88	921.75	3,398.23
2004	791.72	935.98	3,394.90
2005	810.78	959.82	3,490.38
2006	830.30	985.36	3,604.56
2007	850.29	1,011.62	3,722.98
2008	870.76	1,039.00	3,845.82
2009	891.73	1,066.38	3,973.25
2010	913.20	1,094.94	4,105.47
2011	935.18	1,124.31	4,242.67

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

181 FOOD SPECIALTY RETAILERS**Food Specialty Retailers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	11,493.75	13,847.97	53,401.31
2002	11,823.75	14,144.35	53,334.79
2003	12,224.06	14,517.34	53,451.00
2004	12,422.72	14,686.33	53,269.79
2005	12,587.34	14,913.81	54,412.97
2006	12,754.13	15,161.90	55,830.97
2007	12,923.13	15,415.17	57,295.25
2008	13,094.38	15,674.00	58,807.55
2009	13,267.89	15,937.82	60,369.69
2010	13,443.70	16,207.51	61,983.57
2011	13,621.84	16,482.98	63,651.17

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**182 FOOTWEAR****Footwear in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	42,447.45	51,400.07	201,796.48
2002	44,845.46	53,783.81	204,725.67
2003	47,308.57	56,227.16	207,637.83
2004	48,538.78	57,383.12	208,136.04
2005	49,571.52	58,696.91	213,631.29
2006	50,626.23	60,107.10	220,252.10
2007	51,703.38	61,554.10	227,110.24
2008	52,803.46	63,039.00	234,215.22
2009	53,926.93	64,562.85	241,577.01
2010	55,074.32	66,126.87	249,206.02
2011	56,246.11	67,732.21	257,113.14

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

183 FOOTWEAR AND LEATHER GOODS REPAIR**Footwear and Leather Goods Repair in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	317.34	384.70	1,516.14
2002	333.21	400.26	1,532.43
2003	349.87	416.62	1,549.71
2004	367.36	434.29	1,575.12
2005	385.73	455.74	1,644.53
2006	405.02	478.76	1,724.60
2007	425.27	502.95	1,808.77
2008	446.53	528.00	1,897.25
2009	468.86	555.07	1,990.29
2010	492.30	583.12	2,088.12
2011	516.92	612.61	2,191.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**184 FOSSIL FUEL POWERED ELECTRIC POWER GENERATION****Fossil Fuel Powered Electric Power Generation in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	58,755.61	71,226.11	280,711.95
2002	61,693.39	74,107.22	283,729.17
2003	64,778.05	77,136.17	286,928.59
2004	68,016.96	80,408.94	291,631.95
2005	71,417.81	84,380.77	304,482.88
2006	74,988.70	88,642.80	319,307.87
2007	78,738.13	93,120.95	334,891.83
2008	82,675.04	97,826.00	351,275.26
2009	86,808.79	102,770.23	368,500.96
2010	91,149.23	107,965.10	386,614.10
2011	95,706.69	113,423.60	405,662.41

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

185 FRAGRANCES

Fragrances in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,009.38	7,188.87	27,009.20
2002	5,903.74	7,040.80	26,244.61
2003	5,877.32	6,980.56	25,710.19
2004	5,978.64	7,068.02	25,636.67
2005	6,101.22	7,224.80	26,301.33
2006	6,226.32	7,393.23	27,103.96
2007	6,353.98	7,565.97	27,935.08
2008	6,484.26	7,743.00	28,795.83
2009	6,617.21	7,924.83	29,687.40
2010	6,752.89	8,111.22	30,611.03
2011	6,891.34	8,302.44	31,568.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

186 FRESH BEEF AND VEAL

Fresh Beef and Veal in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	27,276.33	32,994.96	129,065.48
2002	28,658.55	34,353.18	130,519.50
2003	30,133.45	35,806.56	132,119.47
2004	30,835.98	36,454.70	132,226.45
2005	31,410.02	37,199.83	135,500.94
2006	31,994.75	38,002.40	139,478.74
2007	32,590.37	38,824.38	143,594.54
2008	33,197.07	39,666.00	147,853.77
2009	33,815.07	40,528.78	152,262.09
2010	34,444.57	41,412.34	156,825.42
2011	35,085.79	42,317.61	161,549.94

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

187 FRESH EGGS

Fresh Eggs in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,659.16	4,419.00	17,184.47
2002	3,811.73	4,565.29	17,291.11
2003	3,955.84	4,701.89	17,367.57
2004	4,061.68	4,801.76	17,416.50
2005	4,163.22	4,928.19	17,916.23
2006	4,267.29	5,063.48	18,512.50
2007	4,373.97	5,202.70	19,131.16
2008	4,483.31	5,346.00	19,773.16
2009	4,595.39	5,493.38	20,439.45
2010	4,710.26	5,645.11	21,131.06
2011	4,828.01	5,801.27	21,849.06

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

188 FRESH FRUIT

Fresh Fruit in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	27,065.69	32,854.57	130,096.33
2002	28,580.71	34,358.80	131,926.94
2003	30,397.01	36,184.21	134,429.60
2004	31,792.49	37,584.97	136,318.70
2005	33,153.51	39,192.19	141,723.35
2006	34,572.80	40,911.73	147,994.91
2007	36,052.84	42,707.29	154,561.31
2008	37,596.25	44,582.00	161,437.16
2009	39,205.73	46,540.25	168,637.83
2010	40,884.11	48,584.88	176,179.48
2011	42,634.34	50,720.07	184,079.16

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

189 FRESH LAMB, MUTTON, AND GOAT MEAT**Fresh Lamb, Mutton, and Goat Meat in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,128.53	1,365.92	5,353.80
2002	1,176.17	1,411.65	5,388.02
2003	1,236.71	1,471.28	5,453.50
2004	1,284.04	1,518.00	5,505.81
2005	1,330.00	1,573.08	5,700.34
2006	1,377.60	1,631.92	5,927.93
2007	1,426.91	1,692.99	6,165.33
2008	1,477.98	1,756.00	6,412.99
2009	1,530.88	1,822.20	6,671.39
2010	1,585.67	1,890.51	6,941.02
2011	1,642.43	1,961.44	7,222.41

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**190 FRESH PORK****Fresh Pork in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	18,922.60	22,902.42	89,760.46
2002	19,713.28	23,660.30	90,311.78
2003	20,735.87	24,668.46	91,430.27
2004	21,524.41	25,446.22	92,294.02
2005	22,286.83	26,360.90	95,533.99
2006	23,076.25	27,337.85	99,326.46
2007	23,893.64	28,351.62	103,281.64
2008	24,739.99	29,404.00	107,407.00
2009	25,616.31	30,495.36	111,710.36
2010	26,523.67	31,628.34	116,199.95
2011	27,463.17	32,804.17	120,884.42

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

191 FRESH POTATOES**Fresh Potatoes in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,566.89	6,724.63	26,174.65
2002	5,814.10	6,963.62	26,376.18
2003	6,103.94	7,248.28	26,676.16
2004	6,195.15	7,324.00	26,565.47
2005	6,251.41	7,409.26	27,067.33
2006	6,308.18	7,504.08	27,703.42
2007	6,365.46	7,600.72	28,359.44
2008	6,423.27	7,699.00	29,036.14
2009	6,481.60	7,799.72	29,734.26
2010	6,540.46	7,902.18	30,454.61
2011	6,599.86	8,006.69	31,198.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**192 FRESH POULTRY****Fresh Poultry in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	21,333.97	25,780.12	100,475.11
2002	22,326.75	26,745.66	101,370.02
2003	23,454.56	27,854.90	102,560.90
2004	23,838.73	28,182.52	102,222.96
2005	24,093.37	28,552.23	104,254.90
2006	24,350.72	28,959.66	106,807.31
2007	24,610.83	29,375.14	109,440.91
2008	24,873.71	29,799.00	112,158.68
2009	25,139.41	30,231.18	114,963.76
2010	25,407.94	30,672.20	117,859.41
2011	25,679.34	31,122.21	120,849.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

193 FRESH PRODUCE**Fresh Produce in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	49,319.08	59,826.47	236,332.48
2002	51,959.14	62,435.26	239,335.82
2003	55,158.20	65,641.67	243,613.56
2004	57,498.56	67,974.80	246,543.70
2005	59,746.12	70,648.22	255,754.59
2006	62,081.53	73,505.42	266,485.53
2007	64,508.23	76,479.50	277,698.47
2008	67,029.79	79,575.00	289,416.36
2009	69,649.92	82,797.90	301,663.34
2010	72,372.46	86,152.55	314,464.78
2011	75,201.43	89,644.75	327,847.34

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**194 FRESH TOMATOES****Fresh Tomatoes in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,699.57	8,127.88	32,120.86
2002	7,021.35	8,441.80	32,427.13
2003	7,468.19	8,890.89	33,043.07
2004	7,820.18	9,244.98	33,530.93
2005	8,164.77	9,651.02	34,886.20
2006	8,524.55	10,085.63	36,456.99
2007	8,900.18	10,539.94	38,102.77
2008	9,292.37	11,015.00	39,827.27
2009	9,701.83	11,511.33	41,634.48
2010	10,129.34	12,030.33	43,528.57
2011	10,575.68	12,572.90	45,513.92

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

195 FRESH VEGETABLES

Fresh Vegetables in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	18,311.91	22,212.66	87,738.37
2002	19,272.07	23,159.14	88,796.55
2003	20,497.54	24,390.83	90,485.12
2004	21,340.60	25,228.89	91,505.32
2005	22,134.56	26,177.27	94,817.94
2006	22,958.06	27,190.45	98,686.17
2007	23,812.20	28,243.39	102,724.12
2008	24,698.12	29,338.00	106,939.71
2009	25,617.00	30,475.01	111,341.28
2010	26,570.06	31,657.05	115,937.57
2011	27,558.59	32,885.62	120,737.77

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

196 FRESH, CHILLED, AND FROZEN FISH

Fresh, Chilled, and Frozen Fish in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,232.29	7,575.36	30,135.38
2002	6,610.10	7,953.46	30,636.65
2003	7,009.18	8,352.74	31,160.73
2004	7,428.15	8,781.40	31,847.70
2005	7,871.37	9,293.48	33,440.19
2006	8,341.05	9,845.84	35,268.10
2007	8,838.74	10,431.12	37,200.24
2008	9,366.13	11,051.00	39,242.77
2009	9,924.99	11,708.40	41,402.21
2010	10,517.20	12,404.70	43,685.49
2011	11,144.74	13,142.50	46,099.95

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

197 FROZEN BAKERY GOODS

Frozen Bakery Goods in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,352.49	1,635.88	6,396.75
2002	1,432.12	1,715.34	6,498.24
2003	1,498.45	1,779.96	6,559.23
2004	1,527.03	1,805.28	6,548.03
2005	1,549.93	1,836.15	6,695.60
2006	1,573.18	1,869.65	6,877.28
2007	1,596.78	1,903.89	7,065.01
2008	1,620.73	1,939.00	7,259.01
2009	1,645.05	1,974.63	7,459.52
2010	1,669.72	2,011.18	7,666.80
2011	1,694.77	2,048.55	7,881.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

198 FROZEN DESSERTS

Frozen Desserts in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	712.68	862.45	3,378.50
2002	752.56	902.04	3,426.37
2003	786.24	934.71	3,455.26
2004	809.29	956.75	3,470.23
2005	831.30	983.88	3,574.48
2006	853.90	1,012.88	3,698.26
2007	877.12	1,042.76	3,826.83
2008	900.97	1,074.00	3,960.37
2009	925.46	1,105.33	4,099.12
2010	950.63	1,138.07	4,243.28
2011	976.47	1,171.83	4,393.09

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

199 FROZEN FOODS

Frozen Foods in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	23,891.10	28,950.09	113,935.24
2002	25,331.21	30,390.87	115,832.22
2003	26,441.86	31,465.06	116,740.65
2004	27,536.07	32,553.09	118,068.83
2005	28,675.56	33,902.24	122,646.30
2006	29,862.20	35,345.03	127,965.65
2007	31,097.94	36,849.77	133,530.76
2008	32,384.83	38,419.00	139,353.64
2009	33,724.96	40,055.99	145,446.88
2010	35,120.55	41,763.21	151,823.77
2011	36,573.90	43,543.88	158,498.25

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

200 FROZEN POTATOES

Frozen Potatoes in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,012.39	1,222.25	4,748.02
2002	1,063.38	1,272.31	4,800.80
2003	1,097.44	1,303.75	4,806.34
2004	1,119.78	1,323.82	4,801.67
2005	1,141.07	1,351.37	4,921.77
2006	1,162.78	1,381.02	5,067.47
2007	1,184.89	1,411.40	5,218.25
2008	1,207.43	1,443.00	5,374.32
2009	1,230.39	1,474.43	5,535.87
2010	1,253.79	1,507.11	5,703.13
2011	1,277.64	1,540.61	5,876.32

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

201 FROZEN READY MEALS**Frozen Ready Meals in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	7,388.38	8,935.23	34,921.83
2002	7,775.21	9,316.79	35,349.91
2003	8,058.12	9,583.36	35,476.74
2004	8,332.09	9,850.23	35,727.15
2005	8,615.38	10,191.39	36,950.12
2006	8,908.31	10,555.73	38,384.60
2007	9,211.19	10,933.36	39,879.53
2008	9,524.37	11,325.00	41,437.64
2009	9,848.20	11,730.48	43,061.80
2010	10,183.04	12,151.02	44,755.02
2011	10,529.26	12,586.96	46,520.45

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**202 FROZEN, PROCESSED FISH AND SEAFOOD****Frozen, Processed Fish and Seafood in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	956.22	1,168.22	4,728.89
2002	1,067.32	1,284.51	4,951.88
2003	1,152.23	1,371.35	5,091.07
2004	1,202.40	1,421.47	5,155.67
2005	1,248.82	1,476.75	5,346.77
2006	1,297.04	1,535.82	5,569.53
2007	1,347.11	1,597.28	5,802.23
2008	1,399.13	1,661.00	6,045.35
2009	1,453.15	1,727.78	6,299.39
2010	1,509.25	1,797.02	6,564.86
2011	1,567.52	1,869.07	6,842.31

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

203 FRUIT AND VEGETABLE JUICES**Fruit and Vegetable Juices in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	15,578.44	18,751.03	72,055.41
2002	15,944.75	19,064.70	71,754.98
2003	16,296.85	19,363.11	71,418.79
2004	16,655.01	19,689.74	71,417.16
2005	17,021.03	20,153.26	73,333.52
2006	17,395.10	20,650.44	75,637.83
2007	17,777.38	21,160.86	78,025.46
2008	18,168.07	21,685.00	80,499.78
2009	18,567.35	22,222.98	83,064.30
2010	18,975.40	22,775.51	85,722.70
2011	19,392.42	23,342.92	88,478.84

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**204 FRUIT JAMS, JELLIES, AND PRESERVES****Fruit Jams, Jellies, and Preserves in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,039.09	1,247.76	4,754.01
2002	1,060.30	1,265.22	4,726.04
2003	1,072.85	1,273.27	4,675.83
2004	1,081.19	1,278.20	4,636.26
2005	1,089.09	1,290.99	4,718.79
2006	1,097.06	1,305.41	4,824.57
2007	1,105.08	1,320.11	4,933.61
2008	1,113.17	1,335.00	5,046.04
2009	1,121.31	1,350.36	5,161.98
2010	1,129.51	1,365.94	5,281.56
2011	1,137.77	1,381.82	5,404.91

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

205 FUNERAL HOMES AND FUNERAL SERVICES**Funeral Homes and Funeral Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	11,712.46	14,198.35	55,957.66
2002	12,298.08	14,772.68	56,559.12
2003	12,912.98	15,376.47	57,196.90
2004	13,558.63	16,028.87	58,134.48
2005	14,236.56	16,820.63	60,696.21
2006	14,948.39	17,670.23	63,651.45
2007	15,695.81	18,562.91	66,757.99
2008	16,480.60	19,501.00	70,023.89
2009	17,304.63	20,486.42	73,457.70
2010	18,169.86	21,521.97	77,068.41
2011	19,078.36	22,610.08	80,865.53

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**206 FURNITURE****Furniture in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	40,988.20	49,650.80	195,171.99
2002	42,789.46	51,388.67	196,597.05
2003	45,101.09	53,677.18	199,267.92
2004	47,057.07	55,630.78	201,770.76
2005	49,003.71	57,935.67	209,591.58
2006	51,030.88	60,400.50	218,680.06
2007	53,141.91	62,971.15	228,188.39
2008	55,340.27	65,652.00	238,137.04
2009	57,629.56	68,448.45	248,547.56
2010	60,013.56	71,364.91	259,442.59
2011	62,496.18	74,406.80	270,846.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

207 FURNITURE AND HOME FURNISHINGS RETAILERS

Furniture and Home Furnishings Retailers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	91,440.00	111,982.26	456,979.02
2002	100,155.00	121,013.19	473,178.88
2003	109,842.70	131,036.88	490,818.86
2004	117,918.30	139,398.90	505,537.95
2005	126,151.25	148,832.91	533,965.81
2006	134,958.96	159,074.67	566,506.54
2007	144,381.61	170,023.33	601,108.10
2008	154,462.14	181,728.00	637,905.06
2009	165,246.48	194,240.34	677,041.10
2010	176,783.76	207,616.92	718,669.51
2011	189,126.57	221,917.30	762,953.97

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

208 FURNITURE POLISH

Furniture Polish in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	253.10	306.49	1,203.36
2002	266.93	320.18	1,219.41
2003	281.70	334.85	1,237.05
2004	289.42	342.15	1,241.03
2005	296.06	350.51	1,275.07
2006	302.85	359.47	1,315.89
2007	309.80	368.67	1,358.20
2008	316.90	378.00	1,402.07
2009	324.17	387.84	1,447.56
2010	331.61	397.83	1,494.73
2011	339.21	408.08	1,543.65

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

209 GARDENING SUPPLIES, OUTDOOR FURNITURE, AND PLANTS**Gardening Supplies, Outdoor Furniture, and Plants in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	29,711.98	35,985.15	141,367.44
2002	31,033.80	37,262.79	142,447.67
2003	32,642.93	38,849.13	144,207.64
2004	34,048.22	40,251.74	145,991.56
2005	35,457.59	41,920.40	151,652.63
2006	36,925.30	43,704.87	158,231.12
2007	38,453.77	45,565.99	165,113.61
2008	40,045.50	47,507.00	172,314.91
2009	41,703.11	49,531.62	179,850.63
2010	43,429.35	51,643.23	187,737.19
2011	45,227.03	53,845.71	195,991.86

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**210 GASOLINE****Gasoline in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	274,260.02	332,362.42	1,308,402.32
2002	286,636.33	344,344.52	1,318,812.31
2003	303,060.00	360,697.34	1,339,169.38
2004	316,310.90	373,942.16	1,356,275.00
2005	329,337.64	389,371.73	1,408,691.84
2006	342,900.88	405,871.13	1,469,616.68
2007	357,022.70	423,076.10	1,533,349.60
2008	371,726.11	441,017.00	1,600,027.30
2009	387,035.06	459,726.21	1,669,793.57
2010	402,974.48	479,236.45	1,742,799.68
2011	419,570.34	499,582.60	1,819,204.81

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

211 GASOLINE STATIONS WITH CONVENIENCE STORES**Gasoline Stations with Convenience Stores in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	155,155.70	188,086.52	741,274.96
2002	162,913.49	195,694.66	749,242.51
2003	171,059.20	203,693.20	757,691.21
2004	179,612.10	212,335.58	770,111.35
2005	188,592.72	222,823.98	804,046.76
2006	198,022.36	234,078.70	843,195.06
2007	207,923.48	245,904.14	884,347.55
2008	218,319.65	258,329.00	927,611.23
2009	229,235.63	271,384.96	973,099.06
2010	240,697.42	285,103.02	1,020,930.36
2011	252,732.29	299,517.30	1,071,231.15

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**212 GENERAL FREIGHT TRUCKING****General Freight Trucking in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	107,514.34	130,333.59	513,662.67
2002	112,890.06	135,605.61	519,183.74
2003	118,534.60	141,148.15	525,038.23
2004	124,461.30	147,136.84	533,644.70
2005	130,684.36	154,404.73	557,160.07
2006	137,218.58	162,203.63	584,287.68
2007	144,079.50	170,398.01	612,804.09
2008	151,283.48	179,008.00	642,783.43
2009	158,847.65	188,054.81	674,303.99
2010	166,790.04	197,560.67	707,448.44
2011	175,129.54	207,549.00	742,304.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

213 GEOPHYSICAL SURVEYING AND MAPPING SERVICES

Geophysical Surveying and Mapping Services in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,322.86	1,603.63	6,320.14
2002	1,389.01	1,668.50	6,388.07
2003	1,458.46	1,736.70	6,460.11
2004	1,531.38	1,810.38	6,566.00
2005	1,607.95	1,899.81	6,855.34
2006	1,688.35	1,995.77	7,189.12
2007	1,772.76	2,096.59	7,539.99
2008	1,861.40	2,203.00	7,908.85
2009	1,954.47	2,313.84	8,296.69
2010	2,052.20	2,430.80	8,704.50
2011	2,154.81	2,553.70	9,133.36

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

214 GIFT, NOVELTY, AND SOUVENIR STORES

Gift, Novelty, and Souvenir Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	17,626.44	21,367.54	84,212.42
2002	18,507.76	22,231.86	85,117.58
2003	19,433.15	23,140.53	86,077.39
2004	20,404.81	24,122.35	87,488.38
2005	21,425.05	25,313.88	91,343.60
2006	22,496.30	26,592.47	95,791.04
2007	23,621.11	27,935.90	100,466.16
2008	24,802.17	29,347.00	105,381.12
2009	26,042.28	30,830.64	110,548.76
2010	27,344.39	32,389.08	115,982.63
2011	28,711.61	34,026.62	121,697.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

215 GLASSWARE AND CRYSTALWARE**Glassware and Crystalware in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,993.20	2,407.26	9,363.58
2002	2,083.68	2,495.00	9,441.16
2003	2,187.17	2,596.60	9,547.66
2004	2,213.39	2,616.70	9,491.27
2005	2,225.98	2,638.97	9,650.72
2006	2,238.64	2,664.50	9,857.42
2007	2,251.37	2,690.52	10,070.44
2008	2,264.17	2,717.00	10,290.00
2009	2,277.05	2,744.13	10,516.34
2010	2,290.00	2,771.73	10,749.71
2011	2,303.03	2,799.90	10,990.36

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**216 GOLD ORE AND SILVER ORE MINING****Gold Ore and Silver Ore Mining in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,952.23	6,003.31	23,659.87
2002	5,199.84	6,246.15	23,914.18
2003	5,459.83	6,501.44	24,183.85
2004	5,732.83	6,777.29	24,580.27
2005	6,019.47	7,112.05	25,663.41
2006	6,320.44	7,471.28	26,912.94
2007	6,636.46	7,848.72	28,226.44
2008	6,968.29	8,245.00	29,607.32
2009	7,316.70	8,662.01	31,059.19
2010	7,682.53	9,099.86	32,585.86
2011	8,066.66	9,559.94	34,191.35

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

217 GRANOLA BARS AND BREAKFAST CEREAL BARS

Granola Bars and Breakfast Cereal Bars in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,839.28	2,259.78	9,321.46
2002	2,125.28	2,562.73	9,949.10
2003	2,338.73	2,784.09	10,344.65
2004	2,447.29	2,893.19	10,493.55
2005	2,543.76	3,007.86	10,887.72
2006	2,644.04	3,130.42	11,346.76
2007	2,748.26	3,258.03	11,826.51
2008	2,856.60	3,391.00	12,327.95
2009	2,969.20	3,529.26	12,852.12
2010	3,086.25	3,673.32	13,400.12
2011	3,207.91	3,823.33	13,973.10

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

218 GRAPHIC DESIGN SERVICES

Graphic Design Services in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,185.88	11,135.53	43,886.66
2002	9,645.18	11,585.96	44,358.37
2003	10,127.44	12,059.51	44,858.57
2004	10,633.81	12,571.18	45,593.89
2005	11,165.50	13,192.13	47,603.02
2006	11,723.77	13,858.46	49,920.76
2007	12,309.96	14,558.58	52,357.17
2008	12,925.46	15,294.00	54,918.56
2009	13,571.73	16,067.15	57,611.64
2010	14,250.32	16,879.32	60,443.46
2011	14,962.84	17,732.71	63,421.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

219 GREEN VEGETABLES**Green Vegetables in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,045.45	7,363.26	29,497.92
2002	6,436.61	7,757.02	30,051.97
2003	6,929.95	8,260.04	30,839.28
2004	7,363.09	8,704.48	31,568.71
2005	7,804.22	9,214.02	33,151.95
2006	8,271.78	9,763.74	34,969.09
2007	8,767.35	10,346.33	36,890.12
2008	9,292.62	10,964.00	38,921.18
2009	9,849.35	11,618.15	41,068.80
2010	10,439.44	12,311.69	43,339.90
2011	11,064.88	13,046.72	45,741.83

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**220 GROCERY DISCOUNTERS****Grocery Discounters in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	123,253.75	149,387.35	588,393.28
2002	129,788.75	155,836.37	595,688.34
2003	137,393.80	163,426.14	605,367.18
2004	142,358.70	168,297.20	610,422.35
2005	146,974.84	173,881.72	630,726.74
2006	151,740.65	179,845.69	654,601.43
2007	156,661.01	186,019.08	679,462.26
2008	161,740.91	192,409.00	705,353.12
2009	166,985.53	199,024.71	732,320.07
2010	172,400.22	205,873.01	760,411.38
2011	177,990.48	212,962.80	789,677.69

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

221 HAIR CARE APPLIANCES**Hair Care Appliances in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,188.01	1,424.36	5,395.78
2002	1,199.18	1,430.05	5,329.21
2003	1,207.00	1,432.23	5,255.91
2004	1,213.66	1,434.81	5,204.33
2005	1,220.35	1,446.79	5,291.21
2006	1,227.08	1,460.56	5,403.97
2007	1,233.85	1,474.59	5,520.18
2008	1,240.66	1,489.00	5,639.96
2009	1,247.50	1,503.50	5,763.43
2010	1,254.38	1,518.39	5,890.73
2011	1,261.30	1,533.59	6,022.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**222 HAIR CONDITIONERS****Hair Conditioners in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,286.65	1,544.43	5,876.01
2002	1,311.75	1,564.81	5,838.73
2003	1,313.36	1,559.59	5,739.91
2004	1,332.85	1,575.72	5,715.36
2005	1,356.26	1,606.39	5,853.19
2006	1,380.08	1,639.49	6,021.22
2007	1,404.32	1,673.36	6,195.02
2008	1,428.98	1,708.00	6,374.79
2009	1,454.07	1,743.53	6,560.78
2010	1,479.61	1,779.87	6,753.23
2011	1,505.60	1,817.07	6,952.39

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

223 HAIR STYLING PRODUCTS

Hair Styling Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,403.12	1,692.23	6,549.54
2002	1,468.43	1,755.83	6,609.45
2003	1,503.24	1,785.92	6,584.96
2004	1,534.62	1,814.25	6,580.53
2005	1,566.66	1,855.12	6,752.65
2006	1,599.37	1,899.01	6,960.27
2007	1,632.76	1,944.03	7,175.29
2008	1,666.85	1,990.00	7,398.02
2009	1,701.65	2,037.59	7,628.75
2010	1,737.17	2,086.21	7,867.82
2011	1,773.44	2,136.10	8,115.57

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

224 HAIR TINTING AND COLORING PRODUCTS

Hair Tinting and Coloring Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,637.35	1,966.24	7,492.54
2002	1,691.52	2,016.41	7,503.64
2003	1,661.47	1,974.62	7,290.93
2004	1,703.44	2,013.81	7,304.15
2005	1,761.89	2,084.14	7,555.59
2006	1,822.35	2,159.25	7,850.38
2007	1,884.88	2,237.12	8,157.63
2008	1,949.55	2,318.00	8,477.93
2009	2,016.45	2,401.56	8,811.85
2010	2,085.64	2,488.35	9,160.03
2011	2,157.21	2,578.33	9,523.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

225 HAIR, NAIL, AND SKIN CARE SERVICES**Hair, Nail, and Skin Care Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	14,659.72	17,771.15	70,038.57
2002	15,392.71	18,490.00	70,791.38
2003	16,162.34	19,245.73	71,589.64
2004	16,970.46	20,062.30	72,763.15
2005	17,818.98	21,053.29	75,969.50
2006	18,709.93	22,116.68	79,668.38
2007	19,645.43	23,233.99	83,556.63
2008	20,627.70	24,408.00	87,644.36
2009	21,659.08	25,641.52	91,942.22
2010	22,742.04	26,937.65	96,461.51
2011	23,879.14	28,299.57	101,214.13

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**226 HAND LOTION****Hand Lotion in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	197.98	238.04	911.05
2002	201.51	240.79	904.24
2003	205.41	243.97	898.59
2004	208.98	247.06	896.13
2005	212.54	251.75	917.44
2006	216.15	256.81	943.47
2007	219.83	261.98	970.38
2008	223.57	267.00	998.21
2009	227.37	272.70	1,027.00
2010	231.24	278.24	1,056.79
2011	235.17	283.92	1,087.60

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

227 HANDHELD COMPUTERS AND PDAS

Handheld Computers and PDAs in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,639.48	3,295.71	14,312.09
2002	3,038.96	3,720.43	15,222.81
2003	3,679.79	4,403.71	16,691.87
2004	4,102.95	4,850.15	17,586.27
2005	4,513.24	5,313.39	18,900.55
2006	4,964.57	5,827.38	20,406.25
2007	5,461.03	6,391.45	22,036.63
2008	6,007.13	7,011.00	23,802.37
2009	6,607.84	7,689.97	25,715.09
2010	7,268.62	8,435.73	27,787.44
2011	7,995.49	9,254.30	30,033.18

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

228 HARDWARE STORES

Hardware Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	16,541.88	20,052.80	79,030.83
2002	17,368.98	20,863.93	79,880.29
2003	18,237.43	21,716.70	80,781.05
2004	19,149.30	22,638.10	82,105.22
2005	20,106.76	23,756.32	85,723.23
2006	21,112.10	24,956.24	89,897.02
2007	22,167.71	26,217.01	94,284.48
2008	23,276.09	27,542.00	98,897.03
2009	24,439.90	28,933.64	103,746.70
2010	25,661.89	30,396.18	108,846.22
2011	26,944.99	31,932.96	114,209.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

229 HEATING AND COOLING APPLIANCES
Heating and Cooling Appliances in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,760.58	3,309.62	12,535.14
2002	2,759.63	3,293.30	12,306.42
2003	2,770.61	3,290.57	12,118.10
2004	2,817.31	3,330.66	12,080.79
2005	2,872.03	3,401.22	12,385.95
2006	2,927.81	3,477.13	12,755.70
2007	2,984.68	3,554.91	13,138.39
2008	3,042.65	3,635.00	13,534.56
2009	3,101.74	3,716.33	13,944.72
2010	3,161.99	3,800.08	14,369.44
2011	3,223.40	3,885.93	14,809.31

 Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com
230 HEAVY-DUTY TRUCK MANUFACTURING
Heavy-Duty Truck Manufacturing in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	17,419.36	20,343.34	69,513.65
2002	15,677.42	18,375.01	63,958.18
2003	14,109.68	16,598.53	58,862.16
2004	12,698.71	15,011.02	54,424.58
2005	11,428.84	13,673.61	51,776.93
2006	10,285.96	12,482.06	49,556.60
2007	9,257.36	11,405.98	47,485.73
2008	8,331.63	10,434.00	45,551.61
2009	7,498.46	9,555.53	43,742.73
2010	6,748.62	8,761.56	42,048.65
2011	6,073.76	8,043.64	40,459.92

 Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

231 HIGHWAY, STREET, BRIDGE, AND TUNNEL CONSTRUCTION

Highway, Street, Bridge, and Tunnel Construction in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	56,263.08	68,204.56	268,803.59
2002	59,076.23	70,963.45	271,692.81
2003	62,030.04	73,863.90	274,756.51
2004	65,131.54	76,997.83	279,260.34
2005	68,388.12	80,801.17	291,566.11
2006	71,807.53	84,882.39	305,762.20
2007	75,397.90	89,170.58	320,685.05
2008	79,167.80	93,676.00	336,373.47
2009	83,126.19	98,410.52	352,868.42
2010	87,282.50	103,385.00	370,213.16
2011	91,646.62	108,612.00	388,453.40

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

232 HOBBY, TOY, AND GAME STORES

Hobby, Toy, and Game Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	17,493.91	21,206.88	83,579.25
2002	18,368.60	22,064.70	84,477.59
2003	19,287.04	22,966.54	85,430.19
2004	20,251.39	23,940.98	86,830.57
2005	21,263.96	25,123.55	90,656.81
2006	22,327.15	26,392.53	95,070.81
2007	23,443.51	27,725.86	99,710.78
2008	24,615.69	29,127.00	104,588.79
2009	25,846.47	30,598.84	109,717.57
2010	27,138.79	32,145.56	115,110.58
2011	28,495.73	33,770.78	120,782.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

233 HOME CENTERS

Home Centers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	62,772.83	76,095.97	299,904.74
2002	65,911.48	79,174.07	303,128.25
2003	69,207.05	82,410.11	306,546.42
2004	72,667.40	85,906.65	311,571.35
2005	76,300.77	90,150.04	325,300.93
2006	80,115.81	94,703.47	341,139.53
2007	84,121.60	99,487.80	357,788.99
2008	88,327.68	104,515.00	375,292.59
2009	92,744.06	109,796.82	393,696.04
2010	97,381.27	115,346.87	413,047.61
2011	102,250.33	121,178.60	433,398.29

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

234 HOME IMPROVEMENT RETAILERS

Home Improvement Retailers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	98,478.75	120,495.04	490,251.93
2002	107,126.25	129,407.08	505,594.03
2003	117,181.50	139,793.52	523,643.16
2004	125,814.60	148,733.49	539,388.79
2005	134,674.03	158,881.22	569,917.99
2006	144,157.29	169,902.22	604,860.61
2007	154,308.33	181,690.05	642,029.31
2008	165,174.17	194,298.00	681,570.34
2009	176,805.14	207,783.88	723,639.81
2010	189,255.12	222,208.33	768,404.43
2011	202,581.78	237,637.10	816,042.22

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

235 HOME LAUNDRY APPLIANCES**Home Laundry Appliances in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,114.23	6,189.29	24,249.19
2002	5,355.41	6,424.01	24,469.29
2003	5,583.80	6,644.11	24,644.36
2004	5,810.04	6,868.63	24,912.32
2005	6,045.45	7,147.82	25,864.92
2006	6,290.40	7,446.32	26,972.95
2007	6,545.27	7,757.40	28,131.62
2008	6,810.47	8,082.00	29,343.40
2009	7,086.42	8,419.51	30,610.86
2010	7,373.54	8,771.67	31,936.70
2011	7,672.30	9,138.72	33,323.78

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**236 HOME PERMANENTS AND RELAXERS FOR HAIR****Home Permanents and Relaxers for Hair in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	115.54	136.43	487.58
2002	108.35	128.03	460.45
2003	101.18	119.68	433.75
2004	97.73	115.54	419.06
2005	94.98	112.91	417.34
2006	92.30	110.49	417.64
2007	89.70	108.15	418.09
2008	87.18	106.00	418.69
2009	84.72	103.70	419.45
2010	82.34	101.59	420.35
2011	80.02	99.55	421.42

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

237 HOME SATELLITE SYSTEMS**Home Satellite Systems in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,104.76	2,557.71	10,166.14
2002	2,224.41	2,676.68	10,313.48
2003	2,371.68	2,825.19	10,523.95
2004	2,501.65	2,957.41	10,726.01
2005	2,633.45	3,110.82	11,216.35
2006	2,772.19	3,275.66	11,781.06
2007	2,918.24	3,449.25	12,375.59
2008	3,071.99	3,632.00	13,001.56
2009	3,233.84	3,824.64	13,660.71
2010	3,404.21	4,027.43	14,354.87
2011	3,583.56	4,241.01	15,085.98

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**238 HONEY****Honey in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	272.67	328.59	1,267.98
2002	281.02	336.18	1,267.86
2003	288.21	342.52	1,264.52
2004	295.42	349.25	1,266.75
2005	302.80	358.44	1,303.11
2006	310.38	368.29	1,346.48
2007	318.14	378.41	1,391.48
2008	326.09	389.00	1,438.18
2009	334.24	399.56	1,486.65
2010	342.60	410.60	1,536.95
2011	351.17	421.96	1,589.18

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

239 HOT DRINKS

Hot Drinks in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	399.79	476.68	1,768.86
2002	390.39	464.28	1,712.44
2003	386.21	457.69	1,671.37
2004	382.25	451.90	1,639.11
2005	378.33	449.09	1,650.54
2006	374.45	446.86	1,669.77
2007	370.61	444.70	1,689.66
2008	366.81	443.00	1,710.23
2009	363.05	440.64	1,731.51
2010	359.33	438.74	1,753.50
2011	355.65	436.92	1,776.22

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

240 HOUSEHOLD AUDIO

Household Audio in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,319.61	4,016.56	15,724.84
2002	3,482.32	4,175.76	15,885.90
2003	3,682.95	4,375.67	16,136.13
2004	3,761.97	4,447.45	16,131.62
2005	3,819.72	4,524.96	16,498.69
2006	3,878.36	4,608.99	16,949.94
2007	3,937.91	4,694.87	17,416.26
2008	3,998.36	4,783.00	17,898.23
2009	4,059.74	4,872.39	18,396.44
2010	4,122.07	4,964.15	18,911.53
2011	4,185.35	5,057.97	19,444.16

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

241 HOUSEHOLD AUDIO SEPARATES**Household Audio Separates in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,483.89	1,799.84	7,107.25
2002	1,554.28	1,868.41	7,172.72
2003	1,651.34	1,965.80	7,304.19
2004	1,727.86	2,042.67	7,408.66
2005	1,802.76	2,131.03	7,704.83
2006	1,880.90	2,225.58	8,048.32
2007	1,962.42	2,324.35	8,408.07
2008	2,047.48	2,428.00	8,784.88
2009	2,136.23	2,535.35	9,179.61
2010	2,228.82	2,647.98	9,593.15
2011	2,325.43	2,765.65	10,026.44

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**242 HOUSEHOLD CLEANING SUPPLIES****Household Cleaning Supplies in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	16,880.20	20,216.52	76,279.34
2002	16,939.66	20,189.53	75,078.53
2003	16,988.77	20,153.59	73,884.74
2004	17,027.77	20,130.51	73,017.22
2005	17,064.80	20,236.56	74,085.83
2006	17,101.92	20,366.94	75,512.98
2007	17,139.12	20,500.32	76,983.15
2008	17,176.39	20,637.00	78,497.81
2009	17,213.75	20,776.48	80,058.53
2010	17,251.19	20,919.47	81,666.91
2011	17,288.72	21,065.86	83,324.62

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

243 HOUSEHOLD STEREO SYSTEMS**Household Stereo Systems in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,835.72	2,222.84	8,726.09
2002	1,928.04	2,313.44	8,821.61
2003	2,039.59	2,424.63	8,961.45
2004	2,098.38	2,480.73	8,997.88
2005	2,148.52	2,543.52	9,249.94
2006	2,199.86	2,610.76	9,551.50
2007	2,252.42	2,679.89	9,864.23
2008	2,306.24	2,751.00	10,188.59
2009	2,361.34	2,824.05	10,525.06
2010	2,417.76	2,899.20	10,874.14
2011	2,475.53	2,976.48	11,236.36

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**244 HOUSEHOLD TEXTILES AND SOFT FURNISHINGS****Household Textiles and Soft Furnishings in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	13,887.72	16,829.88	66,254.19
2002	14,534.64	17,458.88	66,838.07
2003	15,339.86	18,258.04	67,797.97
2004	16,018.68	18,937.24	68,684.48
2005	16,694.04	19,735.70	71,380.24
2006	17,397.87	20,589.78	74,510.41
2007	18,131.38	21,481.14	77,786.58
2008	18,895.82	22,411.00	81,215.94
2009	19,692.48	23,382.29	84,806.04
2010	20,522.73	24,395.60	88,564.83
2011	21,387.99	25,453.20	92,500.69

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

245 ICE CREAM

Ice Cream in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	12,714.06	15,353.54	59,697.14
2002	13,153.86	15,762.90	59,822.26
2003	13,639.80	16,221.72	60,053.94
2004	14,105.63	16,675.73	60,483.54
2005	14,580.00	17,247.60	62,540.19
2006	15,070.33	17,858.32	64,953.88
2007	15,577.15	18,491.12	67,468.81
2008	16,101.01	19,147.00	70,089.53
2009	16,642.49	19,826.24	72,820.83
2010	17,202.18	20,530.31	75,667.74
2011	17,780.69	21,259.92	78,635.52

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

246 IN-CAR ENTERTAINMENT AFTERMARKET

In-Car Entertainment Aftermarket in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,319.23	2,813.71	11,120.00
2002	2,435.54	2,927.79	11,239.77
2003	2,581.39	3,073.59	11,429.43
2004	2,707.82	3,201.17	11,610.32
2005	2,834.95	3,350.28	12,100.16
2006	2,968.04	3,510.06	12,666.50
2007	3,107.38	3,677.50	13,260.82
2008	3,253.26	3,853.00	13,884.57
2009	3,406.00	4,036.86	14,539.26
2010	3,565.90	4,229.57	15,226.52
2011	3,733.31	4,431.52	15,948.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

247 INDEPENDENT GROCERS**Independent Grocers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	10,421.25	12,548.47	48,288.65
2002	10,700.00	12,794.95	48,174.85
2003	11,029.89	13,097.27	48,195.87
2004	11,189.29	13,228.15	47,980.81
2005	11,319.91	13,413.79	48,963.86
2006	11,452.05	13,617.44	50,192.42
2007	11,585.73	13,825.20	51,460.43
2008	11,720.97	14,037.00	52,769.36
2009	11,857.79	14,253.48	54,120.74
2010	11,996.21	14,474.24	55,516.18
2011	12,136.24	14,699.58	56,957.33

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**248 INDUSTRIAL DESIGN SERVICES****Industrial Design Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,657.23	2,008.96	7,917.61
2002	1,740.09	2,090.23	8,002.71
2003	1,827.09	2,175.66	8,092.95
2004	1,918.45	2,267.97	8,225.61
2005	2,014.37	2,380.00	8,588.08
2006	2,115.09	2,500.21	9,006.22
2007	2,220.84	2,626.52	9,445.77
2008	2,331.89	2,759.00	9,907.88
2009	2,448.48	2,898.68	10,393.73
2010	2,570.90	3,045.20	10,904.62
2011	2,699.45	3,199.16	11,441.89

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

249 INSECTICIDES

Insecticides in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	361.61	431.91	1,613.25
2002	355.70	423.51	1,568.76
2003	353.33	419.06	1,534.89
2004	353.10	417.44	1,514.14
2005	353.19	418.90	1,534.51
2006	353.28	420.86	1,562.27
2007	353.37	422.88	1,590.86
2008	353.47	425.00	1,620.32
2009	353.56	427.09	1,650.67
2010	353.65	429.29	1,681.94
2011	353.74	431.56	1,714.17

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

250 INSTANT NOODLES

Instant Noodles in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,083.38	1,309.90	5,115.32
2002	1,128.60	1,353.24	5,146.78
2003	1,173.56	1,396.16	5,175.24
2004	1,218.54	1,440.56	5,224.91
2005	1,265.03	1,495.97	5,417.09
2006	1,313.28	1,555.17	5,641.23
2007	1,363.38	1,616.74	5,875.33
2008	1,415.39	1,681.00	6,119.85
2009	1,469.38	1,747.40	6,375.28
2010	1,525.44	1,816.69	6,642.14
2011	1,583.63	1,888.76	6,920.98

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

251 INSTANT SOUP**Instant Soup in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	206.04	248.67	964.79
2002	214.00	256.21	969.08
2003	221.43	263.16	971.66
2004	227.05	268.43	973.61
2005	232.49	275.23	1,000.91
2006	238.05	282.52	1,033.57
2007	243.75	290.01	1,067.44
2008	249.59	298.00	1,102.57
2009	255.56	305.63	1,139.01
2010	261.68	313.78	1,176.82
2011	267.94	322.16	1,216.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**252 INSURANCE AGENCIES AND BROKERAGES****Insurance Agencies and Brokerages in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	83,764.79	101,543.35	400,196.35
2002	87,953.03	105,650.79	404,497.84
2003	92,350.69	109,969.01	409,059.08
2004	96,968.22	114,634.82	415,764.42
2005	101,816.63	120,297.25	434,085.32
2006	106,907.46	126,373.40	455,220.54
2007	112,252.84	132,757.67	477,437.77
2008	117,865.48	139,466.00	500,794.77
2009	123,758.75	146,514.15	525,352.55
2010	129,946.69	153,920.19	551,175.51
2011	136,444.02	161,702.10	578,331.68

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

253 INSURANCE CARRIERS

Insurance Carriers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,210,503.60	1,467,425.37	5,783,326.02
2002	1,271,028.78	1,526,783.02	5,845,487.81
2003	1,334,580.00	1,589,186.51	5,911,403.40
2004	1,401,309.00	1,656,613.18	6,008,303.65
2005	1,471,374.69	1,738,442.24	6,273,063.07
2006	1,544,943.42	1,826,250.03	6,578,492.78
2007	1,622,190.59	1,918,510.53	6,899,558.90
2008	1,703,300.12	2,015,451.00	7,237,096.18
2009	1,788,465.13	2,117,308.42	7,591,986.03
2010	1,877,888.39	2,224,334.81	7,965,159.32
2011	1,971,782.81	2,336,793.00	8,357,599.21

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

254 INTERIOR DESIGN SERVICES

Interior Design Services in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,012.47	7,288.58	28,725.28
2002	6,313.09	7,583.40	29,034.04
2003	6,628.75	7,893.35	29,361.43
2004	6,960.18	8,228.26	29,842.73
2005	7,308.19	8,634.69	31,157.76
2006	7,673.60	9,070.83	32,674.81
2007	8,057.28	9,529.08	34,269.52
2008	8,460.15	10,011.00	35,946.03
2009	8,883.15	10,516.49	37,708.74
2010	9,327.31	11,048.08	39,562.26
2011	9,793.68	11,606.65	41,511.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

255 INVESTIGATION, GUARD, AND ARMORED CAR SERVICES**Investigation, Guard, and Armored Car Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	15,040.29	18,232.49	71,856.77
2002	15,792.30	18,970.00	72,629.12
2003	16,581.92	19,745.35	73,448.11
2004	17,411.01	20,583.12	74,652.08
2005	18,281.56	21,599.83	77,941.67
2006	19,195.64	22,690.82	81,736.58
2007	20,155.42	23,837.14	85,725.77
2008	21,163.19	25,042.00	89,919.61
2009	22,221.35	26,307.17	94,329.05
2010	23,332.42	27,636.96	98,965.66
2011	24,499.04	29,034.23	103,841.65

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**256 IRON ORE MINING****Iron Ore Mining in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,356.35	2,856.47	11,257.76
2002	2,474.17	2,972.02	11,378.76
2003	2,597.88	3,093.49	11,507.07
2004	2,727.77	3,224.74	11,695.69
2005	2,864.16	3,384.03	12,211.07
2006	3,007.37	3,554.96	12,805.62
2007	3,157.74	3,734.55	13,430.60
2008	3,315.62	3,923.00	14,087.65
2009	3,481.41	4,121.53	14,778.47
2010	3,655.48	4,329.86	15,504.89
2011	3,838.25	4,548.77	16,268.81

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

257 JANITORIAL SERVICES

Janitorial Services in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	25,688.86	31,141.16	122,731.60
2002	26,973.30	32,400.82	124,050.78
2003	28,321.97	33,725.13	125,449.61
2004	29,738.07	35,156.03	127,506.00
2005	31,224.97	36,892.58	133,124.62
2006	32,786.22	38,756.00	139,606.34
2007	34,425.53	40,713.92	146,419.89
2008	36,146.80	42,771.00	153,582.98
2009	37,954.14	44,932.74	161,114.32
2010	39,851.85	47,204.01	169,033.66
2011	41,844.44	49,590.56	177,361.88

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

258 JEWELRY

Jewelry in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	35,525.47	43,132.42	170,912.61
2002	37,298.75	44,870.18	172,717.91
2003	39,917.43	47,522.79	176,633.59
2004	41,810.85	49,428.64	179,274.80
2005	43,618.44	51,561.60	186,429.15
2006	45,504.18	53,843.95	194,727.66
2007	47,471.43	56,228.09	203,418.31
2008	49,523.74	58,719.00	212,520.62
2009	51,664.78	61,320.23	222,055.10
2010	53,898.38	64,038.02	232,043.39
2011	56,228.54	66,877.20	242,508.24

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

259 JEWELRY STORES**Jewelry Stores in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	22,506.93	27,283.89	107,529.57
2002	23,632.28	28,387.53	108,685.34
2003	24,813.89	29,547.80	109,910.92
2004	26,054.59	30,801.46	111,712.58
2005	27,357.32	32,322.91	116,635.27
2006	28,725.18	33,955.53	122,314.13
2007	30,161.44	35,670.93	128,283.72
2008	31,669.51	37,473.00	134,559.56
2009	33,252.99	39,367.18	141,158.04
2010	34,915.64	41,357.13	148,096.47
2011	36,661.42	43,448.07	155,393.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**260 JEWELRY, LUGGAGE, AND LEATHER GOODS STORES****Jewelry, Luggage, and Leather Goods Stores in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	24,239.54	29,384.24	115,807.33
2002	25,451.52	30,572.83	117,052.08
2003	26,724.10	31,822.42	118,372.00
2004	28,060.30	33,172.60	120,312.36
2005	29,463.32	34,811.17	125,613.99
2006	30,936.48	36,569.47	131,730.02
2007	32,483.31	38,416.92	138,159.16
2008	34,107.47	40,358.00	144,918.13
2009	35,812.85	42,397.72	152,024.57
2010	37,603.49	44,540.85	159,497.12
2011	39,483.66	46,792.76	167,355.47

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

261 KITCHEN APPLIANCES**Kitchen Appliances in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	31,711.93	38,106.06	145,541.71
2002	32,419.70	38,703.70	144,833.90
2003	32,979.89	39,142.00	143,759.01
2004	33,249.65	39,308.28	142,578.43
2005	33,479.37	39,687.09	145,081.10
2006	33,710.68	40,115.63	148,297.12
2007	33,943.59	40,552.38	151,612.28
2008	34,178.11	40,998.00	155,030.13
2009	34,414.25	41,451.52	158,554.38
2010	34,652.02	41,914.41	162,188.92
2011	34,891.43	42,386.54	165,937.77

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**262 KNITWEAR****Knitwear in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	29,549.31	35,742.48	139,784.75
2002	30,964.62	37,123.56	141,130.35
2003	32,679.47	38,825.90	143,174.86
2004	33,378.10	39,460.06	143,127.89
2005	33,900.07	40,158.19	146,409.88
2006	34,430.20	40,914.46	150,440.00
2007	34,968.62	41,687.55	154,605.15
2008	35,515.46	42,478.00	158,910.49
2009	36,070.85	43,286.05	163,361.45
2010	36,634.92	44,112.42	167,963.66
2011	37,207.82	44,957.56	172,723.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

263 LAND SUBDIVISION AND LAND DEVELOPMENT

Land Subdivision and Land Development in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	12,460.22	15,104.82	59,530.17
2002	13,083.23	15,715.81	60,170.03
2003	13,737.39	16,358.16	60,848.53
2004	14,424.26	17,052.21	61,845.96
2005	15,145.47	17,894.51	64,571.24
2006	15,902.74	18,798.35	67,715.15
2007	16,697.88	19,748.02	71,020.02
2008	17,532.77	20,746.00	74,494.43
2009	18,409.41	21,794.33	78,147.46
2010	19,329.88	22,896.00	81,988.69
2011	20,296.38	24,053.58	86,028.23

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

264 LARGE HOUSEHOLD APPLIANCES

Large Household Appliances in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	20,227.53	24,333.64	93,323.39
2002	20,851.85	24,903.29	93,327.44
2003	21,349.37	25,334.67	92,995.38
2004	21,485.37	25,400.36	92,131.94
2005	21,566.45	25,571.65	93,571.10
2006	21,647.84	25,774.01	95,465.34
2007	21,729.54	25,980.56	97,416.97
2008	21,811.54	26,191.00	99,427.98
2009	21,893.86	26,406.76	101,500.46
2010	21,976.48	26,626.68	103,636.62
2011	22,059.42	26,851.34	105,838.70

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

265 LAUNDRY AND CARPET CLEANING PRODUCTS

Laundry and Carpet Cleaning Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	8,495.43	10,185.14	38,577.74
2002	8,412.98	10,048.31	37,666.38
2003	8,373.69	9,960.13	36,892.07
2004	8,672.57	10,252.69	37,186.00
2005	9,040.76	10,687.76	38,652.21
2006	9,424.58	11,153.18	40,354.18
2007	9,824.70	11,639.03	42,135.83
2008	10,241.80	12,146.00	44,001.08
2009	10,676.61	12,675.68	45,954.06
2010	11,129.88	13,228.42	47,999.14
2011	11,602.39	13,805.47	50,140.90

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

266 LAUNDRY BOOSTERS AND ANCILLARIES

Laundry Boosters and Ancillaries in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,050.64	1,255.75	4,702.36
2002	1,031.17	1,228.78	4,566.36
2003	1,031.52	1,223.72	4,486.73
2004	1,034.25	1,222.71	4,434.99
2005	1,036.98	1,229.68	4,501.17
2006	1,039.72	1,238.13	4,589.18
2007	1,042.47	1,246.77	4,679.83
2008	1,045.23	1,256.00	4,773.24
2009	1,047.99	1,264.64	4,869.49
2010	1,050.76	1,273.88	4,968.68
2011	1,053.54	1,283.33	5,070.92

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

267 LAUNDRY DETERGENTS

Laundry Detergents in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,647.10	6,751.49	25,310.32
2002	5,586.31	6,654.62	24,698.02
2003	5,523.60	6,556.73	24,096.38
2004	5,579.53	6,596.20	23,925.51
2005	5,656.17	6,701.33	24,446.12
2006	5,733.87	6,815.80	25,090.49
2007	5,812.64	6,932.70	25,756.00
2008	5,892.49	7,052.00	26,443.44
2009	5,973.44	7,174.02	27,153.66
2010	6,055.50	7,298.58	27,887.52
2011	6,138.68	7,425.85	28,645.93

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

268 LAWN AND GARDEN EQUIPMENT AND SUPPLIES STORES

Lawn and Garden Equipment and Supplies Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	38,516.27	46,691.10	184,016.08
2002	40,442.08	48,579.77	185,993.97
2003	42,464.18	50,565.34	188,091.30
2004	44,587.39	52,710.75	191,174.51
2005	46,816.76	55,314.42	199,598.72
2006	49,157.60	58,108.32	209,317.00
2007	51,615.48	61,043.90	219,532.81
2008	54,196.26	64,128.00	230,272.70
2009	56,906.07	67,369.33	241,564.72
2010	59,751.37	70,774.74	253,438.49
2011	62,738.94	74,352.98	265,925.29

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

269 LAWNMOWERS**Lawnmowers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,171.56	3,832.54	14,937.03
2002	3,311.89	3,968.14	15,050.62
2003	3,472.13	4,125.00	15,208.80
2004	3,544.36	4,190.20	15,198.50
2005	3,601.63	4,266.33	15,551.86
2006	3,659.82	4,348.72	15,984.90
2007	3,718.95	4,432.95	16,432.53
2008	3,779.03	4,519.00	16,895.31
2009	3,840.08	4,607.21	17,373.84
2010	3,902.13	4,697.34	17,868.73
2011	3,965.17	4,789.54	18,380.61

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**270 LEGAL SERVICES EXCLUDING LAWYERS AND ATTORNEYS****Legal Services Excluding Lawyers and Attorneys in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,393.59	6,538.35	25,768.52
2002	5,663.27	6,802.82	26,045.50
2003	5,946.43	7,080.87	26,339.19
2004	6,243.76	7,381.30	26,770.95
2005	6,555.94	7,745.90	27,950.63
2006	6,883.74	8,137.15	29,311.52
2007	7,227.93	8,548.23	30,742.08
2008	7,589.32	8,980.00	32,246.03
2009	7,968.79	9,434.00	33,827.30
2010	8,367.23	9,910.88	35,490.03
2011	8,785.59	10,411.95	37,238.61

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

271 LEGUMES**Legumes in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	282.32	341.92	1,343.15
2002	294.64	353.80	1,352.74
2003	310.23	369.20	1,370.28
2004	323.44	382.37	1,386.86
2005	336.59	397.96	1,439.99
2006	350.26	414.62	1,501.78
2007	364.50	431.99	1,566.40
2008	379.31	450.00	1,633.99
2009	394.72	468.96	1,704.69
2010	410.76	488.62	1,778.65
2011	427.46	509.12	1,856.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**272 LIGHT TRUCK AND UTILITY VEHICLE MANUFACTURING****Light Truck and Utility Vehicle Manufacturing in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	109,183.73	127,511.10	435,708.33
2002	98,265.36	115,173.73	400,886.86
2003	88,438.83	104,038.81	368,945.30
2004	79,594.95	94,088.36	341,130.74
2005	71,635.45	85,705.58	324,535.36
2006	64,471.90	78,236.98	310,618.42
2007	58,024.71	71,492.15	297,638.31
2008	52,222.24	65,399.00	285,515.35
2009	47,000.02	59,893.63	274,177.37
2010	42,300.02	54,917.06	263,558.98
2011	38,070.01	50,417.14	253,600.88

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

273 LINEN AND UNIFORM SUPPLY

Linen and Uniform Supply in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,663.72	11,714.78	46,169.58
2002	10,146.90	12,188.65	46,665.83
2003	10,654.25	12,686.83	47,192.05
2004	11,186.96	13,225.11	47,965.62
2005	11,746.31	13,878.37	50,079.25
2006	12,333.63	14,579.36	52,517.57
2007	12,950.31	15,315.90	55,080.71
2008	13,597.82	16,090.00	57,775.35
2009	14,277.71	16,902.94	60,608.51
2010	14,991.60	17,757.36	63,587.63
2011	15,741.18	18,655.14	66,720.57

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

274 LIP AND MULTIUSE COLOR COSMETICS

Lip and Multiuse Color Cosmetics in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,064.29	2,493.56	9,705.44
2002	2,193.09	2,622.85	9,880.81
2003	2,250.71	2,673.95	9,859.29
2004	2,297.71	2,716.39	9,852.69
2005	2,345.70	2,777.59	10,110.44
2006	2,394.69	2,843.32	10,421.34
2007	2,444.70	2,910.74	10,743.33
2008	2,495.75	2,980.00	11,076.86
2009	2,547.88	3,050.88	11,422.38
2010	2,601.09	3,123.70	11,780.38
2011	2,655.41	3,198.41	12,151.38

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

275 LIQUID HAND SOAP

Liquid Hand Soap in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	498.61	601.74	2,334.47
2002	514.38	616.19	2,335.35
2003	536.97	638.03	2,353.84
2004	549.19	649.26	2,354.95
2005	559.62	662.75	2,413.81
2006	570.25	677.28	2,485.23
2007	581.07	692.16	2,559.13
2008	592.11	707.00	2,635.63
2009	603.35	723.03	2,714.81
2010	614.81	739.04	2,796.78
2011	626.49	755.45	2,881.67

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

276 LIQUOR STORES, PERFUMERIES, AND OTHER NON-FOOD RETAILERS

Liquor Stores, Perfumeries, and Other Non-Food Retailers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	11,603.75	14,029.72	54,784.23
2002	12,003.75	14,401.06	54,883.82
2003	12,571.45	14,955.12	55,421.59
2004	13,043.63	15,420.22	55,929.42
2005	13,511.52	15,980.90	57,908.27
2006	13,996.18	16,579.78	60,223.13
2007	14,498.23	17,201.47	62,637.85
2008	15,018.29	17,847.00	65,157.06
2009	15,557.00	18,516.85	67,785.59
2010	16,115.04	19,212.42	70,528.50
2011	16,693.10	19,934.57	73,391.12

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

277 LOOSE SMOKING TOBACCO**Loose Smoking Tobacco in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	344.75	417.60	1,641.37
2002	365.68	438.57	1,669.38
2003	381.33	453.65	1,681.45
2004	395.86	467.98	1,697.38
2005	410.72	485.72	1,759.18
2006	426.14	504.67	1,831.32
2007	442.14	524.37	1,906.63
2008	458.74	545.00	1,985.27
2009	475.96	566.15	2,067.40
2010	493.83	588.28	2,153.17
2011	512.37	611.29	2,242.76

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**278 LP VINYL RECORD ALBUMS****LP Vinyl Record Albums in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	15.09	18.00	66.96
2002	14.80	17.61	65.01
2003	14.66	17.38	63.50
2004	14.54	17.19	62.35
2005	14.42	17.12	62.87
2006	14.31	17.07	63.69
2007	14.19	17.02	64.53
2008	14.07	17.00	65.39
2009	13.96	16.93	66.29
2010	13.85	16.89	67.22
2011	13.73	16.85	68.17

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

279 LUGGAGE AND PERSONAL CARRYING CASES**Luggage and Personal Carrying Cases in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,554.94	11,522.00	44,568.94
2002	9,536.61	11,446.89	43,704.49
2003	10,098.89	12,007.93	44,417.39
2004	10,417.13	12,315.23	44,668.61
2005	10,684.24	12,646.79	45,967.95
2006	10,958.19	13,001.47	47,515.98
2007	11,239.17	13,366.62	49,122.63
2008	11,527.36	13,743.00	50,790.36
2009	11,822.93	14,129.61	52,521.73
2010	12,126.08	14,528.16	54,319.41
2011	12,437.01	14,938.55	56,186.21

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**280 MAGAZINES****Magazines in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	10,480.65	12,651.67	49,125.58
2002	10,948.72	13,104.59	49,512.78
2003	11,481.53	13,626.55	50,043.93
2004	11,574.07	13,683.06	49,631.10
2005	11,589.00	13,743.97	50,330.37
2006	11,603.95	13,821.33	51,272.59
2007	11,618.92	13,900.64	52,243.18
2008	11,633.91	13,982.00	53,243.10
2009	11,648.91	14,065.36	54,273.36
2010	11,663.94	14,150.90	55,335.03
2011	11,678.98	14,238.65	56,429.18

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

281 MANAGEMENT CONSULTING SERVICES**Management Consulting Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	63,498.71	76,975.91	303,372.68
2002	66,673.64	80,089.60	306,633.47
2003	70,007.32	83,363.06	310,091.16
2004	73,507.69	86,900.03	315,174.21
2005	77,183.07	91,192.49	329,062.54
2006	81,042.23	95,798.57	345,084.30
2007	85,094.34	100,638.23	361,926.28
2008	89,349.06	105,723.00	379,632.29
2009	93,816.51	111,066.46	398,248.54
2010	98,507.34	116,680.68	417,823.88
2011	103,432.70	122,579.80	438,409.88

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**282 MANUFACTURED MOBILE HOME DEALERS****Manufactured Mobile Home Dealers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	16,228.19	19,672.52	77,532.12
2002	17,039.60	20,468.28	78,365.47
2003	17,891.58	21,304.87	79,249.15
2004	18,786.16	22,208.80	80,548.21
2005	19,725.47	23,305.81	84,097.61
2006	20,711.74	24,482.98	88,192.25
2007	21,747.33	25,719.84	92,496.51
2008	22,834.69	27,019.00	97,021.58
2009	23,976.43	28,384.95	101,779.29
2010	25,175.25	29,819.76	106,782.10
2011	26,434.01	31,327.39	112,043.21

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

283 MANUFACTURING INORGANIC DYES AND PIGMENTS

Manufacturing Inorganic Dyes and Pigments in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,301.05	2,732.76	9,988.86
2002	2,230.48	2,643.92	9,627.87
2003	2,162.07	2,558.04	9,281.06
2004	2,095.77	2,477.63	8,986.50
2005	2,031.50	2,415.57	8,935.82
2006	1,969.19	2,358.25	8,928.46
2007	1,908.80	2,302.93	8,924.55
2008	1,850.26	2,250.00	8,924.05
2009	1,793.52	2,198.06	8,926.94
2010	1,738.52	2,148.40	8,933.19
2011	1,685.20	2,100.52	8,942.79

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

284 MANUFACTURING PAPER BAGS AND COATED OR LAMINATED PAPER

Manufacturing Paper Bags and Coated or Laminated Paper in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	19,230.15	22,972.13	85,855.84
2002	19,091.18	22,717.09	83,959.97
2003	18,953.21	22,466.84	82,120.93
2004	18,816.24	22,244.87	80,686.24
2005	18,680.26	22,169.02	81,399.24
2006	18,545.26	22,120.21	82,498.38
2007	18,411.24	22,074.70	83,632.73
2008	18,278.19	22,033.00	84,803.36
2009	18,146.10	21,993.83	86,011.35
2010	18,014.96	21,958.60	87,257.85
2011	17,884.78	21,926.92	88,544.05

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

285 MANUFACTURING PHARMACEUTICAL PREPARATIONS

Manufacturing Pharmaceutical Preparations in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	90,123.58	110,884.35	459,515.09
2002	100,587.53	121,854.25	480,893.89
2003	110,825.80	132,480.89	500,066.01
2004	121,908.40	144,109.50	522,530.09
2005	134,099.26	157,873.51	561,580.59
2006	147,509.19	173,145.32	606,318.35
2007	162,260.11	189,905.29	654,760.80
2008	178,486.12	208,299.00	707,225.18
2009	196,334.73	228,487.36	764,056.72
2010	215,968.21	250,645.60	825,631.19
2011	237,565.03	274,967.30	892,357.64

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

286 MANUFACTURING VEHICULAR LIGHTING FIXTURES

Manufacturing Vehicular Lighting Fixtures in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,772.29	3,255.69	11,383.38
2002	2,559.82	3,011.66	10,645.85
2003	2,363.64	2,785.99	9,957.68
2004	2,182.49	2,580.02	9,355.94
2005	2,015.23	2,405.85	9,036.69
2006	1,860.78	2,247.50	8,776.75
2007	1,718.17	2,101.04	8,531.34
2008	1,586.50	1,966.00	8,299.49
2009	1,464.91	1,840.27	8,080.29
2010	1,352.64	1,724.33	7,872.89
2011	1,248.97	1,617.05	7,676.51

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

287 MARGARINE

Margarine in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	291.24	347.00	1,283.99
2002	283.86	337.40	1,241.71
2003	277.95	329.47	1,204.33
2004	275.95	326.24	1,183.32
2005	274.57	325.79	1,195.39
2006	273.20	325.74	1,213.16
2007	271.83	325.73	1,231.48
2008	270.47	326.00	1,250.36
2009	269.11	325.85	1,269.84
2010	267.77	325.98	1,289.91
2011	266.42	326.16	1,310.61

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

288 MARKETING RESEARCH AND PUBLIC OPINION POLLING

Marketing Research and Public Opinion Polling in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,581.04	11,614.56	45,774.57
2002	10,060.09	12,084.37	46,266.57
2003	10,563.10	12,578.29	46,788.29
2004	11,091.25	13,111.96	47,555.25
2005	11,645.81	13,759.63	49,650.80
2006	12,228.10	14,454.62	52,068.25
2007	12,839.51	15,184.86	54,609.46
2008	13,481.49	15,952.00	57,281.04
2009	14,155.56	16,758.33	60,089.97
2010	14,863.34	17,605.43	63,043.60
2011	15,606.50	18,495.53	66,149.73

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

289 MASONRY, DRYWALL, INSULATION, AND TILE CONTRACTORS

Masonry, Drywall, Insulation, and Tile Contractors in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	42,364.49	51,356.09	202,401.42
2002	44,482.71	53,433.45	204,576.93
2003	46,706.85	55,617.41	206,883.80
2004	49,042.19	57,977.17	210,275.06
2005	51,494.30	60,840.97	219,540.95
2006	54,069.02	63,914.02	230,230.20
2007	56,772.47	67,142.90	241,466.68
2008	59,611.09	70,536.00	253,279.61
2009	62,591.64	74,100.31	265,699.84
2010	65,721.23	77,845.95	278,759.93
2011	69,007.29	81,781.70	292,494.31

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

290 MEAL REPLACEMENT PRODUCTS

Meal Replacement Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,697.26	2,079.40	8,497.12
2002	1,858.95	2,246.97	8,798.11
2003	2,022.65	2,415.45	9,083.26
2004	2,198.59	2,599.03	9,424.67
2005	2,389.83	2,816.07	10,053.86
2006	2,597.71	3,054.56	10,773.52
2007	2,823.67	3,313.35	11,546.66
2008	3,069.29	3,594.00	12,377.38
2009	3,336.27	3,898.94	13,270.09
2010	3,626.48	4,229.67	14,229.56
2011	3,941.93	4,588.59	15,260.95

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

291 MEAT AND POULTRY**Meat and Poultry in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	80,662.92	97,824.17	386,105.00
2002	84,644.10	101,722.34	390,105.04
2003	89,636.99	106,707.15	396,494.70
2004	93,797.67	110,887.19	402,180.33
2005	97,931.25	115,757.81	418,436.99
2006	102,246.99	120,971.13	437,278.78
2007	106,752.92	126,420.85	457,019.97
2008	111,457.42	132,118.00	477,705.69
2009	116,369.25	138,073.20	499,383.47
2010	121,497.54	144,298.96	522,103.34
2011	126,851.83	150,807.40	545,918.04

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**292 MEAT MARKETS AND DELICATESSENS****Meat Markets and Delicatessens in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,285.38	6,407.17	25,251.53
2002	5,549.65	6,666.34	25,522.94
2003	5,827.13	6,938.81	25,810.75
2004	6,118.49	7,233.21	26,233.84
2005	6,424.41	7,590.50	27,389.85
2006	6,745.63	7,973.89	28,723.44
2007	7,082.91	8,376.72	30,125.30
2008	7,437.06	8,800.00	31,599.07
2009	7,808.91	9,244.73	33,148.61
2010	8,199.36	9,712.03	34,777.99
2011	8,609.32	10,203.06	36,491.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

293 MEDIA BUYING AGENCIES**Media Buying Agencies in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,285.17	1,557.94	6,140.07
2002	1,349.43	1,620.96	6,206.06
2003	1,416.90	1,687.21	6,276.04
2004	1,487.75	1,758.80	6,378.92
2005	1,562.14	1,845.68	6,660.01
2006	1,640.24	1,938.90	6,984.28
2007	1,722.25	2,036.85	7,325.15
2008	1,808.37	2,140.00	7,683.51
2009	1,898.79	2,247.91	8,060.29
2010	1,993.72	2,361.54	8,456.48
2011	2,093.41	2,480.94	8,873.13

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**294 MEDIA SALES REPRESENTATIVES****Media Sales Representatives in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,023.31	4,877.23	19,221.83
2002	4,224.47	5,074.51	19,428.44
2003	4,435.70	5,281.92	19,647.52
2004	4,657.48	5,506.03	19,969.58
2005	4,890.36	5,778.00	20,849.55
2006	5,134.87	6,069.84	21,864.70
2007	5,391.62	6,376.48	22,931.82
2008	5,661.20	6,699.00	24,053.68
2009	5,944.26	7,037.22	25,233.21
2010	6,241.47	7,392.94	26,473.51
2011	6,553.54	7,766.72	27,777.85

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

295 MEDICATED SKIN CARE**Medicated Skin Care in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,937.60	3,540.71	13,673.61
2002	3,012.54	3,606.18	13,631.36
2003	3,113.31	3,699.84	13,657.17
2004	3,189.83	3,771.05	13,678.06
2005	3,262.82	3,862.98	14,052.72
2006	3,337.49	3,961.51	14,502.12
2007	3,413.86	4,062.72	14,967.96
2008	3,491.98	4,167.00	15,450.90
2009	3,571.89	4,273.55	15,951.64
2010	3,653.62	4,383.34	16,470.93
2011	3,737.23	4,496.15	17,009.51

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**296 MEN'S AFTER SHAVE****Men's after Shave in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	97.00	117.52	462.19
2002	104.03	124.66	473.02
2003	108.49	128.96	476.50
2004	111.51	131.83	478.15
2005	114.45	135.46	492.27
2006	117.46	139.35	509.05
2007	120.55	143.35	526.48
2008	123.73	147.00	544.58
2009	126.99	151.72	563.37
2010	130.33	156.09	582.89
2011	133.76	160.60	603.17

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

297 MEN'S AND BOYS' OUTERWEAR

Men's and Boys' Outerwear in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	60,514.54	73,081.78	284,214.10
2002	63,221.64	75,701.78	286,462.80
2003	66,224.59	78,635.37	289,338.17
2004	67,164.02	79,402.39	288,006.89
2005	67,743.92	80,293.97	293,368.40
2006	68,328.82	81,288.43	300,182.04
2007	68,918.76	82,302.01	307,208.50
2008	69,513.81	83,335.00	314,455.51
2009	70,113.99	84,388.77	321,931.16
2010	70,719.35	85,463.10	329,643.86
2011	71,329.94	86,558.85	337,602.41

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

298 MEN'S CLOTHING STORES

Men's Clothing Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	11,994.54	14,540.30	57,305.34
2002	12,594.26	15,128.46	57,921.29
2003	13,223.98	15,746.80	58,574.42
2004	13,885.18	16,414.91	59,534.58
2005	14,579.44	17,225.73	62,158.01
2006	15,308.41	18,095.80	65,184.42
2007	16,073.83	19,009.98	68,365.78
2008	16,877.52	19,971.00	71,710.34
2009	17,721.40	20,979.81	75,226.84
2010	18,607.47	22,040.30	78,924.51
2011	19,537.84	23,154.62	82,813.09

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

299 MEN'S GROOMING PRODUCTS**Men's Grooming Products in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,316.69	4,039.40	16,178.54
2002	3,557.95	4,284.66	16,555.24
2003	3,816.69	4,547.51	16,953.94
2004	4,036.67	4,772.08	17,307.34
2005	4,259.68	5,030.90	18,125.77
2006	4,495.01	5,309.37	19,067.03
2007	4,743.34	5,603.30	20,059.42
2008	5,005.40	5,914.00	21,105.85
2009	5,281.93	6,241.03	22,209.35
2010	5,573.73	6,586.69	23,373.16
2011	5,881.66	6,951.56	24,600.70

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**300 MEN'S SHAVING PREPARATIONS****Men's Shaving Preparations in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	295.90	355.86	1,363.21
2002	303.39	362.40	1,358.98
2003	308.48	366.33	1,348.46
2004	313.24	370.32	1,343.20
2005	318.08	376.80	1,373.84
2006	322.99	383.83	1,411.49
2007	327.97	391.01	1,450.40
2008	333.04	398.00	1,490.61
2009	338.18	405.86	1,532.18
2010	343.40	413.53	1,575.16
2011	348.70	421.38	1,619.61

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

301 METAL ORE MINING**Metal Ore Mining in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	13,622.59	16,513.89	65,083.53
2002	14,303.71	17,181.88	65,783.08
2003	15,018.90	17,884.15	66,524.87
2004	15,769.84	18,642.95	67,615.35
2005	16,558.34	19,563.82	70,594.86
2006	17,386.25	20,551.98	74,032.06
2007	18,255.57	21,590.25	77,645.23
2008	19,168.35	22,681.00	81,443.76
2009	20,126.76	23,827.45	85,437.56
2010	21,133.10	25,031.89	89,637.12
2011	22,189.76	26,297.46	94,053.51

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**302 METAL POLISH****Metal Polish in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	59.54	71.88	279.15
2002	61.83	74.04	280.35
2003	63.96	76.03	281.04
2004	65.81	77.81	282.21
2005	67.67	80.09	290.87
2006	69.59	82.53	301.13
2007	71.55	85.04	311.80
2008	73.57	88.00	322.88
2009	75.65	90.32	334.40
2010	77.79	93.08	346.38
2011	79.98	95.93	358.83

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

303 MICROWAVE OVENS**Microwave Ovens in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,237.32	2,659.05	9,747.37
2002	2,143.84	2,545.43	9,328.77
2003	2,066.41	2,449.92	8,961.19
2004	2,055.87	2,430.49	8,815.84
2005	2,055.95	2,438.50	8,933.26
2006	2,056.04	2,449.42	9,093.65
2007	2,056.12	2,460.67	9,258.87
2008	2,056.20	2,472.00	9,429.09
2009	2,056.28	2,484.21	9,604.46
2010	2,056.37	2,496.51	9,785.17
2011	2,056.45	2,509.18	9,971.41

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**304 MILD DETERGENTS****Mild Detergents in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	212.63	255.08	968.38
2002	214.42	255.86	955.83
2003	216.57	257.07	944.66
2004	218.70	258.55	937.82
2005	220.86	261.75	955.98
2006	223.03	265.28	978.89
2007	225.22	268.88	1,002.52
2008	227.44	273.00	1,026.90
2009	229.68	276.29	1,052.06
2010	231.94	280.11	1,078.03
2011	234.22	284.01	1,104.83

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

305 MILK

Milk in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	23,419.84	28,012.01	105,180.18
2002	22,948.69	27,369.89	102,040.03
2003	23,042.22	27,349.82	100,481.62
2004	23,254.26	27,491.55	99,716.82
2005	23,468.24	27,814.66	101,608.05
2006	23,684.20	28,173.69	104,003.37
2007	23,902.14	28,539.67	106,473.87
2008	24,122.09	28,913.00	109,022.30
2009	24,344.06	29,293.24	111,651.50
2010	24,568.08	29,681.25	114,364.48
2011	24,794.16	30,077.04	117,164.35

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

306 MINI-DISC PLAYERS

Mini-Disc Players in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	522.12	622.41	2,307.94
2002	501.28	596.85	2,211.11
2003	462.91	552.17	2,067.32
2004	495.77	586.06	2,125.00
2005	545.35	642.03	2,283.81
2006	599.88	704.14	2,465.75
2007	659.87	772.30	2,662.75
2008	725.86	847.00	2,876.11
2009	798.45	929.20	3,107.23
2010	878.29	1,019.31	3,357.64
2011	966.12	1,118.22	3,629.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

307 MINI-DISCS

Mini-Discs in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	244.00	304.07	1,312.50
2002	296.28	360.26	1,440.43
2003	338.37	404.63	1,529.31
2004	373.79	441.86	1,602.14
2005	411.16	484.06	1,721.88
2006	452.28	530.88	1,859.05
2007	497.51	582.27	2,007.58
2008	547.26	639.00	2,168.44
2009	601.99	700.57	2,342.69
2010	662.19	768.51	2,531.49
2011	728.40	843.08	2,736.08

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

308 MODEMS

Modems in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,662.18	2,020.73	8,043.46
2002	1,751.50	2,108.99	8,145.22
2003	1,888.90	2,249.28	8,367.11
2004	1,983.79	2,345.22	8,505.94
2005	2,073.21	2,450.42	8,855.04
2006	2,166.67	2,563.06	9,259.28
2007	2,264.34	2,680.91	9,683.06
2008	2,366.41	2,804.00	10,127.35
2009	2,473.08	2,933.21	10,593.21
2010	2,584.56	3,068.19	11,081.74
2011	2,701.07	3,209.43	11,594.09

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

309 MONOCHROMATIC TELEVISION SETS**Monochromatic Television Sets in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	42.26	50.59	190.69
2002	42.77	50.92	188.65
2003	41.79	49.63	182.73
2004	42.46	50.19	182.06
2005	43.48	51.47	187.17
2006	44.52	52.83	193.29
2007	45.59	54.24	199.63
2008	46.68	56.00	206.20
2009	47.80	57.17	213.02
2010	48.95	58.69	220.10
2011	50.12	60.26	227.45

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**310 MOTOR HOME MANUFACTURING****Motor Home Manufacturing in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,796.07	4,433.27	15,148.57
2002	3,416.46	4,004.32	13,937.91
2003	3,074.81	3,617.19	12,827.37
2004	2,767.33	3,271.23	11,860.32
2005	2,490.60	2,979.78	11,283.34
2006	2,241.54	2,720.12	10,799.48
2007	2,017.38	2,485.62	10,348.19
2008	1,815.65	2,274.00	9,926.71
2009	1,634.08	2,082.36	9,532.51
2010	1,470.67	1,909.34	9,163.33
2011	1,323.61	1,752.89	8,817.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

311 MOTOR VEHICLE BODY AND TRAILER MANUFACTURING

Motor Vehicle Body and Trailer Manufacturing in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	26,449.64	31,347.85	113,680.16
2002	25,419.59	30,090.64	108,997.67
2003	24,429.65	28,884.31	104,519.89
2004	23,478.27	27,755.98	100,670.17
2005	22,563.94	26,848.63	99,587.12
2006	21,685.21	26,007.80	99,002.67
2007	20,840.71	25,201.78	98,465.79
2008	20,029.09	24,429.00	97,975.28
2009	19,249.08	23,688.88	97,530.02
2010	18,499.45	22,979.52	97,128.95
2011	17,779.01	22,299.96	96,771.07

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

312 MOUTHWASHES AND DENTAL RINSES

Mouthwashes and Dental Rinses in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	750.46	900.40	3,419.97
2002	760.08	906.79	3,384.59
2003	767.01	910.31	3,343.19
2004	773.16	914.04	3,315.38
2005	779.35	923.78	3,375.84
2006	785.60	934.70	3,452.96
2007	791.90	945.82	3,532.49
2008	798.25	957.00	3,614.49
2009	804.65	968.73	3,699.08
2010	811.10	980.52	3,786.33
2011	817.60	992.54	3,876.35

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

313 MP3 PLAYERS

MP3 Players in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	134.28	167.53	725.69
2002	157.35	192.16	779.85
2003	186.68	223.34	845.71
2004	207.46	245.25	889.24
2005	228.21	268.67	955.70
2006	251.03	294.66	1,031.84
2007	276.14	323.18	1,114.28
2008	303.75	354.00	1,203.56
2009	334.12	388.84	1,300.28
2010	367.54	426.55	1,405.06
2011	404.29	467.94	1,518.62

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

314 MUSIC AND VIDEO GAME STORES

Music and Video Game Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	27,457.50	33,659.09	137,808.31
2002	30,091.25	36,389.03	142,717.30
2003	33,106.17	39,514.74	148,301.89
2004	35,764.02	42,278.56	153,319.87
2005	38,522.67	45,425.11	162,629.56
2006	41,494.12	48,858.21	173,277.44
2007	44,694.77	52,551.79	184,649.03
2008	48,142.30	56,526.00	196,795.03
2009	51,855.75	60,801.14	209,769.79
2010	55,855.64	65,401.23	223,631.57
2011	60,164.07	70,350.61	238,442.87

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

315 MUSICAL AND ARTISTIC RECORDINGS ON COMPACT DISC**Musical and Artistic Recordings on Compact Disc in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	14,452.95	17,515.49	68,962.31
2002	15,290.39	18,349.73	70,012.06
2003	16,324.02	19,393.79	71,509.92
2004	16,668.35	19,705.57	71,475.41
2005	16,890.89	20,012.62	73,013.70
2006	17,116.40	20,347.37	74,920.93
2007	17,344.93	20,689.13	76,890.47
2008	17,576.50	21,038.00	78,924.67
2009	17,811.17	21,394.45	81,025.98
2010	18,048.96	21,758.42	83,196.96
2011	18,289.94	22,130.21	85,440.28

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**316 MUSICAL INSTRUMENT AND SUPPLIES STORES****Musical Instrument and Supplies Stores in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,621.51	5,602.40	22,079.84
2002	4,852.59	5,829.02	22,317.16
2003	5,095.22	6,067.27	22,568.82
2004	5,349.98	6,324.69	22,938.77
2005	5,617.48	6,637.10	23,949.58
2006	5,898.35	6,972.34	25,115.66
2007	6,193.27	7,324.57	26,341.44
2008	6,502.93	7,695.00	27,630.11
2009	6,828.08	8,083.55	28,985.02
2010	7,169.49	8,492.16	30,409.74
2011	7,527.96	8,921.51	31,908.01

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

317 MUSICAL INSTRUMENTS**Musical Instruments in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,755.97	4,550.97	17,906.02
2002	3,954.95	4,747.42	18,129.48
2003	4,168.92	4,959.32	18,377.60
2004	4,324.89	5,112.90	18,544.64
2005	4,474.61	5,292.90	19,186.50
2006	4,629.52	5,485.14	19,938.67
2007	4,789.79	5,684.50	20,722.79
2008	4,955.60	5,891.00	21,540.31
2009	5,127.16	6,105.63	22,392.75
2010	5,304.66	6,327.98	23,281.72
2011	5,488.30	6,558.59	24,208.89

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**318 NAIL POLISH AND HOME MANICURE PRODUCTS****Nail Polish and Home Manicure Products in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	713.74	852.06	3,176.65
2002	710.11	844.29	3,110.62
2003	695.77	824.96	3,018.23
2004	692.80	819.04	2,970.81
2005	692.10	820.95	3,008.46
2006	691.40	823.83	3,060.54
2007	690.70	826.82	3,114.19
2008	690.01	830.00	3,169.46
2009	689.31	833.15	3,226.42
2010	688.61	836.48	3,285.10
2011	687.92	839.94	3,345.59

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

319 NATURAL GAS TRANSMISSION AND DISTRIBUTION TO CONSUMERS**Natural Gas Transmission and Distribution to Consumers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	22,210.26	26,924.25	106,112.18
2002	23,320.77	28,013.34	107,252.72
2003	24,486.81	29,158.32	108,462.14
2004	25,711.15	30,395.46	110,240.06
2005	26,996.71	31,896.85	115,097.85
2006	28,346.55	33,507.95	120,701.86
2007	29,763.87	35,200.74	126,592.77
2008	31,252.07	36,979.00	132,785.89
2009	32,814.67	38,848.27	139,297.39
2010	34,455.40	40,811.99	146,144.35
2011	36,178.17	42,875.37	153,344.82

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**320 NEW CAR DEALERS****New Car Dealers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	631,001.45	764,927.54	3,014,685.06
2002	662,551.52	795,869.01	3,047,088.25
2003	695,679.10	828,398.19	3,081,448.19
2004	730,463.10	863,545.82	3,131,959.57
2005	766,986.21	906,201.01	3,269,971.20
2006	805,335.52	951,972.73	3,429,183.11
2007	845,602.29	1,000,065.53	3,596,545.84
2008	887,882.41	1,050,598.00	3,772,494.52
2009	932,276.53	1,103,693.28	3,957,488.61
2010	978,890.36	1,159,483.13	4,152,013.34
2011	1,027,834.87	1,218,105.00	4,356,581.21

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

321 NEWS SYNDICATES**News Syndicates in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,165.56	2,652.66	10,833.12
2002	2,359.19	2,852.53	11,181.86
2003	2,570.13	3,069.83	11,552.16
2004	2,799.93	3,309.89	12,002.23
2005	3,050.28	3,593.71	12,821.35
2006	3,323.02	3,906.13	13,758.44
2007	3,620.14	4,245.86	14,766.64
2008	3,943.83	4,615.00	15,851.51
2009	4,296.46	5,017.07	17,019.07
2010	4,680.62	5,454.00	18,275.82
2011	5,099.13	5,929.19	19,628.79

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**322 NEWSSTANDS****Newsstands in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	17,728.75	21,369.05	82,529.31
2002	18,277.50	21,869.57	82,532.25
2003	18,916.62	22,468.24	82,764.77
2004	19,253.50	22,761.76	82,560.59
2005	19,540.70	23,149.32	84,417.08
2006	19,832.19	23,569.90	86,703.36
2007	20,128.02	23,999.66	89,065.63
2008	20,428.26	24,439.00	91,506.77
2009	20,732.99	24,887.70	94,029.82
2010	21,042.26	25,346.51	96,637.93
2011	21,356.14	25,815.55	99,334.40

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

323 NON-CITRUS FRUIT**Non-Citrus Fruit in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	21,381.06	25,957.43	102,831.24
2002	22,610.17	27,181.15	104,366.06
2003	24,044.08	28,622.03	106,338.59
2004	25,150.59	29,732.95	107,839.75
2005	26,232.07	31,009.62	112,127.92
2006	27,360.06	32,375.60	117,103.00
2007	28,536.54	33,802.21	122,312.50
2008	29,763.62	35,292.00	127,768.08
2009	31,043.46	36,848.32	133,481.97
2010	32,378.33	38,473.61	139,467.06
2011	33,770.60	40,171.17	145,736.93

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**324 NON-DEPOSITORY CREDIT INTERMEDIATION****Non-Depository Credit Intermediation in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	288,323.64	349,518.52	1,377,500.77
2002	302,739.83	363,656.62	1,392,306.76
2003	317,876.80	378,520.18	1,408,006.86
2004	333,770.70	394,580.20	1,431,087.03
2005	350,459.19	414,070.64	1,494,148.72
2006	367,982.15	434,985.13	1,566,897.46
2007	386,381.26	456,960.18	1,643,370.55
2008	405,700.32	480,050.00	1,723,766.82
2009	425,985.34	504,310.83	1,808,296.22
2010	447,284.60	529,802.90	1,897,180.45
2011	469,648.83	556,588.80	1,990,653.70

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

325 NON-FOOD RETAIL SALES

Non-Food Retail Sales in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,865,585.00	2,279,919.87	9,238,741.60
2002	2,019,462.50	2,437,815.58	9,501,357.70
2003	2,201,786.00	2,625,708.93	9,822,063.21
2004	2,353,781.00	2,782,570.10	10,091,350.00
2005	2,508,080.45	2,959,939.27	10,632,408.60
2006	2,672,495.53	3,151,959.79	11,252,302.80
2007	2,847,688.70	3,356,470.46	11,909,800.30
2008	3,034,366.51	3,574,285.00	12,607,255.70
2009	3,233,281.82	3,806,272.28	13,347,175.70
2010	3,445,236.86	4,053,354.89	14,132,229.60
2011	3,671,086.43	4,316,518.00	14,965,259.30

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

326 NON-METALLIC MINERAL MINING AND QUARRYING

Non-Metallic Mineral Mining and Quarrying in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	20,208.94	24,498.16	96,550.64
2002	21,219.39	25,489.12	97,588.41
2003	22,280.36	26,530.92	98,688.85
2004	23,394.38	27,656.59	100,306.57
2005	24,564.10	29,022.70	104,726.64
2006	25,792.30	30,488.62	109,825.68
2007	27,081.92	32,028.87	115,185.77
2008	28,436.01	33,647.00	120,820.84
2009	29,857.81	35,347.74	126,745.60
2010	31,350.70	37,134.51	132,975.60
2011	32,918.24	39,011.96	139,527.25

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

327 NON-RESIDENTIAL BUILDING CONSTRUCTION

Non-Residential Building Construction in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	107,549.60	130,376.33	513,831.13
2002	112,927.08	135,650.08	519,354.01
2003	118,573.40	141,194.44	525,210.42
2004	124,502.10	147,185.10	533,819.71
2005	130,727.22	154,455.37	557,342.79
2006	137,263.58	162,256.82	584,479.30
2007	144,126.76	170,453.89	613,005.06
2008	151,333.09	179,067.00	642,994.23
2009	158,899.75	188,116.49	674,525.13
2010	166,844.74	197,625.46	707,680.45
2011	175,186.97	207,617.10	742,547.56

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

328 NUCLEAR ELECTRIC POWER GENERATION

Nuclear Electric Power Generation in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	16,982.03	20,586.36	81,133.68
2002	17,831.13	21,419.08	82,005.74
2003	18,722.69	22,294.53	82,930.46
2004	19,658.82	23,240.45	84,289.86
2005	20,641.76	24,388.42	88,004.15
2006	21,673.85	25,620.27	92,288.99
2007	22,757.54	26,914.58	96,793.19
2008	23,895.42	28,275.00	101,528.47
2009	25,090.19	29,703.50	106,507.18
2010	26,344.70	31,204.96	111,742.39
2011	27,661.93	32,782.63	117,247.89

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

329 NURSERY, GARDEN CENTER, AND FARM SUPPLY STORES**Nursery, Garden Center, and Farm Supply Stores in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	33,568.90	40,693.69	160,379.44
2002	35,247.34	42,339.76	162,103.27
2003	37,009.71	44,070.29	163,931.20
2004	38,860.20	45,940.12	166,618.38
2005	40,803.21	48,209.35	173,960.51
2006	42,843.37	50,644.38	182,430.49
2007	44,985.54	53,202.89	191,334.09
2008	47,234.81	55,891.00	200,694.45
2009	49,596.55	58,715.82	210,536.03
2010	52,076.38	61,683.81	220,884.63
2011	54,680.20	64,802.43	231,767.51

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**330 OFFICE SUPPLIES AND STATIONERY STORES****Office Supplies and Stationery Stores in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	20,762.16	25,168.80	99,193.72
2002	21,800.27	26,186.88	100,259.90
2003	22,890.28	27,257.21	101,390.46
2004	24,034.80	28,413.69	103,052.46
2005	25,236.54	29,817.19	107,593.53
2006	26,498.36	31,323.24	112,832.16
2007	27,823.28	32,905.67	118,338.98
2008	29,214.45	34,568.00	124,128.31
2009	30,675.17	36,315.38	130,215.26
2010	32,208.93	38,151.06	136,615.81
2011	33,819.37	40,079.91	143,346.81

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

331 OILS AND FATS

Oils and Fats in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,746.60	5,665.36	21,105.59
2002	4,677.83	5,564.95	20,548.80
2003	4,602.04	5,457.85	19,987.48
2004	4,596.56	5,434.13	19,710.65
2005	4,602.02	5,457.81	19,987.12
2006	4,607.49	5,488.02	20,360.04
2007	4,612.96	5,518.99	20,744.19
2008	4,618.44	5,551.00	21,139.94
2009	4,623.92	5,583.36	21,547.70
2010	4,629.42	5,616.80	21,967.89
2011	4,634.91	5,651.11	22,400.94

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

332 OLIVE OIL

Olive Oil in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	432.20	522.09	2,032.27
2002	456.73	546.50	2,062.51
2003	472.95	561.73	2,069.05
2004	481.24	568.93	2,063.60
2005	488.45	578.66	2,110.10
2006	495.78	589.21	2,167.34
2007	503.21	599.99	2,226.49
2008	510.75	611.00	2,287.61
2009	518.41	622.27	2,350.79
2010	526.18	633.79	2,416.10
2011	534.07	645.56	2,483.62

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

333 OPTICAL GOODS STORES**Optical Goods Stores in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	7,820.46	9,480.31	37,363.20
2002	8,211.49	9,863.79	37,764.80
2003	8,622.06	10,266.95	38,190.64
2004	9,053.16	10,702.56	38,816.67
2005	9,505.82	11,231.21	40,527.15
2006	9,981.11	11,798.50	42,500.38
2007	10,480.17	12,394.54	44,574.63
2008	11,004.18	13,021.00	46,755.29
2009	11,554.39	13,678.88	49,048.05
2010	12,132.10	14,370.32	51,458.94
2011	12,738.71	15,096.86	53,994.30

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**334 ORAL HYGIENE PRODUCTS****Oral Hygiene Products in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,270.37	5,113.94	19,289.44
2002	4,326.34	5,151.91	19,095.79
2003	4,280.34	5,079.00	18,638.09
2004	4,303.28	5,087.41	18,452.95
2005	4,340.84	5,144.98	18,797.55
2006	4,378.74	5,209.15	19,235.23
2007	4,416.96	5,274.56	19,686.59
2008	4,455.52	5,341.00	20,152.14
2009	4,494.41	5,409.22	20,632.38
2010	4,533.64	5,478.55	21,127.86
2011	4,573.22	5,549.27	21,639.15

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

335 ORGANIC FOODS

Organic Foods in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	10,468.74	13,581.47	65,801.49
2002	15,277.71	18,851.28	79,162.59
2003	19,890.05	23,814.39	90,428.31
2004	22,305.98	26,368.19	95,609.04
2005	24,536.58	28,886.63	102,754.24
2006	26,990.24	31,680.97	110,940.06
2007	29,689.26	34,747.59	119,803.73
2008	32,658.19	38,113.00	129,403.31
2009	35,924.01	41,807.08	139,801.97
2010	39,516.41	45,861.45	151,068.45
2011	43,468.05	50,311.66	163,277.61

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

336 OUTDOOR POWER EQUIPMENT STORES

Outdoor Power Equipment Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,947.37	5,997.41	23,636.64
2002	5,194.74	6,240.01	23,890.70
2003	5,454.47	6,495.06	24,160.09
2004	5,727.20	6,770.63	24,556.13
2005	6,013.56	7,105.07	25,638.21
2006	6,314.23	7,463.94	26,886.51
2007	6,629.94	7,841.01	28,198.72
2008	6,961.44	8,237.00	29,578.24
2009	7,309.51	8,653.51	31,028.69
2010	7,674.99	9,090.93	32,553.86
2011	8,058.74	9,550.55	34,157.78

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

337 OVENS AND STOVES**Ovens and Stoves in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,771.68	5,757.83	22,325.53
2002	4,927.44	5,901.23	22,346.13
2003	5,087.45	6,049.15	22,375.70
2004	5,247.13	6,203.18	22,499.31
2005	5,411.81	6,403.07	23,233.31
2006	5,581.67	6,616.55	24,097.88
2007	5,756.86	6,837.34	24,997.70
2008	5,937.55	7,066.00	25,934.30
2009	6,123.91	7,301.89	26,909.33
2010	6,316.12	7,546.20	27,924.48
2011	6,514.36	7,798.91	28,981.56

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**338 OVER-THE-COUNTER HEALTH CARE PRODUCTS****Over-The-Counter Health Care Products in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	28,268.26	34,080.07	131,722.88
2002	28,932.64	34,647.36	131,154.90
2003	30,148.37	35,816.79	132,050.35
2004	30,771.12	36,378.04	131,948.75
2005	31,283.91	37,056.10	135,057.81
2006	31,805.24	37,788.99	138,860.64
2007	32,335.26	38,538.63	142,792.39
2008	32,874.12	39,306.00	146,858.04
2009	33,421.95	40,090.11	151,062.81
2010	33,978.92	40,892.90	155,412.13
2011	34,545.16	41,714.42	159,911.67

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

339 PACKAGED NUTS

Packaged Nuts in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,830.96	2,198.58	8,375.61
2002	1,858.73	2,218.83	8,300.54
2003	1,881.78	2,234.07	8,214.92
2004	1,904.36	2,251.37	8,166.09
2005	1,927.21	2,283.63	8,335.03
2006	1,950.33	2,318.99	8,545.83
2007	1,973.73	2,355.06	8,763.42
2008	1,997.42	2,392.00	8,988.06
2009	2,021.38	2,429.44	9,220.00
2010	2,045.63	2,467.78	9,459.53
2011	2,070.18	2,506.93	9,706.93

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

340 PACKAGING AND LABELING SERVICES

Packaging and Labeling Services in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,881.71	5,917.82	23,322.95
2002	5,125.80	6,157.20	23,573.64
2003	5,382.09	6,408.86	23,839.46
2004	5,651.19	6,680.78	24,230.24
2005	5,933.75	7,010.78	25,297.96
2006	6,230.44	7,364.89	26,529.70
2007	6,541.96	7,736.96	27,824.49
2008	6,869.06	8,128.00	29,185.71
2009	7,212.51	8,538.67	30,616.91
2010	7,573.13	8,970.28	32,121.84
2011	7,951.79	9,423.80	33,704.46

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

341 PAGERS

Pagers in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	821.55	1,008.51	4,148.20
2002	895.02	1,084.34	4,280.65
2003	998.61	1,192.50	4,483.75
2004	1,085.13	1,282.78	4,651.79
2005	1,173.59	1,383.44	4,946.77
2006	1,269.27	1,493.62	5,284.11
2007	1,372.75	1,612.60	5,645.33
2008	1,484.66	1,741.00	6,032.17
2009	1,605.70	1,879.90	6,446.50
2010	1,736.60	2,029.81	6,890.34
2011	1,878.18	2,191.72	7,365.84

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

342 PAINT AND WALLPAPER STORES

Paint and Wallpaper Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,657.64	11,707.41	46,140.53
2002	10,140.52	12,180.98	46,636.47
2003	10,647.55	12,678.85	47,162.36
2004	11,179.92	13,216.79	47,935.45
2005	11,738.92	13,869.64	50,047.75
2006	12,325.87	14,570.19	52,484.53
2007	12,942.16	15,306.26	55,046.06
2008	13,589.27	16,080.00	57,739.00
2009	14,268.73	16,892.31	60,570.38
2010	14,982.17	17,746.19	63,547.63
2011	15,731.28	18,643.40	66,678.60

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

343 PAINTING AND WALL COVERING CONTRACTORS

Painting and Wall Covering Contractors in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	14,651.21	17,760.84	69,997.91
2002	15,383.77	18,479.27	70,750.28
2003	16,152.96	19,234.56	71,548.08
2004	16,960.61	20,050.65	72,720.90
2005	17,808.64	21,041.06	75,925.39
2006	18,699.07	22,103.83	79,622.13
2007	19,634.02	23,220.50	83,508.12
2008	20,615.72	24,394.00	87,593.47
2009	21,646.51	25,626.63	91,888.85
2010	22,728.83	26,922.01	96,405.51
2011	23,865.28	28,283.14	101,155.37

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

344 PAPER MILLS

Paper Mills in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	53,511.28	64,699.57	252,658.35
2002	55,649.87	66,736.62	253,956.95
2003	57,873.93	68,860.66	255,375.65
2004	60,186.88	71,152.88	258,069.92
2005	62,592.26	74,008.82	267,850.46
2006	65,093.77	77,061.75	279,233.61
2007	67,695.26	80,241.92	291,133.63
2008	70,400.72	83,555.00	303,575.34
2009	73,214.30	87,005.76	316,584.89
2010	76,140.33	90,600.87	330,189.73
2011	79,183.29	94,346.15	344,418.75

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

345 PAPER NAPKINS AND TABLECLOTHS

Paper Napkins and Tablecloths in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	708.84	844.18	3,118.67
2002	682.63	811.82	2,993.88
2003	655.77	778.93	2,869.77
2004	667.64	789.29	2,862.81
2005	686.41	812.34	2,950.46
2006	705.72	836.99	3,054.33
2007	725.57	862.41	3,162.26
2008	745.98	889.00	3,274.43
2009	766.96	915.68	3,391.01
2010	788.53	943.58	3,512.20
2011	810.71	972.38	3,638.19

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

346 PAPER TOWELS

Paper Towels in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,192.01	3,820.41	14,380.16
2002	3,223.09	3,837.08	14,207.50
2003	3,176.44	3,769.28	13,834.13
2004	3,195.06	3,777.25	13,700.77
2005	3,227.01	3,824.43	13,967.35
2006	3,259.28	3,876.60	14,303.45
2007	3,291.87	3,929.79	14,650.18
2008	3,324.79	3,984.00	15,007.92
2009	3,358.03	4,039.35	15,377.09
2010	3,391.61	4,095.78	15,758.09
2011	3,425.53	4,153.34	16,151.39

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

347 PAPERBOARD MILLS**Paperboard Mills in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	25,735.11	31,613.29	130,326.68
2002	28,308.62	34,288.93	135,252.60
2003	31,139.48	37,224.05	140,506.93
2004	34,253.43	40,491.42	146,818.81
2005	37,678.78	44,358.79	157,791.09
2006	41,446.65	48,649.81	170,361.37
2007	45,591.32	53,358.97	183,972.57
2008	50,150.45	58,527.00	198,713.84
2009	55,165.50	64,199.64	214,682.18
2010	60,682.05	70,425.59	231,983.18
2011	66,750.25	77,259.41	250,731.76

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**348 PARKING LOTS, GARAGES, AND VALET PARKING SERVICES****Parking Lots, Garages, and Valet Parking Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,292.12	7,627.58	30,061.34
2002	6,606.72	7,936.12	30,384.46
2003	6,937.06	8,260.49	30,727.08
2004	7,283.91	8,610.96	31,230.76
2005	7,648.11	9,036.31	32,606.96
2006	8,030.51	9,492.73	34,194.57
2007	8,432.04	9,972.29	35,863.45
2008	8,853.64	10,476.00	37,617.94
2009	9,296.32	11,005.63	39,462.64
2010	9,761.14	11,561.94	41,402.37
2011	10,249.20	12,146.50	43,442.24

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

349 PASSENGER CAR TIRES AND CAR AFTERMARKET PRODUCTS

Passenger Car Tires and Car Aftermarket Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	91,040.01	110,326.27	434,309.50
2002	95,319.88	114,492.41	438,243.22
2003	100,440.70	119,559.15	444,119.01
2004	105,003.00	124,134.14	450,226.44
2005	109,608.86	129,563.10	468,368.35
2006	114,416.71	135,373.62	489,399.15
2007	119,435.45	141,446.54	511,431.38
2008	124,674.33	147,794.00	534,515.15
2009	130,143.01	154,427.93	558,703.27
2010	135,851.57	161,361.97	584,051.34
2011	141,810.52	168,609.60	610,617.90

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

350 PERSONAL CARE SERVICES

Personal Care Services in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	17,315.18	20,990.21	82,725.33
2002	18,180.94	21,839.27	83,614.50
2003	19,089.98	22,731.90	84,557.36
2004	20,044.48	23,696.38	85,943.43
2005	21,046.71	24,866.87	89,730.58
2006	22,099.04	26,122.88	94,099.48
2007	23,203.99	27,442.59	98,692.05
2008	24,364.19	28,829.00	103,520.22
2009	25,582.40	30,286.21	108,596.60
2010	26,861.52	31,817.13	113,934.51
2011	28,204.60	33,425.75	119,548.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

351 PERSONAL CD AND MINI-DISC PLAYERS

Personal CD and Mini-Disc Players in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,818.57	2,202.50	8,652.16
2002	1,900.83	2,282.19	8,722.04
2003	1,995.69	2,375.33	8,820.13
2004	2,083.79	2,463.45	8,934.81
2005	2,173.52	2,569.36	9,290.41
2006	2,267.10	2,682.68	9,702.95
2007	2,364.72	2,801.03	10,134.95
2008	2,466.54	2,925.00	10,587.36
2009	2,572.74	3,053.76	11,061.21
2010	2,683.52	3,188.61	11,557.57
2011	2,799.07	3,329.47	12,077.56

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

352 PERSONAL STATIONERY

Personal Stationery in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,351.47	6,483.80	25,505.62
2002	5,649.27	6,779.36	25,862.81
2003	5,958.71	7,086.21	26,227.42
2004	6,157.87	7,279.88	26,404.65
2005	6,342.10	7,504.60	27,242.19
2006	6,531.84	7,744.64	28,231.30
2007	6,727.25	7,992.61	29,259.97
2008	6,928.52	8,249.00	30,329.93
2009	7,135.80	8,513.39	31,442.98
2010	7,349.28	8,786.79	32,601.00
2011	7,569.15	9,069.26	33,805.97

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

353 PERSONAL STEREOS

Personal Stereos in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,206.34	3,869.41	15,009.42
2002	3,317.43	3,972.88	15,041.97
2003	3,440.28	4,088.96	15,101.59
2004	3,530.86	4,174.21	15,140.33
2005	3,617.22	4,282.05	15,569.74
2006	3,705.70	4,397.48	16,082.76
2007	3,796.34	4,516.21	16,614.92
2008	3,889.20	4,638.00	17,167.01
2009	3,984.33	4,763.96	17,739.86
2010	4,081.79	4,893.20	18,334.33
2011	4,181.63	5,026.17	18,951.33

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

354 PERSONAL STEREOS WITHOUT CD PLAYERS

Personal Stereos without CD Players in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,387.77	1,669.57	6,404.28
2002	1,416.60	1,693.36	6,367.49
2003	1,448.09	1,720.11	6,338.26
2004	1,475.31	1,744.13	6,326.23
2005	1,502.06	1,779.01	6,481.01
2006	1,529.30	1,816.59	6,669.34
2007	1,557.03	1,855.08	6,864.17
2008	1,585.26	1,894.00	7,065.74
2009	1,614.00	1,934.84	7,274.33
2010	1,643.27	1,976.17	7,490.22
2011	1,673.06	2,018.50	7,713.69

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

355 PET AND PET SUPPLIES STORES

Pet and Pet Supplies Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,678.76	8,096.29	31,908.59
2002	7,012.70	8,423.78	32,251.56
2003	7,363.34	8,768.09	32,615.24
2004	7,731.50	9,140.10	33,149.87
2005	8,118.08	9,591.58	34,610.64
2006	8,523.98	10,076.05	36,295.80
2007	8,950.18	10,585.08	38,067.23
2008	9,397.69	11,120.00	39,929.54
2009	9,867.57	11,681.92	41,887.59
2010	10,360.95	12,272.42	43,946.51
2011	10,879.00	12,892.89	46,111.74

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

356 PET CARE PRODUCTS

Pet Care Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,835.87	5,861.32	23,087.37
2002	5,079.94	6,100.93	23,341.78
2003	5,340.43	6,357.45	23,622.53
2004	5,588.15	6,606.27	23,960.39
2005	5,842.76	6,905.55	24,950.90
2006	6,108.97	7,226.07	26,097.41
2007	6,387.32	7,561.56	27,299.64
2008	6,678.35	7,913.00	28,560.43
2009	6,982.63	8,280.28	29,882.76
2010	7,300.79	8,665.01	31,269.80
2011	7,633.43	9,067.74	32,724.86

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

357 PET FOOD AND PET CARE PRODUCTS

Pet Food and Pet Care Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	17,422.14	21,094.36	82,784.15
2002	18,262.88	21,915.62	83,598.11
2003	19,102.44	22,732.23	84,352.76
2004	19,902.51	23,528.71	85,337.77
2005	20,723.43	24,500.93	88,639.23
2006	21,578.22	25,540.59	92,476.30
2007	22,468.26	26,624.76	96,490.36
2008	23,395.01	27,755.00	100,690.03
2009	24,359.99	28,934.46	105,084.39
2010	25,364.77	30,164.11	109,682.97
2011	26,411.00	31,446.50	114,495.82

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

358 PHARMACIES AND DRUG STORES

Pharmacies and Drug Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	119,922.28	145,375.03	572,943.05
2002	125,918.39	151,255.48	579,101.30
2003	132,214.30	157,437.67	585,631.43
2004	138,825.00	164,117.50	595,231.16
2005	145,766.28	172,224.15	621,460.37
2006	153,054.59	180,923.10	651,718.70
2007	160,707.32	190,063.17	683,526.11
2008	168,742.69	199,667.00	716,965.28
2009	177,179.82	209,757.70	752,123.54
2010	186,038.81	220,360.60	789,093.11
2011	195,340.75	231,501.60	827,971.38

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

359 PHOTOFINISHING

Photofinishing in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,711.59	8,136.08	32,065.43
2002	7,047.17	8,465.19	32,410.09
2003	7,399.53	8,811.18	32,775.55
2004	7,769.51	9,185.03	33,312.81
2005	8,157.98	9,638.73	34,780.76
2006	8,565.88	10,125.57	36,474.20
2007	8,994.17	10,637.11	38,254.34
2008	9,443.88	11,175.00	40,125.81
2009	9,916.08	11,739.34	42,093.48
2010	10,411.88	12,332.74	44,162.52
2011	10,932.48	12,956.26	46,338.39

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

360 PHOTOGRAPHIC FILM

Photographic Film in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,886.87	4,710.25	18,541.89
2002	4,061.90	4,879.65	18,688.35
2003	4,297.19	5,114.17	18,983.53
2004	4,482.11	5,298.74	19,218.40
2005	4,662.57	5,512.88	19,950.27
2006	4,850.30	5,741.80	20,801.78
2007	5,045.58	5,980.33	21,692.10
2008	5,248.73	6,229.00	22,623.09
2009	5,460.06	6,487.84	23,596.73
2010	5,679.90	6,757.69	24,615.08
2011	5,908.59	7,038.88	25,680.31

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

361 PHOTOGRAPHIC SERVICES**Photographic Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,773.60	8,211.25	32,361.69
2002	7,112.28	8,543.40	32,709.53
2003	7,467.89	8,892.59	33,078.37
2004	7,841.29	9,269.89	33,620.59
2005	8,233.35	9,727.78	35,102.10
2006	8,645.02	10,219.13	36,811.19
2007	9,077.27	10,735.39	38,607.78
2008	9,531.14	11,278.00	40,496.53
2009	10,007.69	11,847.80	42,482.39
2010	10,508.08	12,446.68	44,570.55
2011	11,033.48	13,075.97	46,766.52

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**362 PLAIN NOODLES****Plain Noodles in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	147.55	177.60	682.53
2002	151.08	180.64	679.85
2003	154.72	183.80	677.46
2004	157.78	186.53	676.57
2005	160.79	190.42	693.52
2006	163.86	194.61	714.08
2007	166.99	198.91	735.36
2008	170.17	203.00	757.38
2009	173.42	207.81	780.17
2010	176.73	212.43	803.77
2011	180.10	217.16	828.21

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

363 PLASTIC HOUSEWARES**Plastic Housewares in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,113.00	2,560.62	10,080.03
2002	2,210.78	2,655.60	10,167.04
2003	2,333.49	2,777.42	10,313.67
2004	2,436.92	2,880.92	10,448.96
2005	2,539.82	3,002.56	10,859.48
2006	2,647.06	3,132.67	11,336.11
2007	2,758.83	3,268.48	11,835.00
2008	2,875.32	3,410.00	12,357.23
2009	2,996.73	3,558.15	12,903.96
2010	3,123.27	3,712.55	13,476.40
2011	3,255.15	3,873.72	14,075.82

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**364 PLUMBING, HEATING, AND AIR CONDITIONING CONTRACTORS****Plumbing, Heating, and Air Conditioning Contractors in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	95,440.78	115,697.48	455,979.74
2002	100,212.81	120,377.47	460,880.82
2003	105,223.50	125,297.60	466,077.86
2004	110,484.60	130,613.78	473,717.85
2005	116,008.86	137,065.50	494,592.50
2006	121,809.30	143,988.60	518,673.76
2007	127,899.77	151,262.77	543,987.85
2008	134,294.76	158,906.00	570,600.59
2009	141,009.49	166,936.77	598,581.48
2010	148,059.97	175,375.14	628,003.90
2011	155,462.97	184,241.80	658,945.37

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

365 POLISHING SUPPLIES**Polishing Supplies in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	770.18	928.99	3,597.16
2002	802.08	959.54	3,618.91
2003	829.62	985.27	3,627.89
2004	843.28	996.94	3,616.05
2005	854.88	1,012.85	3,694.79
2006	866.65	1,030.18	3,792.24
2007	878.58	1,047.87	3,892.89
2008	890.67	1,066.00	3,996.86
2009	902.93	1,084.39	4,104.27
2010	915.36	1,103.25	4,215.25
2011	927.95	1,122.51	4,329.95

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**366 PORTABLE CASSETTE, RADIO, AND CD PLAYERS****Portable Cassette, Radio, and CD Players in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,205.96	1,450.04	5,551.10
2002	1,236.05	1,476.25	5,532.91
2003	1,255.68	1,491.06	5,487.14
2004	1,273.98	1,506.11	5,462.92
2005	1,292.54	1,531.27	5,584.58
2006	1,311.37	1,558.60	5,734.64
2007	1,330.47	1,586.52	5,889.66
2008	1,349.85	1,615.00	6,049.84
2009	1,369.52	1,644.20	6,215.37
2010	1,389.47	1,673.99	6,386.46
2011	1,409.71	1,704.44	6,563.32

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

367 PORTABLE RADIOS

Portable Radios in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	15.63	18.80	72.14
2002	16.09	19.22	72.10
2003	16.37	19.44	71.56
2004	16.62	19.65	71.29
2005	16.88	20.00	72.92
2006	17.14	20.37	74.92
2007	17.41	20.76	76.99
2008	17.68	21.00	79.12
2009	17.95	21.55	81.33
2010	18.23	21.96	83.62
2011	18.52	22.37	85.98

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

368 POTATO CHIPS

Potato Chips in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,846.08	5,811.26	22,029.73
2002	4,866.48	5,807.04	21,692.05
2003	4,908.43	5,826.87	21,419.45
2004	4,962.42	5,866.65	21,279.38
2005	5,017.00	5,945.33	21,706.52
2006	5,072.19	6,031.91	22,242.18
2007	5,127.98	6,120.20	22,794.92
2008	5,184.38	6,210.00	23,365.39
2009	5,241.40	6,302.15	23,954.24
2010	5,299.05	6,395.90	24,562.16
2011	5,357.34	6,491.58	25,189.86

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

369 POWER TOOTHBRUSHES**Power Toothbrushes in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	381.03	473.03	2,017.68
2002	452.56	549.64	2,188.44
2003	513.58	613.79	2,314.86
2004	563.49	666.12	2,415.44
2005	615.20	724.68	2,583.75
2006	671.64	789.25	2,776.34
2007	733.27	859.60	2,983.84
2008	800.55	936.00	3,207.44
2009	874.00	1,019.81	3,448.43
2010	954.19	1,110.85	3,708.20
2011	1,041.74	1,210.06	3,988.27

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**370 PRE-RECORDED CASSETTES****Pre-Recorded Cassettes in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	957.43	1,143.30	4,266.77
2002	944.14	1,123.63	4,155.32
2003	937.31	1,111.24	4,064.27
2004	932.33	1,102.22	3,997.96
2005	927.75	1,100.81	4,038.98
2006	923.18	1,100.72	4,099.22
2007	918.64	1,100.78	4,161.33
2008	914.12	1,101.00	4,225.36
2009	909.62	1,101.35	4,291.39
2010	905.15	1,101.88	4,359.46
2011	900.69	1,102.56	4,429.64

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

371 PRERECORDED TAPE, COMPACT DISC, AND RECORD STORES

Prerecorded Tape, Compact Disc, and Record Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	8,957.30	10,858.43	42,794.57
2002	9,405.16	11,297.66	43,254.55
2003	9,875.42	11,759.42	43,742.30
2004	10,369.19	12,258.35	44,459.33
2005	10,887.65	12,863.86	46,418.45
2006	11,432.04	13,513.61	48,678.53
2007	12,003.64	14,196.30	51,054.30
2008	12,603.82	14,914.00	53,551.96
2009	13,234.01	15,667.34	56,178.02
2010	13,895.71	16,459.29	58,939.37
2011	14,590.50	17,291.45	61,843.29

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

372 PRESCRIPTION EYEGLASS FRAMES

Prescription Eyeglass Frames in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,257.03	7,598.03	30,123.93
2002	6,604.28	7,942.49	30,539.16
2003	7,001.94	8,340.26	31,059.59
2004	7,379.26	8,723.66	31,639.17
2005	7,768.19	9,176.35	33,085.97
2006	8,177.63	9,662.77	34,752.20
2007	8,608.65	10,175.06	36,506.42
2008	9,062.38	10,715.00	38,353.45
2009	9,540.03	11,282.84	40,298.41
2010	10,042.86	11,881.31	42,346.70
2011	10,572.18	12,511.64	44,504.03

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

373 PRESCRIPTION EYEGLASSES**Prescription Eyeglasses in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	19,436.75	23,649.25	94,406.68
2002	20,650.86	24,867.65	96,068.51
2003	22,074.97	26,308.41	98,174.56
2004	23,416.73	27,682.76	100,397.88
2005	24,804.67	29,286.91	105,393.62
2006	26,274.87	31,016.87	111,128.80
2007	27,832.22	32,849.28	117,189.61
2008	29,481.87	34,790.00	123,595.21
2009	31,229.30	36,846.12	130,365.89
2010	33,080.30	39,023.82	137,523.20
2011	35,041.01	41,330.55	145,089.99

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**374 PRINTERS****Printers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,811.41	7,078.91	28,368.47
2002	6,194.29	7,465.00	28,920.61
2003	6,669.07	7,949.08	29,678.30
2004	7,085.89	8,376.78	30,380.24
2005	7,510.41	8,867.13	31,903.86
2006	7,960.35	9,396.14	33,652.56
2007	8,437.26	9,956.79	35,501.24
2008	8,942.74	10,551.00	37,455.81
2009	9,478.50	11,180.70	39,522.54
2010	10,046.35	11,848.11	41,708.10
2011	10,648.23	12,555.46	44,019.56

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

375 PUBLIC RELATIONS AGENCIES

Public Relations Agencies in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,802.12	7,033.59	27,720.33
2002	6,092.23	7,318.10	28,018.28
2003	6,396.84	7,617.21	28,334.23
2004	6,716.68	7,940.39	28,798.68
2005	7,052.52	8,332.61	30,067.72
2006	7,405.14	8,753.49	31,531.69
2007	7,775.40	9,195.70	33,070.60
2008	8,164.17	9,660.00	34,688.47
2009	8,572.38	10,148.57	36,389.51
2010	9,001.00	10,661.56	38,178.18
2011	9,451.05	11,200.59	40,059.20

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

376 PULP MILLS

Pulp Mills in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,075.73	5,006.67	20,640.12
2002	4,483.30	5,430.41	21,420.25
2003	4,931.63	5,895.25	22,252.39
2004	5,424.79	6,412.72	23,252.02
2005	5,967.27	7,025.20	24,989.72
2006	6,564.00	7,704.78	26,980.50
2007	7,220.40	8,450.58	29,136.14
2008	7,942.44	9,269.00	31,470.75
2009	8,736.68	10,167.44	33,999.69
2010	9,610.35	11,153.46	36,739.69
2011	10,571.38	12,235.74	39,708.94

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

377 READY-TO-DRINK COFFEE**Ready-To-Drink Coffee in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	660.44	807.69	3,280.75
2002	731.60	881.87	3,419.19
2003	793.85	945.81	3,525.45
2004	839.11	991.98	3,597.73
2005	883.81	1,043.98	3,763.51
2006	930.91	1,099.87	3,954.38
2007	980.51	1,158.77	4,155.40
2008	1,032.75	1,221.00	4,367.12
2009	1,087.78	1,286.22	4,590.13
2010	1,145.74	1,355.13	4,825.08
2011	1,206.78	1,427.74	5,072.60

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**378 REAL ESTATE INVESTMENT TRUSTS****Real Estate Investment Trusts in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	20,193.14	24,479.00	96,475.13
2002	21,202.79	25,469.18	97,512.08
2003	22,262.93	26,510.17	98,611.66
2004	23,376.08	27,634.96	100,228.11
2005	24,544.88	29,000.00	104,644.72
2006	25,772.13	30,464.77	109,739.78
2007	27,060.73	32,003.82	115,095.68
2008	28,413.77	33,621.00	120,726.34
2009	29,834.46	35,320.09	126,646.47
2010	31,326.18	37,105.46	132,871.60
2011	32,892.49	38,981.45	139,418.12

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

379 REAL JEWELRY**Real Jewelry in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	29,429.45	35,716.76	141,330.97
2002	30,855.56	37,109.41	142,709.76
2003	32,969.70	39,246.91	145,811.01
2004	34,486.24	40,769.56	147,869.45
2005	35,929.03	42,476.35	153,643.61
2006	37,432.17	44,301.84	160,350.45
2007	38,998.19	46,206.47	167,368.89
2008	40,629.74	48,194.00	174,714.20
2009	42,329.54	50,267.12	182,402.46
2010	44,100.46	52,430.55	190,450.57
2011	45,945.46	54,687.92	198,876.34

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**380 RECORDED MUSIC****Recorded Music in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	15,888.13	19,306.61	76,728.45
2002	16,764.20	20,174.83	77,764.63
2003	17,916.07	21,339.78	79,460.84
2004	18,874.82	22,313.61	80,928.11
2005	19,831.89	23,430.33	84,529.36
2006	20,837.49	24,629.05	88,681.87
2007	21,894.08	25,889.33	93,048.70
2008	23,004.24	27,214.00	97,641.38
2009	24,170.69	28,607.43	102,472.08
2010	25,396.29	30,072.10	107,553.68
2011	26,684.04	31,612.04	112,899.75

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

381 RECREATIONAL VEHICLE DEALERS**Recreational Vehicle Dealers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	12,243.79	14,842.46	58,496.18
2002	12,855.98	15,442.84	59,124.92
2003	13,498.78	16,074.03	59,791.63
2004	14,173.72	16,756.02	60,771.74
2005	14,882.40	17,583.69	63,449.69
2006	15,626.52	18,471.84	66,538.99
2007	16,407.85	19,405.02	69,786.46
2008	17,228.24	20,386.00	73,200.52
2009	18,089.66	21,415.78	76,790.10
2010	18,994.14	22,498.31	80,564.61
2011	19,943.85	23,635.79	84,533.99

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**382 REFRIGERATION APPLIANCES****Refrigeration Appliances in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,225.98	7,499.76	28,900.84
2002	6,443.87	7,703.18	28,970.90
2003	6,599.99	7,838.94	28,872.74
2004	6,715.02	7,938.59	28,794.48
2005	6,826.85	8,086.48	29,472.77
2006	6,940.55	8,246.34	30,302.45
2007	7,056.14	8,409.85	31,160.26
2008	7,173.66	8,577.00	32,047.27
2009	7,293.13	8,748.25	32,964.64
2010	7,414.59	8,923.35	33,913.53
2011	7,538.08	9,102.53	34,895.20

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

383 REMEDIATION SERVICES**Remediation Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,918.29	8,386.65	33,052.95
2002	7,264.20	8,725.89	33,408.22
2003	7,627.41	9,082.54	33,784.94
2004	8,008.78	9,467.90	34,338.75
2005	8,409.22	9,935.57	35,851.91
2006	8,829.68	10,437.41	37,597.50
2007	9,271.17	10,964.70	39,432.47
2008	9,734.73	11,519.00	41,361.56
2009	10,221.46	12,100.87	43,389.84
2010	10,732.54	12,712.55	45,522.60
2011	11,269.16	13,355.28	47,765.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**384 REPAIR AND MAINTENANCE OF HOME AND GARDEN EQUIPMENT AND APPLIANCES****Repair and Maintenance of Home and Garden Equipment and Appliances in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,050.16	7,334.27	28,905.36
2002	6,352.67	7,630.94	29,216.05
2003	6,670.30	7,942.84	29,545.50
2004	7,003.82	8,279.84	30,029.81
2005	7,354.01	8,688.82	31,353.09
2006	7,721.71	9,127.69	32,879.65
2007	8,107.79	9,588.81	34,484.35
2008	8,513.18	10,073.00	36,171.38
2009	8,938.84	10,582.42	37,945.14
2010	9,385.78	11,117.34	39,810.28
2011	9,855.07	11,679.41	41,771.71

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

385 RESIDENTIAL BUILDING CONSTRUCTION**Residential Building Construction in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	121,737.57	147,575.60	581,615.82
2002	127,824.45	153,545.06	587,867.29
2003	134,215.70	159,820.84	594,496.27
2004	140,926.50	166,601.79	604,241.31
2005	147,972.78	174,831.15	630,867.55
2006	155,371.41	183,661.77	661,583.92
2007	163,139.98	192,940.20	693,872.80
2008	171,296.98	202,689.00	727,818.15
2009	179,861.83	212,932.85	763,508.61
2010	188,854.92	223,696.25	801,037.79
2011	198,297.67	235,005.90	840,504.57

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**386 RETAIL COOPERATIVES****Retail Cooperatives in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	109,991.25	132,910.27	517,945.48
2002	114,415.00	137,127.07	520,670.61
2003	119,553.60	142,112.50	525,091.82
2004	122,878.20	145,267.83	526,902.02
2005	125,941.84	149,083.76	541,998.98
2006	129,081.85	153,167.58	560,015.09
2007	132,300.16	157,369.48	578,707.41
2008	135,598.71	161,693.00	598,103.98
2009	138,979.50	166,142.39	618,234.12
2010	142,444.58	170,721.14	639,128.54
2011	145,996.05	175,433.50	660,819.37

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

387 RETAIL DISPOSABLE PAPER PRODUCTS**Retail Disposable Paper Products in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	21,015.07	25,143.69	94,523.01
2002	21,128.37	25,153.98	93,146.88
2003	20,968.67	24,868.97	91,086.92
2004	20,953.62	24,771.72	89,851.78
2005	20,967.50	24,867.64	91,082.98
2006	20,981.39	24,993.26	92,753.11
2007	20,995.30	25,122.32	94,473.49
2008	21,009.21	25,255.00	96,245.84
2009	21,023.13	25,391.17	98,071.94
2010	21,037.06	25,531.20	99,953.64
2011	21,051.00	25,675.12	101,892.87

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**388 RETAIL FOOD SALES****Retail Food Sales in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	669,556.25	818,082.91	3,312,629.85
2002	730,005.00	880,467.43	3,420,971.16
2003	797,385.30	949,993.56	3,540,678.23
2004	842,584.40	996,093.49	3,612,676.47
2005	885,676.18	1,046,345.62	3,774,406.43
2006	930,971.76	1,100,299.27	3,960,841.05
2007	978,583.87	1,157,045.08	4,156,946.48
2008	1,028,630.97	1,216,728.00	4,363,245.19
2009	1,081,237.59	1,279,501.07	4,580,289.16
2010	1,136,534.65	1,345,524.48	4,808,661.66
2011	1,194,659.72	1,414,967.00	5,048,979.07

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

389 RETAIL SALES

Retail Sales in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,535,148.75	3,098,573.11	12,561,350.4
2002	2,749,468.75	3,318,854.60	12,932,484.1
2003	2,999,930.00	3,577,105.53	13,375,040.1
2004	3,202,518.00	3,785,930.10	13,730,277.9
2005	3,406,628.06	4,020,901.75	14,451,106.8
2006	3,623,747.47	4,274,990.14	15,277,371.6
2007	3,854,704.86	4,545,176.15	16,152,823.8
2008	4,100,382.18	4,832,482.00	17,080,487.9
2009	4,361,717.59	5,137,994.33	18,063,580.5
2010	4,639,709.07	5,462,869.83	19,105,522.8
2011	4,935,418.16	5,808,338.00	20,209,954.0

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

390 RETAILERS OF CLOTHING, CLOTHING ACCESSORIES, LEATHERWEAR, AND FOOTWEAR

Retailers of Clothing, Clothing Accessories, Leatherwear, and Footwear in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	143,413.75	173,390.47	676,980.72
2002	147,806.25	177,377.50	676,734.90
2003	155,746.00	185,233.32	685,830.33
2004	161,136.70	190,496.77	690,943.55
2005	166,135.52	196,571.22	713,329.73
2006	171,289.44	203,059.08	739,714.60
2007	176,603.25	209,767.00	767,169.94
2008	182,081.91	216,703.00	795,742.77
2009	187,730.53	223,874.34	825,482.35
2010	193,554.39	231,290.11	856,440.33
2011	199,558.91	238,958.70	888,670.87

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

391 REUPHOLSTERY AND FURNITURE REPAIR**Reupholstery and Furniture Repair in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,450.53	1,758.40	6,930.08
2002	1,523.06	1,829.52	7,004.57
2003	1,599.21	1,904.30	7,083.56
2004	1,679.17	1,985.10	7,199.67
2005	1,763.13	2,083.15	7,516.93
2006	1,851.29	2,188.37	7,882.92
2007	1,943.85	2,298.93	8,267.65
2008	2,041.04	2,415.00	8,672.12
2009	2,143.09	2,537.14	9,097.38
2010	2,250.25	2,665.39	9,544.55
2011	2,362.76	2,800.15	10,014.80

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**392 REWRITABLE COMPACT DISC MEDIA (CD-RWS)****Rewritable Compact Disc Media (CD-RWs) in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	61.44	78.34	362.06
2002	77.48	95.75	404.08
2003	101.68	121.78	462.92
2004	114.43	135.27	490.48
2005	125.87	148.19	527.13
2006	138.46	162.53	569.13
2007	152.31	178.26	614.60
2008	167.54	196.00	663.85
2009	184.29	214.47	717.19
2010	202.72	235.27	774.99
2011	222.99	258.10	837.62

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

393 RICE

Rice in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,043.43	2,448.37	9,252.75
2002	2,049.26	2,443.56	9,103.06
2003	2,063.34	2,448.06	8,979.66
2004	2,071.70	2,449.19	8,883.69
2005	2,078.92	2,465.06	9,020.89
2006	2,086.17	2,483.92	9,201.93
2007	2,093.45	2,503.18	9,388.45
2008	2,100.76	2,523.00	9,580.64
2009	2,108.08	2,542.93	9,778.69
2010	2,115.44	2,563.45	9,982.82
2011	2,122.82	2,584.42	10,193.25

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

394 ROOFING, SIDING, AND SHEET METAL CONTRACTORS

Roofing, Siding, and Sheet Metal Contractors in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	26,719.92	32,391.05	127,657.60
2002	28,055.91	33,701.27	129,029.72
2003	29,458.71	35,078.73	130,484.70
2004	30,931.64	36,567.07	132,623.62
2005	32,478.22	38,373.31	138,467.75
2006	34,102.14	40,311.53	145,209.62
2007	35,807.24	42,348.03	152,296.64
2008	37,597.60	44,488.00	159,747.23
2009	39,477.48	46,736.17	167,580.85
2010	41,451.36	49,098.60	175,818.05
2011	43,523.93	51,580.94	184,480.53

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

395 SALON HAIR CARE PRODUCTS**Salon Hair Care Products in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,750.82	3,309.73	12,700.45
2002	2,824.10	3,374.55	12,670.90
2003	2,877.12	3,417.27	12,587.42
2004	2,927.81	3,461.30	12,554.64
2005	2,979.39	3,528.86	12,857.83
2006	3,031.88	3,601.75	13,227.40
2007	3,085.30	3,676.35	13,609.64
2008	3,139.66	3,753.00	14,005.05
2009	3,194.97	3,830.89	14,414.13
2010	3,251.26	3,910.93	14,837.44
2011	3,308.54	3,992.88	15,275.52

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**396 SANDWICH SPREADS****Sandwich Spreads in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,618.67	3,152.62	12,123.92
2002	2,712.16	3,240.25	12,158.99
2003	2,791.45	3,312.22	12,153.67
2004	2,806.01	3,317.32	12,032.54
2005	2,809.82	3,332.29	12,202.57
2006	2,813.63	3,351.25	12,431.51
2007	2,817.45	3,370.68	12,667.35
2008	2,821.27	3,391.00	12,910.31
2009	2,825.10	3,411.04	13,160.65
2010	2,828.94	3,431.99	13,418.62
2011	2,832.78	3,453.48	13,684.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

397 SAUCES, SALAD DRESSINGS, AND CONDIMENTS**Sauces, Salad Dressings, and Condiments in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	13,946.65	16,810.94	64,933.72
2002	14,425.38	17,256.29	65,064.87
2003	14,878.59	17,673.05	65,114.98
2004	15,153.75	17,914.97	64,980.36
2005	15,402.86	18,245.17	66,502.46
2006	15,656.08	18,602.23	68,365.77
2007	15,913.46	18,967.41	70,292.09
2008	16,175.06	19,341.00	72,283.84
2009	16,440.97	19,723.03	74,343.56
2010	16,711.25	20,113.94	76,473.91
2011	16,985.98	20,513.91	78,677.66

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**398 SAVORY SNACKS****Savory Snacks in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,632.71	3,198.24	12,697.77
2002	2,860.21	3,432.22	13,091.74
2003	3,035.46	3,607.90	13,326.19
2004	3,116.49	3,684.35	13,363.62
2005	3,184.53	3,770.60	13,721.02
2006	3,254.06	3,863.11	14,150.95
2007	3,325.10	3,958.09	14,596.39
2008	3,397.69	4,056.00	15,057.97
2009	3,471.87	4,155.68	15,536.36
2010	3,547.67	4,258.45	16,032.22
2011	3,625.12	4,363.98	16,546.29

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

399 SAWMILLS

Sawmills in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	21,746.21	25,564.92	89,767.81
2002	20,174.39	23,752.22	84,201.29
2003	18,716.18	22,068.50	78,991.45
2004	17,363.38	20,526.16	74,436.18
2005	16,108.35	19,223.16	72,097.68
2006	14,944.04	18,034.48	70,214.16
2007	13,863.88	16,930.33	68,432.91
2008	12,861.80	15,905.00	66,747.39
2009	11,932.15	14,951.68	65,151.53
2010	11,069.69	14,066.29	63,639.65
2011	10,269.57	13,243.59	62,206.49

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

400 SCANNERS

Scanners in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,577.17	1,927.65	7,814.04
2002	1,701.57	2,054.96	8,021.50
2003	1,859.51	2,217.97	8,302.90
2004	1,992.54	2,355.52	8,542.51
2005	2,127.46	2,510.36	9,011.84
2006	2,271.52	2,678.21	9,549.28
2007	2,425.32	2,857.33	10,120.05
2008	2,589.55	3,048.00	10,726.27
2009	2,764.89	3,252.40	11,370.23
2010	2,952.10	3,470.03	12,054.34
2011	3,151.99	3,702.26	12,781.18

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

401 SECURITY SYSTEMS SERVICES**Security Systems Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,816.92	11,900.50	46,901.50
2002	10,307.76	12,381.87	47,405.62
2003	10,823.15	12,887.95	47,940.18
2004	11,364.31	13,434.77	48,726.02
2005	11,932.53	14,098.38	50,873.16
2006	12,529.15	14,810.49	53,350.13
2007	13,155.61	15,558.70	55,953.91
2008	13,813.39	16,345.00	58,691.26
2009	14,504.06	17,170.91	61,569.34
2010	15,229.26	18,038.87	64,595.69
2011	15,990.73	18,950.88	67,778.29

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**402 SELF-TANNING PRODUCTS****Self-Tanning Products in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	212.77	256.75	995.53
2002	225.50	269.48	1,012.28
2003	230.25	273.46	1,006.99
2004	234.10	276.76	1,003.84
2005	238.02	281.93	1,027.54
2006	242.00	287.53	1,056.52
2007	246.05	293.25	1,086.48
2008	250.17	299.00	1,117.46
2009	254.36	305.10	1,149.51
2010	258.62	311.23	1,182.65
2011	262.94	317.50	1,216.94

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

403 SET-TOP TELEVISION RECEIVER BOXES**Set-Top Television Receiver Boxes in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	273.72	336.43	1,389.45
2002	298.42	361.94	1,434.19
2003	336.28	401.62	1,510.75
2004	365.94	432.60	1,568.75
2005	395.77	466.54	1,668.20
2006	428.02	503.68	1,781.93
2007	462.90	543.79	1,903.71
2008	500.62	587.00	2,034.12
2009	541.42	633.89	2,173.80
2010	585.54	684.42	2,323.42
2011	633.26	738.99	2,483.72

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**404 SEWAGE TREATMENT FACILITIES****Sewage Treatment Facilities in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	724.66	878.46	3,462.14
2002	760.89	914.00	3,499.35
2003	798.93	951.35	3,538.81
2004	838.88	991.72	3,596.82
2005	880.83	1,040.70	3,755.31
2006	924.87	1,093.27	3,938.16
2007	971.11	1,148.50	4,130.36
2008	1,019.67	1,207.00	4,332.42
2009	1,070.65	1,267.51	4,544.88
2010	1,124.18	1,331.58	4,768.27
2011	1,180.39	1,398.90	5,003.20

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

405 SEWING, NEEDLEWORK, AND PIECE GOODS STORES**Sewing, Needlework, and Piece Goods Stores in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,870.11	4,691.51	18,489.90
2002	4,063.61	4,881.29	18,688.64
2003	4,266.79	5,080.80	18,899.38
2004	4,480.13	5,296.37	19,209.18
2005	4,704.14	5,557.98	20,055.65
2006	4,939.35	5,838.71	21,032.14
2007	5,186.31	6,133.68	22,058.62
2008	5,445.63	6,444.00	23,137.76
2009	5,717.91	6,769.26	24,272.38
2010	6,003.81	7,111.43	25,465.46
2011	6,304.00	7,470.97	26,720.13

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**406 SHAVING RAZORS AND DEPILATORS****Shaving Razors and Depilators in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	728.06	868.65	3,231.45
2002	708.03	842.90	3,120.75
2003	693.24	823.04	3,026.54
2004	701.59	829.43	3,008.48
2005	713.90	845.57	3,081.00
2006	726.43	862.98	3,169.42
2007	739.17	880.79	3,260.86
2008	752.14	899.00	3,355.46
2009	765.34	917.70	3,453.32
2010	778.77	936.81	3,554.58
2011	792.43	956.38	3,659.38

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

407 SHELLFISH**Shellfish in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,749.20	5,778.49	23,067.31
2002	5,026.90	6,055.31	23,420.13
2003	5,414.22	6,450.34	24,039.53
2004	5,719.99	6,762.09	24,524.92
2005	6,021.48	7,113.01	25,646.43
2006	6,338.86	7,490.06	26,938.03
2007	6,672.98	7,887.17	28,297.83
2008	7,024.70	8,305.00	29,729.58
2009	7,394.96	8,745.89	31,237.24
2010	7,784.74	9,209.81	32,824.99
2011	8,195.06	9,698.43	34,497.28

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**408 SHOE POLISH****Shoe Polish in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	355.72	429.60	1,670.73
2002	374.51	448.14	1,691.62
2003	389.19	462.14	1,700.63
2004	394.84	466.79	1,693.12
2005	399.13	472.99	1,726.96
2006	403.47	479.82	1,769.44
2007	407.85	486.78	1,813.27
2008	412.28	494.00	1,858.50
2009	416.76	501.14	1,905.19
2010	421.29	508.53	1,953.39
2011	425.87	516.08	2,003.15

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

409 SKIN CARE PRODUCTS

Skin Care Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,371.30	7,697.47	29,977.19
2002	6,655.46	7,972.43	30,212.67
2003	6,882.06	8,183.65	30,280.22
2004	7,104.86	8,399.40	30,465.04
2005	7,334.86	8,677.70	31,477.41
2006	7,572.32	8,974.91	32,667.88
2007	7,817.45	9,282.55	33,907.50
2008	8,070.53	9,601.00	35,198.44
2009	8,331.80	9,930.61	36,543.00
2010	8,601.52	10,271.84	37,943.58
2011	8,879.98	10,625.08	39,402.71

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

410 SMALL COOKING APPLIANCES

Small Cooking Appliances in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,950.09	2,344.94	8,979.25
2002	2,014.72	2,404.76	8,992.10
2003	2,055.75	2,438.78	8,941.89
2004	2,061.36	2,436.97	8,839.36
2005	2,061.72	2,445.32	8,957.84
2006	2,062.09	2,456.58	9,119.43
2007	2,062.46	2,468.17	9,285.88
2008	2,062.82	2,480.00	9,457.37
2009	2,063.19	2,492.40	9,634.05
2010	2,063.56	2,505.05	9,816.11
2011	2,063.92	2,518.08	10,003.74

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

411 SMALL ELECTRICAL APPLIANCES

Small Electrical Appliances in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	11,484.40	13,761.32	52,021.55
2002	11,567.84	13,789.66	51,315.22
2003	11,616.78	13,781.88	50,540.08
2004	11,654.21	13,777.80	49,974.70
2005	11,691.76	13,863.69	50,738.34
2006	11,729.43	13,966.36	51,748.31
2007	11,767.22	14,071.23	52,788.81
2008	11,805.14	14,178.00	53,860.91
2009	11,843.17	14,287.80	54,965.70
2010	11,881.33	14,399.66	56,104.36
2011	11,919.62	14,514.00	57,278.08

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

412 SMALL PET FOOD

Small Pet Food in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	405.43	489.81	1,907.53
2002	419.41	502.82	1,911.35
2003	437.91	520.72	1,926.62
2004	452.03	534.39	1,938.27
2005	465.60	550.94	1,999.88
2006	479.58	568.62	2,072.63
2007	493.98	586.88	2,148.30
2008	508.82	606.00	2,227.00
2009	524.10	625.25	2,308.88
2010	539.84	645.39	2,394.08
2011	556.05	666.21	2,482.73

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

413 SNACKS

Snacks in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	22,052.84	26,598.33	102,966.08
2002	22,803.04	27,295.28	103,158.78
2003	23,462.78	27,891.90	103,083.91
2004	24,133.53	28,530.84	103,483.69
2005	24,823.45	29,376.53	106,681.50
2006	25,533.09	30,280.18	110,467.57
2007	26,263.03	31,212.65	114,402.53
2008	27,013.83	32,175.00	118,492.78
2009	27,786.09	33,167.91	122,745.01
2010	28,580.43	34,192.73	127,166.21
2011	29,397.48	35,250.44	131,763.73

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

414 SOCKS, STOCKINGS, AND TIGHTS

Socks, Stockings, and Tights in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,204.31	5,074.09	19,686.91
2002	4,382.88	5,245.74	19,817.57
2003	4,586.44	5,444.09	20,004.85
2004	4,631.74	5,475.72	19,861.47
2005	4,649.17	5,512.59	20,171.60
2006	4,666.67	5,556.17	20,579.83
2007	4,684.24	5,600.64	21,000.42
2008	4,701.87	5,646.00	21,433.82
2009	4,719.57	5,692.42	21,880.46
2010	4,737.33	5,739.78	22,340.82
2011	4,755.16	5,788.16	22,815.39

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

415 SOFT CHEESE

Soft Cheese in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,150.22	1,386.55	5,357.20
2002	1,182.85	1,415.79	5,349.61
2003	1,216.83	1,446.48	5,345.09
2004	1,250.98	1,478.92	5,364.19
2005	1,285.93	1,521.87	5,527.80
2006	1,321.86	1,567.78	5,721.77
2007	1,358.79	1,615.12	5,923.30
2008	1,396.75	1,664.00	6,132.71
2009	1,435.77	1,714.31	6,350.36
2010	1,475.88	1,766.26	6,576.58
2011	1,517.11	1,819.85	6,811.75

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

416 SOFT DRINKS

Soft Drinks in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	67,365.36	81,545.59	319,760.94
2002	70,572.76	84,673.35	322,785.45
2003	73,628.18	87,623.09	325,205.18
2004	76,756.98	90,741.87	329,116.25
2005	80,018.73	94,595.81	342,101.06
2006	83,419.09	98,718.67	357,173.28
2007	86,963.95	103,022.65	372,951.39
2008	90,659.44	107,516.00	389,470.24
2009	94,511.97	112,206.52	406,766.48
2010	98,528.22	117,103.58	424,878.70
2011	102,715.13	122,216.10	443,847.54

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

417 SOLAR, WIND, AND TIDAL POWERED ELECTRIC POWER GENERATION**Solar, Wind, and Tidal Powered Electric Power Generation in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,740.32	11,807.64	46,535.54
2002	10,227.33	12,285.26	47,035.72
2003	10,738.70	12,787.39	47,566.11
2004	11,275.64	13,329.94	48,345.82
2005	11,839.42	13,988.38	50,476.21
2006	12,431.39	14,694.92	52,933.85
2007	13,052.96	15,437.30	55,517.31
2008	13,705.61	16,217.00	58,233.30
2009	14,390.89	17,036.92	61,088.92
2010	15,110.43	17,898.11	64,091.66
2011	15,865.95	18,803.01	67,249.43

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**418 SOLID AND SEMI-SOLID COOKING FATS****Solid and Semi-Solid Cooking Fats in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	175.35	207.18	742.33
2002	165.19	195.25	703.03
2003	157.10	185.61	669.79
2004	149.63	176.89	641.55
2005	142.51	169.70	631.23
2006	135.74	163.05	624.22
2007	129.28	156.72	617.61
2008	123.14	151.00	611.38
2009	117.28	144.98	605.52
2010	111.70	139.53	600.02
2011	106.39	134.35	594.86

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

419 SPECIALIZED FREIGHT TRUCKING

Specialized Freight Trucking in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	64,197.83	77,823.42	306,712.83
2002	67,407.72	80,971.39	310,009.52
2003	70,778.11	84,280.89	313,505.28
2004	74,317.02	87,856.80	318,644.29
2005	78,032.86	92,196.52	332,685.54
2006	81,934.51	96,853.32	348,883.69
2007	86,031.23	101,746.26	365,911.11
2008	90,332.79	106,887.00	383,812.06
2009	94,849.43	112,289.30	402,633.28
2010	99,591.91	117,965.34	422,424.15
2011	104,571.50	123,929.50	443,236.80

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

420 SPECIALTY FOOD STORES

Specialty Food Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	13,167.85	15,962.64	62,910.98
2002	13,826.24	16,608.34	63,587.18
2003	14,517.56	17,287.16	64,304.21
2004	15,243.43	18,020.63	65,358.29
2005	16,005.60	18,910.76	68,238.34
2006	16,805.88	19,865.94	71,560.80
2007	17,646.18	20,869.55	75,053.36
2008	18,528.49	21,924.00	78,725.09
2009	19,454.91	23,032.07	82,585.58
2010	20,427.66	24,196.30	86,644.95
2011	21,449.04	25,419.62	90,913.91

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

421 SPORTING GOODS RETAILERS**Sporting Goods Retailers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	26,283.75	31,869.66	125,702.71
2002	27,518.75	33,070.59	126,819.01
2003	29,079.25	34,622.95	128,733.76
2004	30,492.10	36,047.53	130,740.61
2005	31,931.33	37,735.00	136,276.86
2006	33,438.48	39,543.47	142,676.52
2007	35,016.78	41,439.04	149,393.28
2008	36,669.57	43,426.00	156,443.58
2009	38,400.38	45,508.60	163,844.74
2010	40,212.87	47,691.65	171,615.05
2011	42,110.92	49,979.98	179,773.81

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**422 SPORTING GOODS, HOBBY, AND MUSICAL INSTRUMENT STORES****Sporting Goods, Hobby, and Musical Instrument Stores in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	50,355.17	61,042.74	240,577.88
2002	52,872.93	63,511.93	243,163.72
2003	55,516.58	66,107.83	245,905.71
2004	58,292.41	68,912.68	249,936.62
2005	61,207.03	72,316.65	260,950.22
2006	64,267.38	75,969.32	273,655.65
2007	67,480.75	79,807.22	287,011.53
2008	70,854.79	83,840.00	301,052.58
2009	74,397.53	88,076.92	315,815.48
2010	78,117.40	92,529.06	331,338.94
2011	82,023.27	97,207.16	347,663.86

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

423 SPORTS AND ENERGY DRINKS**Sports and Energy Drinks in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,829.53	5,950.37	24,771.57
2002	5,416.46	6,566.85	25,988.24
2003	6,045.74	7,224.25	27,229.26
2004	6,620.23	7,825.96	28,377.80
2005	7,229.17	8,515.55	30,359.17
2006	7,894.11	9,276.08	32,626.47
2007	8,620.22	10,104.96	35,069.60
2008	9,413.12	11,008.00	37,702.64
2009	10,278.95	11,992.95	40,540.84
2010	11,224.42	13,066.14	43,600.68
2011	12,256.85	14,235.91	46,900.02

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**424 SPREADABLE OILS AND FATS****Spreadable Oils and Fats in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,196.76	1,432.68	5,397.03
2002	1,197.15	1,426.61	5,302.03
2003	1,192.61	1,415.33	5,196.52
2004	1,201.09	1,419.95	5,150.41
2005	1,211.90	1,436.37	5,247.44
2006	1,222.80	1,454.64	5,370.48
2007	1,233.80	1,473.26	5,497.37
2008	1,244.90	1,492.00	5,628.26
2009	1,256.10	1,511.59	5,763.30
2010	1,267.40	1,531.33	5,902.62
2011	1,278.80	1,551.47	6,046.40

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

425 STEAM AND AIR CONDITIONING SUPPLY

Steam and Air Conditioning Supply in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	696.69	844.56	3,328.53
2002	731.53	878.72	3,364.31
2003	768.10	914.64	3,402.24
2004	806.51	953.45	3,458.01
2005	846.83	1,000.54	3,610.39
2006	889.18	1,051.08	3,786.18
2007	933.63	1,104.18	3,970.97
2008	980.32	1,160.00	4,165.23
2009	1,029.33	1,218.59	4,369.49
2010	1,080.80	1,280.19	4,584.26
2011	1,134.84	1,344.92	4,810.13

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

426 STONE MINING AND QUARRYING

Stone Mining and Quarrying in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	8,979.19	10,884.96	42,899.13
2002	9,428.14	11,325.26	43,360.23
2003	9,899.55	11,788.15	43,849.18
2004	10,394.53	12,288.30	44,567.96
2005	10,914.26	12,895.29	46,531.87
2006	11,459.97	13,546.62	48,797.46
2007	12,032.97	14,230.99	51,179.04
2008	12,634.62	14,950.00	53,682.80
2009	13,266.35	15,705.62	56,315.28
2010	13,929.66	16,499.51	59,083.38
2011	14,626.15	17,333.69	61,994.39

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

427 SUGAR CANDY

Sugar Candy in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	8,956.75	10,729.05	40,510.19
2002	8,996.69	10,723.86	39,894.90
2003	9,032.38	10,715.21	39,285.73
2004	9,055.26	10,705.28	38,830.12
2005	9,075.63	10,762.41	39,400.16
2006	9,096.03	10,832.48	40,160.92
2007	9,116.49	10,904.15	40,944.62
2008	9,136.99	10,977.00	41,752.05
2009	9,157.54	11,052.51	42,584.02
2010	9,178.13	11,129.31	43,441.41
2011	9,198.77	11,207.93	44,325.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

428 SUN CARE PRODUCTS

Sun Care Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,047.55	1,258.45	4,802.15
2002	1,081.00	1,289.24	4,806.18
2003	1,062.59	1,263.38	4,671.95
2004	1,094.77	1,294.24	4,694.19
2005	1,138.51	1,346.17	4,872.04
2006	1,183.99	1,401.68	5,079.03
2007	1,231.28	1,459.50	5,295.43
2008	1,280.47	1,520.00	5,521.67
2009	1,331.62	1,582.47	5,758.23
2010	1,384.81	1,647.83	6,005.62
2011	1,440.13	1,715.92	6,264.35

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

429 SUN PROTECTION PRODUCTS

Sun Protection Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	811.91	972.94	3,678.86
2002	832.19	990.65	3,667.22
2003	807.39	959.21	3,536.51
2004	823.89	974.01	3,532.81
2005	849.44	1,005.06	3,647.24
2006	875.79	1,038.22	3,782.12
2007	902.95	1,072.51	3,922.48
2008	930.95	1,108.00	4,068.54
2009	959.82	1,144.62	4,220.57
2010	989.58	1,182.52	4,378.82
2011	1,020.27	1,221.72	4,543.58

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

430 SUNGLASSES

Sunglasses in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,085.96	4,995.77	20,275.99
2002	4,407.73	5,324.94	20,810.89
2003	4,811.18	5,741.04	21,525.72
2004	5,181.41	6,125.25	22,213.06
2005	5,566.52	6,565.24	23,523.57
2006	5,980.25	7,044.37	25,022.78
2007	6,424.73	7,558.58	26,621.20
2008	6,902.25	8,110.00	28,325.61
2009	7,415.26	8,702.77	30,143.24
2010	7,966.40	9,338.49	32,081.85
2011	8,558.50	10,020.80	34,149.74

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

431 SUPERMARKETS

Supermarkets in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	473,950.00	580,178.94	2,364,243.20
2002	516,971.25	624,613.58	2,442,026.13
2003	565,744.80	675,010.42	2,529,836.96
2004	608,461.10	719,298.80	2,608,542.64
2005	652,588.52	769,772.42	2,759,556.28
2006	699,916.19	824,667.51	2,932,348.92
2007	750,676.20	883,490.26	3,116,379.42
2008	805,117.48	946,522.00	3,312,401.24
2009	863,507.00	1,014,065.98	3,521,219.82
2010	926,131.10	1,086,444.69	3,743,696.23
2011	993,296.89	1,164,006.00	3,980,751.17

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

432 SUPERMARKETS AND GROCERY STORES EXCLUDING CONVENIENCE STORES

Supermarkets and Grocery Stores Excluding Convenience Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	427,259.67	517,942.84	2,041,284.26
2002	448,622.65	538,893.73	2,063,224.90
2003	471,053.80	560,919.68	2,086,490.48
2004	494,606.50	584,718.62	2,120,692.42
2005	519,336.79	613,601.03	2,214,141.98
2006	545,303.63	644,593.69	2,321,946.53
2007	572,568.82	677,157.98	2,435,270.11
2008	601,197.26	711,374.00	2,554,407.35
2009	631,257.12	747,325.73	2,679,669.37
2010	662,819.97	785,101.80	2,811,384.71
2011	695,960.97	824,795.10	2,949,900.40

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

433 SUPPORT ACTIVITIES FOR AIR TRANSPORTATION**Support Activities for Air Transportation in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	11,128.84	13,490.87	53,169.37
2002	11,685.28	14,036.57	53,740.85
2003	12,269.55	14,610.28	54,346.85
2004	12,883.02	15,230.18	55,237.71
2005	13,527.17	15,982.48	57,671.79
2006	14,203.53	16,789.74	60,479.78
2007	14,913.71	17,637.95	63,431.52
2008	15,659.40	18,529.00	66,534.69
2009	16,442.37	19,465.61	69,797.39
2010	17,264.48	20,449.56	73,228.19
2011	18,127.71	21,483.45	76,836.11

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**434 SURVEYING AND MAPPING SERVICES EXCLUDING GEOPHYSICAL SERVICES****Surveying and Mapping Services Excluding Geophysical Services in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,698.67	4,483.69	17,670.84
2002	3,883.60	4,665.06	17,860.78
2003	4,077.78	4,855.73	18,062.18
2004	4,281.67	5,061.75	18,358.26
2005	4,495.76	5,311.78	19,167.22
2006	4,720.54	5,580.07	20,100.46
2007	4,956.57	5,861.97	21,081.47
2008	5,204.40	6,158.00	22,112.81
2009	5,464.62	6,469.40	23,197.17
2010	5,737.85	6,796.41	24,337.39
2011	6,024.74	7,140.03	25,536.48

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

435 TALCUM POWDER

Talcum Powder in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	230.84	273.06	982.85
2002	212.46	251.87	917.43
2003	201.76	239.11	873.24
2004	199.72	236.12	856.44
2005	198.92	236.01	865.71
2006	198.12	236.19	879.10
2007	197.33	236.40	892.90
2008	196.53	237.00	907.13
2009	195.74	236.91	921.79
2010	194.96	237.21	936.90
2011	194.17	237.55	952.49

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

436 TEA

Tea in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,316.97	1,589.75	6,172.69
2002	1,358.46	1,627.71	6,174.69
2003	1,411.09	1,677.77	6,205.06
2004	1,454.69	1,719.75	6,237.65
2005	1,497.45	1,772.01	6,433.51
2006	1,541.48	1,827.84	6,665.04
2007	1,586.79	1,885.49	6,905.76
2008	1,633.44	1,945.00	7,156.09
2009	1,681.46	2,006.49	7,416.43
2010	1,730.89	2,069.97	7,687.22
2011	1,781.77	2,135.53	7,968.92

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

437 TELECOMMUNICATIONS EQUIPMENT**Telecommunications Equipment in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	7,197.76	8,731.83	34,501.30
2002	7,555.12	9,081.90	34,862.88
2003	8,018.11	9,545.73	35,478.96
2004	8,397.59	9,927.59	36,006.61
2005	8,773.41	10,369.92	37,477.20
2006	9,166.06	10,843.49	39,180.59
2007	9,576.27	11,338.83	40,965.96
2008	10,004.85	11,857.00	42,837.45
2009	10,452.60	12,398.89	44,799.44
2010	10,920.39	12,965.77	46,856.51
2011	11,409.12	13,558.73	49,013.51

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**438 TELEVISIONS****Televisions in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,836.37	11,955.73	47,555.59
2002	10,394.95	12,511.05	48,242.02
2003	11,106.61	13,230.59	49,287.30
2004	11,717.44	13,852.20	50,239.54
2005	12,332.71	14,568.50	52,530.81
2006	12,980.29	15,338.09	55,169.87
2007	13,661.87	16,148.47	57,947.98
2008	14,379.25	17,002.00	60,872.76
2009	15,134.29	17,900.38	63,952.25
2010	15,928.98	18,846.60	67,194.98
2011	16,765.39	19,843.02	70,609.96

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

439 TESTING LABORATORIES**Testing Laboratories in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	7,833.84	9,496.52	37,427.10
2002	8,225.53	9,880.66	37,829.38
2003	8,636.81	10,284.50	38,255.96
2004	9,068.65	10,720.86	38,883.05
2005	9,522.08	11,250.42	40,596.46
2006	9,998.18	11,818.67	42,573.06
2007	10,498.09	12,415.74	44,650.86
2008	11,023.00	13,043.00	46,835.25
2009	11,574.15	13,702.27	49,131.94
2010	12,152.85	14,394.90	51,546.95
2011	12,760.50	15,122.68	54,086.64

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**440 TIRE DEALERS****Tire Dealers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	23,902.75	28,975.96	114,198.25
2002	25,097.89	30,148.04	115,425.70
2003	26,352.78	31,380.27	116,727.28
2004	27,670.42	32,711.68	118,640.68
2005	29,053.94	34,327.49	123,868.66
2006	30,506.64	36,061.35	129,899.71
2007	32,031.97	37,883.14	136,239.52
2008	33,633.57	39,797.00	142,904.57
2009	35,315.25	41,808.63	149,912.27
2010	37,081.01	43,921.98	157,280.99
2011	38,935.06	46,142.60	165,030.16

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

441 TISSUES

Tissues in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,677.21	2,008.97	7,583.77
2002	1,664.60	1,986.02	7,414.47
2003	1,685.71	2,000.18	7,339.02
2004	1,694.22	2,002.94	7,265.05
2005	1,699.30	2,015.01	7,375.05
2006	1,704.39	2,029.52	7,520.84
2007	1,709.50	2,044.34	7,671.03
2008	1,714.63	2,059.00	7,825.77
2009	1,719.76	2,074.96	7,985.24
2010	1,724.92	2,090.78	8,149.58
2011	1,730.09	2,106.96	8,318.98

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

442 TOBACCO PRODUCTS

Tobacco Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	80,480.88	97,704.37	387,024.30
2002	85,797.60	103,066.65	394,675.56
2003	90,222.18	107,426.94	399,496.79
2004	94,652.91	111,897.78	405,838.84
2005	99,301.24	117,333.06	423,500.26
2006	104,177.85	123,163.02	443,887.20
2007	109,293.94	129,283.90	465,307.13
2008	114,661.27	135,710.00	487,814.66
2009	120,292.19	142,457.45	511,467.48
2010	126,199.65	149,541.55	536,326.45
2011	132,397.21	156,979.50	562,455.84

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

443 TOILET CLEANING PRODUCTS**Toilet Cleaning Products in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	456.09	551.37	2,152.08
2002	490.37	586.27	2,206.03
2003	505.42	600.07	2,207.05
2004	511.88	605.15	2,194.99
2005	517.55	613.32	2,239.17
2006	523.29	622.30	2,294.54
2007	529.09	631.45	2,351.69
2008	534.96	641.00	2,410.66
2009	540.89	650.33	2,471.54
2010	546.88	660.05	2,534.39
2011	552.94	669.98	2,599.29

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**444 TOILET PAPER****Toilet Paper in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,363.69	6,442.86	24,575.98
2002	5,508.20	6,571.37	24,527.38
2003	5,501.20	6,534.43	24,075.52
2004	5,602.26	6,623.06	24,022.65
2005	5,727.21	6,780.97	24,672.09
2006	5,854.95	6,950.30	25,452.31
2007	5,985.54	7,124.18	26,260.86
2008	6,119.05	7,303.00	27,098.88
2009	6,255.53	7,486.14	27,967.58
2010	6,395.05	7,674.50	28,868.21
2011	6,537.69	7,867.99	29,802.08

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

445 TOOTHBRUSHES**Toothbrushes in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	743.58	881.72	3,203.66
2002	688.88	818.21	3,002.69
2003	635.31	756.06	2,805.91
2004	661.81	782.37	2,837.40
2005	704.17	831.13	2,986.83
2006	749.24	883.85	3,158.10
2007	797.19	939.93	3,339.60
2008	848.21	1,000.00	3,531.95
2009	902.50	1,063.02	3,735.83
2010	960.27	1,130.50	3,951.95
2011	1,021.73	1,202.28	4,181.07

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**446 TOOTHPASTE****Toothpaste in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,007.27	2,400.77	9,013.27
2002	2,015.82	2,399.27	8,875.94
2003	1,991.37	2,362.05	8,655.33
2004	1,992.78	2,355.90	8,545.29
2005	1,999.38	2,370.78	8,676.34
2006	2,006.00	2,388.53	8,849.52
2007	2,012.64	2,406.66	9,027.93
2008	2,019.31	2,425.00	9,211.77
2009	2,025.99	2,444.10	9,401.22
2010	2,032.70	2,463.43	9,596.47
2011	2,039.43	2,483.19	9,797.74

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

447 TOY STORES

Toy Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	43,722.50	53,163.27	211,741.87
2002	46,583.75	56,045.73	215,816.82
2003	49,812.00	59,313.37	220,610.37
2004	52,289.58	61,816.39	224,202.03
2005	54,724.58	64,674.09	233,608.79
2006	57,272.96	67,735.87	244,488.04
2007	59,940.02	70,943.37	255,902.34
2008	62,731.27	74,304.00	267,879.22
2009	65,652.51	77,823.82	280,447.76
2010	68,709.78	81,511.74	293,638.56
2011	71,909.41	85,375.39	307,483.94

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

448 TOYS AND GAMES

Toys and Games in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	31,027.70	37,674.29	149,322.37
2002	32,637.57	39,259.17	151,068.61
2003	34,792.75	41,431.90	154,139.12
2004	36,551.18	43,210.52	156,719.76
2005	38,293.55	45,252.01	163,401.28
2006	40,118.97	47,440.32	171,122.05
2007	42,031.41	49,734.97	179,227.48
2008	44,035.01	52,141.00	187,737.62
2009	46,134.12	54,664.30	196,673.61
2010	48,333.30	57,310.16	206,057.76
2011	50,637.30	60,084.73	215,913.58

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

449 TRADITIONAL TOYS

Traditional Toys in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	24,211.17	29,351.98	115,709.78
2002	25,338.43	30,447.70	116,722.87
2003	26,839.94	31,947.39	118,653.19
2004	28,044.74	33,154.41	120,249.51
2005	29,228.37	34,553.68	124,972.39
2006	30,461.96	36,050.44	130,456.09
2007	31,747.61	37,612.57	136,195.72
2008	33,087.52	39,243.00	142,203.85
2009	34,483.98	40,944.60	148,493.75
2010	35,939.38	42,720.67	155,079.37
2011	37,456.21	44,574.44	161,975.37

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

450 TRANSLATION AND INTERPRETATION SERVICES

Translation and Interpretation Services in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	504.59	611.68	2,410.72
2002	529.81	636.42	2,436.63
2003	556.31	662.44	2,464.10
2004	584.12	690.54	2,504.50
2005	613.33	724.65	2,614.86
2006	643.99	761.25	2,742.17
2007	676.19	799.71	2,876.01
2008	710.00	840.00	3,016.70
2009	745.50	882.58	3,164.64
2010	782.78	927.19	3,320.19
2011	821.92	974.07	3,483.77

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

451 TRAVEL TRAILER AND CAMPER MANUFACTURING**Travel Trailer and Camper Manufacturing in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,378.98	7,666.96	29,307.80
2002	6,486.52	7,749.14	29,072.97
2003	6,595.87	7,833.70	28,848.50
2004	6,707.07	7,929.18	28,760.37
2005	6,820.14	8,078.40	29,441.47
2006	6,935.11	8,239.61	30,273.96
2007	7,052.03	8,404.53	31,134.74
2008	7,170.92	8,573.00	32,024.90
2009	7,291.81	8,745.92	32,945.59
2010	7,414.73	8,922.60	33,897.99
2011	7,539.74	9,103.42	34,883.37

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**452 TRUCK TRAILER MANUFACTURING****Truck Trailer Manufacturing in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,955.40	7,009.92	24,738.56
2002	5,555.70	6,546.47	23,285.57
2003	5,182.83	6,113.75	21,920.83
2004	4,834.98	5,715.73	20,728.21
2005	4,510.48	5,380.17	20,143.44
2006	4,207.76	5,072.89	19,680.27
2007	3,925.36	4,786.00	19,241.55
2008	3,661.91	4,518.00	18,825.81
2009	3,416.14	4,268.03	18,431.70
2010	3,186.86	4,034.49	18,057.95
2011	2,972.98	3,816.40	17,703.35

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

453 UNDERWEAR, NIGHTWEAR, AND SWIMWEAR**Underwear, Nightwear, and Swimwear in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	12,793.81	15,531.63	61,521.45
2002	13,513.97	16,246.91	62,395.07
2003	14,458.99	17,203.96	63,804.10
2004	15,039.57	17,779.83	64,487.94
2005	15,565.96	18,412.04	66,735.08
2006	16,110.77	19,087.24	69,366.98
2007	16,674.64	19,787.65	72,111.20
2008	17,258.26	20,514.00	74,972.88
2009	17,862.30	21,267.97	77,957.38
2010	18,487.48	22,049.92	81,070.38
2011	19,134.54	22,861.16	84,317.79

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**454 USED CAR DEALERS****Used Car Dealers in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	42,166.30	51,115.83	201,454.56
2002	44,274.62	53,183.48	203,619.89
2003	46,488.35	55,357.22	205,915.97
2004	48,812.77	57,705.94	209,291.36
2005	51,253.40	60,556.35	218,513.91
2006	53,816.07	63,615.02	229,153.15
2007	56,506.88	66,828.79	240,337.07
2008	59,332.22	70,206.00	252,094.74
2009	62,298.83	73,753.66	264,456.86
2010	65,413.77	77,481.78	277,455.86
2011	68,684.46	81,399.12	291,125.99

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

455 VACUUM CLEANERS

Vacuum Cleaners in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,739.04	3,276.59	12,309.72
2002	2,685.93	3,203.69	11,948.00
2003	2,644.15	3,143.73	11,624.80
2004	2,723.85	3,220.14	11,679.45
2005	2,827.19	3,343.37	12,107.52
2006	2,934.44	3,475.03	12,606.93
2007	3,045.77	3,611.94	13,128.46
2008	3,161.32	3,754.00	13,673.13
2009	3,281.25	3,902.39	14,242.06
2010	3,405.73	4,056.38	14,836.38
2011	3,534.93	4,216.52	15,457.31

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

456 VEGETABLE AND SEED OILS

Vegetable and Seed Oils in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,139.82	1,362.04	5,096.47
2002	1,124.18	1,338.81	4,964.01
2003	1,116.96	1,325.03	4,857.50
2004	1,119.38	1,323.35	4,800.05
2005	1,123.29	1,331.93	4,874.19
2006	1,127.21	1,342.12	4,972.01
2007	1,131.14	1,352.52	5,072.79
2008	1,135.08	1,363.00	5,176.63
2009	1,139.04	1,374.00	5,283.64
2010	1,143.02	1,385.09	5,393.94
2011	1,147.01	1,396.42	5,507.64

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

457 VIDEO CASSETTE RECORDERS (VCRS)**Video Cassette Recorders (VCRs) in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,237.82	3,844.83	14,047.20
2002	2,931.15	3,492.58	12,974.47
2003	2,876.94	3,417.79	12,599.69
2004	2,935.15	3,469.96	12,585.95
2005	3,005.03	3,557.52	12,937.87
2006	3,076.58	3,651.29	13,358.99
2007	3,149.83	3,747.68	13,795.69
2008	3,224.83	3,847.00	14,248.61
2009	3,301.61	3,948.69	14,718.43
2010	3,380.22	4,053.47	15,205.84
2011	3,460.70	4,161.21	15,711.57

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**458 VIDEO GAMES AND VIDEO GAME CONSOLES****Video Games and Video Game Consoles in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	6,816.54	8,320.34	33,577.57
2002	7,299.14	8,809.81	34,316.20
2003	7,950.89	9,480.94	35,454.46
2004	8,491.31	10,038.20	36,405.04
2005	9,036.28	10,665.33	38,326.23
2006	9,616.23	11,343.68	40,528.15
2007	10,233.39	12,065.29	42,861.75
2008	10,890.17	12,833.00	45,335.18
2009	11,589.10	13,649.51	47,957.08
2010	12,332.88	14,518.19	50,736.67
2011	13,124.40	15,442.30	53,683.72

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

459 VIDEO TAPE AND DISC RENTALS

Video Tape and Disc Rentals in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	9,327.82	11,262.64	43,767.95
2002	9,651.17	11,563.76	43,862.15
2003	9,985.73	11,876.45	43,974.40
2004	10,331.88	12,214.39	44,301.94
2005	10,690.03	12,644.92	45,836.55
2006	11,060.60	13,104.72	47,634.79
2007	11,444.01	13,581.56	49,509.45
2008	11,840.72	14,076.00	51,464.01
2009	12,251.18	14,588.93	53,502.11
2010	12,675.86	15,120.84	55,627.59
2011	13,115.27	15,672.52	57,844.47

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

460 VITAMINS AND DIETARY SUPPLEMENTS

Vitamins and Dietary Supplements in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	12,361.26	14,894.79	57,460.68
2002	12,652.59	15,143.96	57,217.49
2003	13,106.68	15,570.95	57,407.06
2004	13,376.91	15,814.36	57,361.03
2005	13,614.70	16,125.35	58,751.87
2006	13,856.72	16,460.78	60,446.28
2007	14,103.04	16,804.12	62,198.89
2008	14,353.73	17,156.00	64,011.97
2009	14,608.89	17,515.47	65,887.89
2010	14,868.58	17,883.93	67,829.12
2011	15,132.89	18,261.24	69,838.26

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

461 WATCHES

Watches in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,869.92	5,917.55	23,515.15
2002	5,134.85	6,179.72	23,822.84
2003	5,497.54	6,547.30	24,368.20
2004	5,783.21	6,836.86	24,796.48
2005	6,063.83	7,165.25	25,866.63
2006	6,358.05	7,517.39	27,102.45
2007	6,666.56	7,886.91	28,400.46
2008	6,990.03	8,275.00	29,763.92
2009	7,329.20	8,681.59	31,196.30
2010	7,684.82	9,108.62	32,701.22
2011	8,057.71	9,556.74	34,282.54

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

462 WATER SUPPLY AND IRRIGATION SYSTEMS

Water Supply and Irrigation Systems in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	5,415.48	6,564.88	25,873.09
2002	5,686.25	6,830.43	26,151.18
2003	5,970.56	7,109.60	26,446.07
2004	6,269.09	7,411.25	26,879.58
2005	6,582.55	7,777.34	28,064.04
2006	6,911.67	8,170.16	29,430.45
2007	7,257.26	8,582.91	30,866.82
2008	7,620.12	9,017.00	32,376.87
2009	8,001.12	9,472.28	33,964.56
2010	8,401.18	9,951.09	35,634.04
2011	8,821.24	10,454.20	37,389.71

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

463 WATER WELL DRILLING CONTRACTORS**Water Well Drilling Contractors in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,592.23	3,142.42	12,384.69
2002	2,721.84	3,269.53	12,517.81
2003	2,857.93	3,403.16	12,658.96
2004	3,000.83	3,547.55	12,866.47
2005	3,150.87	3,722.78	13,433.44
2006	3,308.42	3,910.82	14,087.50
2007	3,473.84	4,108.39	14,775.05
2008	3,647.53	4,316.00	15,497.87
2009	3,829.91	4,534.11	16,257.84
2010	4,021.40	4,763.30	17,056.98
2011	4,222.47	5,004.12	17,897.36

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com**464 WINE****Wine in United States**

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	11,356.25	13,688.33	52,869.32
2002	11,820.85	14,132.56	53,173.54
2003	12,213.38	14,497.31	53,272.69
2004	12,334.19	14,581.69	52,890.50
2005	12,412.57	14,714.75	53,800.81
2006	12,491.45	14,866.13	54,975.11
2007	12,570.83	15,020.42	56,185.48
2008	12,650.71	15,178.00	57,433.19
2009	12,731.10	15,338.11	58,719.61
2010	12,812.00	15,501.69	60,046.12
2011	12,893.41	15,668.55	61,414.19

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

465 WIPES

Wipes in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	1,467.99	1,779.86	7,019.10
2002	1,624.02	1,942.29	7,317.48
2003	1,671.27	1,985.15	7,314.01
2004	1,702.02	2,012.15	7,298.35
2005	1,733.33	2,052.87	7,478.10
2006	1,765.22	2,096.74	7,696.62
2007	1,797.69	2,141.67	7,922.71
2008	1,830.76	2,188.00	8,156.65
2009	1,864.45	2,234.82	8,398.76
2010	1,898.75	2,283.09	8,649.36
2011	1,933.68	2,332.55	8,908.80

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

466 WOMEN'S AND GIRLS' OUTERWEAR

Women's and Girls' Outerwear in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	61,217.76	73,944.22	287,750.43
2002	64,000.14	76,642.54	290,142.97
2003	67,078.38	79,653.93	293,153.72
2004	68,080.33	80,485.65	291,935.92
2005	68,721.27	81,447.37	297,510.96
2006	69,368.24	82,514.61	304,563.33
2007	70,021.30	83,602.54	311,837.43
2008	70,680.52	84,712.00	319,341.38
2009	71,345.93	85,842.84	327,083.64
2010	72,017.62	86,996.44	335,073.05
2011	72,695.62	88,173.20	343,318.80

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

467 WOMEN'S CLOTHING STORES

Women's Clothing Stores in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	33,142.13	40,176.34	158,340.50
2002	34,799.24	41,801.48	160,042.41
2003	36,539.20	43,510.01	161,847.10
2004	38,366.16	45,356.07	164,500.12
2005	40,284.47	47,596.45	171,748.91
2006	42,298.69	50,000.53	180,111.21
2007	44,413.62	52,526.51	188,901.61
2008	46,634.31	55,181.00	198,142.97
2009	48,966.02	57,969.35	207,859.43
2010	51,414.32	60,899.61	218,076.47
2011	53,985.04	63,978.58	228,821.00

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

468 WOMEN'S HAIR REMOVAL PRODUCTS

Women's Hair Removal Products in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	819.66	985.51	3,772.29
2002	858.81	1,023.82	3,810.73
2003	863.75	1,024.67	3,756.69
2004	865.86	1,023.63	3,712.90
2005	867.97	1,029.27	3,767.84
2006	870.08	1,036.15	3,841.02
2007	872.20	1,043.18	3,916.42
2008	874.33	1,050.00	3,994.10
2009	876.46	1,057.74	4,074.14
2010	878.59	1,065.27	4,156.63
2011	880.74	1,072.97	4,241.65

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

469 WOOD PRESERVATION

Wood Preservation in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	4,455.24	5,262.88	18,839.57
2002	4,221.70	4,986.49	17,906.75
2003	4,000.40	4,724.65	17,022.04
2004	3,790.70	4,481.31	16,252.76
2005	3,592.00	4,279.05	15,942.32
2006	3,403.71	4,092.21	15,718.01
2007	3,225.29	3,915.28	15,505.63
2008	3,056.22	3,748.00	15,304.66
2009	2,896.02	3,589.11	15,114.58
2010	2,744.21	3,438.92	14,934.91
2011	2,600.36	3,296.73	14,765.21

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

470 WRITING INSTRUMENTS

Writing Instruments in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	2,632.54	3,189.16	12,539.84
2002	2,776.24	3,331.50	12,707.97
2003	2,926.95	3,480.81	12,883.56
2004	3,025.08	3,576.27	12,971.37
2005	3,116.13	3,687.26	13,384.28
2006	3,209.93	3,805.83	13,871.74
2007	3,306.55	3,928.32	14,378.75
2008	3,406.08	4,055.00	14,906.16
2009	3,508.60	4,185.65	15,454.85
2010	3,614.21	4,320.77	16,025.76
2011	3,723.00	4,460.39	16,619.88

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

471 YOGURT

Yogurt in United States

(US \$ mln: 2001 - 2011)

Year	United States	North America	The World
2001	3,217.90	3,933.89	15,959.06
2002	3,543.29	4,272.14	16,578.64
2003	3,807.45	4,541.06	16,994.49
2004	4,075.79	4,818.25	17,473.60
2005	4,363.04	5,147.26	18,463.26
2006	4,670.54	5,504.60	19,595.98
2007	4,999.72	5,886.83	20,800.91
2008	5,352.09	6,296.00	22,082.79
2009	5,729.29	6,733.00	23,446.69
2010	6,133.09	7,200.80	24,898.02
2011	6,565.34	7,701.19	26,442.56

Source: Philip M. Parker, INSEAD, copyright 2005, www.icongrouponline.com

472 DEFINITION OF TERMS

The following definitions are used for the product categories covered in this report:

2-in-1 hair care products. We define "2-in-1 hair care products" as including shampoo and conditioner combinations as well as 3-in-1 shampoo, conditioner, and styling agent combinations (e.g. products such as Pert Plus, Suave for Men Shampoo Plus Conditioner).

activities related to credit intermediation. This industry group comprises establishments primarily engaged in facilitating credit intermediation by performing activities, such as arranging loans by bringing borrowers and lenders together and clearing checks and credit card transactions.

adult incontinence products. We define "adult incontinence products" as including disposable undergarments and pads worn by adults to protect against leakage caused by bladder and bowel incontinence (e.g. products such as Depend Disposable Protective Undergarments, Poise Incontinence Pads, Poise Bladder Control Pads, Comfort Shield Perineal Care Premoistened Washcloths).

advertising agencies. This industry comprises establishments primarily engaged in creating advertising campaigns and placing such advertising in periodicals, newspapers, radio and television, or other media. These establishments are organized to provide a full range of services (i.e., through in-house capabilities or subcontracting), including advice, creative services, account management, production of advertising material, media planning, and buying (i.e., placing advertising).

advertising material distribution services. This industry comprises establishments primarily engaged in the direct distribution or delivery of advertisements (e.g., circulars, coupons, handbills) or samples. Establishments in this industry use methods, such as delivering advertisements or samples door-to-door, placing flyers or coupons on car windshields in parking lots, or handing out samples in retail stores.

after-sun moisturizers and tan-extender creams. We define "after-sun moisturizers and tan-extender creams" as including after-sun care creams, milks, lotions, gels, and moisturizers used to sooth skin or extend suntan (e.g. products such as Hawaiian Tropics Aloe After Sun Moisturizer, Banana Boat Aloe After Sun Moisturizer, South Beach Sun, After-Sun Tan Extender Lotion).

agencies, brokerages, and other insurance-related activities. This industry group comprises establishments primarily engaged in (1) acting as agents (i.e., brokers) in selling annuities and insurance policies or (2) providing other employee benefits and insurance related services, such as claims adjustment and third party administration.

air fresheners. We define "air fresheners" as including spray, aerosol, and electric air fresheners for household or car use (e.g. products such as Glade PlugIns, Glade 3 in 1 Candles, Neutra-Scent Air Freshener, Air Wick Air Freshener).

albums and EPs. We define "albums and EPs" as including full-length albums that have been recorded on cassette, compact disc, and EPs.

alcoholic beverages. We define "alcoholic beverages" as including beer, wine, and spirits (e.g. products such as Budweiser beer, Turning Leaf wine, Grey Goose vodka).

alcoholic cider and perry. We define "alcoholic cider and perry" as including alcoholic beverages made from fermented apple juice (cider) and fermented pear juice (perry).

alcoholic spirits. We define "alcoholic spirits" as including all distilled liquors, such as gin, vodka, rum, tequila, brandy, whiskey, etc. (e.g. products such as Finlandia Vodka, Christian Brothers Brandy, Jack Daniels Tennessee Sour Mash Whiskey).

all-in-one computer peripherals. We define "all-in-one computer peripherals" as including fax machine/printer/scanner/photocopier combinations that were purchased separately and not as part of a computer package (e.g. products such as Epson Stylus CX5400 All-in-One Printer, Scanner, Copier; HP OfficeJet 5510 All-In-One Printer, Fax, Scanner, Copier; Lexmark X73 All-In-One Print Center with USB Cable).

analgesics. We define "analgesics" as including pain-relieving medications which are not combined with other medicinal products (e.g. products such as Tylenol, Advil, and Bayer aspirin).

analog color televisions. We define "analog color televisions" as including all non-digital color television receivers and TV/VCR combinations (e.g. products such as Magnavox 27" Stereo TV, Symphonic 9" Color TV/VCR Combo).

antiperspirants and deodorants. We define "antiperspirants and deodorants" as including preparations for personal use to prevent body odor and underarm wetness (e.g. products such as Mitchum Clear Gel Antiperspirant & Deodorant, Dry Idea Roll-On Antiperspirant & Deodorant).

architectural services. This industry comprises establishments primarily engaged in planning and designing residential, institutional, leisure, commercial, and industrial buildings and structures by applying knowledge of design, construction procedures, zoning regulations, building codes, and building materials.

art dealers. This industry comprises establishments primarily engaged in retailing original and limited edition art works. Included in this industry are establishments primarily engaged in displaying works of art for retail sale in art galleries.

automatic dishwasher detergents. We define "automatic dishwasher detergents" as including all detergents for automatic dishwasher use (e.g. products such as Cascade Complete Dishwasher Detergent Gel, Electrasol Automatic Dishwasher Detergent with Baking Soda).

automobile and light duty motor vehicle manufacturing. This industry comprises establishments primarily engaged in (1) manufacturing complete automobile and light duty motor vehicles (i.e., body and chassis or unibody) or (2) manufacturing chassis only.

automobile manufacturing. This U.S. industry comprises establishments primarily engaged in (1) manufacturing complete automobiles (i.e., body and chassis or unibody) or (2) manufacturing automobile chassis only.

automotive body, paint, interior, and glass repair. This industry comprises establishments primarily engaged in providing one or more of the following: (1) repairing or customizing automotive vehicles, such as passenger cars, trucks, and vans, and all trailer bodies and interiors; (2) painting automotive vehicle and trailer bodies; (3) replacing, repairing, and/or tinting automotive vehicle glass; and (4) customizing automobile, truck, and van interiors for the physically disabled or other customers with special requirements.

automotive diesel fuel. We define "automotive diesel fuel" as including diesel fuel for privately owned vehicles.

automotive mechanical and electrical repair and maintenance. This industry comprises establishments primarily engaged in providing mechanical or electrical repair and maintenance services for automotive vehicles, such as passenger cars, trucks and vans, and all trailers. These establishments specialize in or may provide a wide range of these services.

automotive parts and accessories dealers. This industry comprises one or more of the following: (1) establishments known as automotive supply stores primarily engaged in retailing new, used, and/or rebuilt automotive parts and accessories; (2) automotive supply stores that are primarily engaged in both retailing automotive parts and accessories and repairing automobiles; and (3) establishments primarily engaged in retailing and installing automotive accessories.

automotive products. We define "automotive products" as including passenger car tires, gasoline, diesel fuel, and all goods which are sold after a new car has been purchased and are not original equipment, such as spare parts (batteries, brakes, catalytic converters, cooling, engines, exhausts, filters, ignition, lighting and fuses, starting and charging, steering parts), accessories (in-car cellular phone kits, security alarm systems), and car maintenance products (lubricants, brake and transmission fluids, coolants, etc.) and excluding in-car entertainment.

automotive repair and maintenance services. This industry group comprises establishments involved in providing repair and maintenance services for automotive vehicles, such as passenger cars, trucks, and vans, and all trailers. Establishments in this industry group employ mechanics with specialized technical skills to diagnose and repair the mechanical and electrical systems for automotive vehicles, repair automotive interiors, and paint or repair automotive exteriors.

baby diapers. We define "baby diapers" as including all disposable and reusable baby diapers and toilet-training pants (e.g. Huggies Pull-Up Goodnites, Pampers Cruisers, Luvs Ultra Leakguards).

baby formula. We define "baby formula" as including prepared, concentrated, and dried baby formula (e.g. products such as Enfamil Nutramigen Protein Iron Baby Formula Concentrate, Similac Lactose Free Liquid Concentrate Baby Formula).

baked goods. We define "baked goods" as including bread, cake, and pastries.

bakeries. We define "bakeries" as including retailers of baked goods and morning goods.

bakery products. We define "bakery products" as including baked goods, biscuits, and morning goods.

bar soap. We define "bar soap" as including personal and synthetic detergent soaps in bar forms (e.g. products such as Dove Bar Soap, Irish Spring Bar Soap).

bath and skin care products for babies and children. We define "bath and skin care products for babies and children" as including soaps, lotions, gels, oils, moisturizers, and powders specifically designed for bath and skin care for babies and children (e.g. products such as Johnson's Baby Lotion, Baby Magic Calming Foaming Milk Bath).

bath enhancers. We define "bath enhancers" as including bath foams, gels, salts, oils, powders, and pearls (e.g. products such as Vaseline Intensive Care Bath Beads, Batherapy Natural Mineral Bath).

beer. We define "beer" as including alcoholic beverages brewed from malt, sugar, hops, and water that has been fermented with yeast (e.g. products such as Budweiser Beer, Coors Light Beer).

bicycles. We define "bicycles" as including all children's and adult bicycles and excluding toy bicycles (e.g. products such as Rand 26" Men's 18-Speed Mountain Bike, Huffy Granite 26" Ladies 18-Speed ATB Bicycle).

blank audio cassettes. We define "blank audio cassettes" as including unrecorded standard audio cassettes, DAT cassettes, and microcassettes for tape recorders (e.g. products such as TDK D120 Normal Bias 120 Minute Audio Cassettes, Maxell R-120DM DAT Audio Cassette).

blank video cassettes. We define "blank video cassettes" as including unrecorded VHS, S-VHS, VHS-C, D-VHS, 8mm, and Hi8mm videocassettes for video recording (e.g. products such as Sony T120HG Blank VHS Video Tape, FujiFilm Hi-8 P6-120 MP).

body care products. We define "body care products" as including bar soaps, body lotions and creams, and massage oils (e.g. products such as Zest Bar Soap, Got2B Spa Body Smoothie Vitamin E Non-Fat Body Crème, Vaseline Intensive Care Healthy Body Complexion Moisturizing Lotion).

body wash and shower gels. We define "body wash and shower gels" as including all gels, foams, oils, liquid soaps, and creams designed for personal shower use (e.g. products such as Neutrogena Rainbath Shower and Bath Gel, Alpha Hydrox Moisturizing Body Wash, Suave Naturals Moisturizing Body Wash with Aloe Vera & Vitamin E).

book, periodical, and music stores. This industry group comprises establishments primarily engaged in retailing new books, newspapers, magazines, and prerecorded audio and video media.

books. We define "books" as including all printed books, such as paperbacks, atlases, dictionaries, encyclopedias, textbooks, guidebooks, and musical scores.

bookstores and stationery stores. We define "bookstores and stationery stores" as including retailers that primarily sell books, periodicals, magazines, journals, and stationery (e.g. retailers such as Barnes & Noble, B Dalton Bookseller, Waldenbooks).

bottled water. We define "bottled water" as including all purified, natural spring, and sparkling water packaged in bottles (e.g. products such as Perrier Mineral Water, Evian Natural Spring Water).

bread. We define "bread" as including all packaged and unpackaged bread of all varieties (e.g. products such as Oroweat Seven Grain Bread, Weber Sandwich Bread).

breakfast bakery goods. We define "breakfast bakery goods" as including fresh and packaged bakery items that are considered breakfast foods, such as doughnuts, croissants, scones, pastries, bagels, muffins, etc. (e.g. products such as Thomas English Muffins, Lenders Bagels).

breakfast cereals. We define "breakfast cereals" as including all cold and hot prepared cereals (e.g. products such as Kellogg's Raisin Bran Cereal, Nabisco Cream of Wheat Hot Cereal).

breath freshening sprays. We define "breath freshening sprays" as including liquid products designed to be sprayed in the mouth to freshen the breath (e.g. products such as Binaca Breath Freshener Spray).

building inspection services. This industry comprises establishments primarily engaged in providing building inspection services. These establishments typically evaluate all aspects of the building structure and component systems and prepare a report on the physical condition of the property, generally for buyers or others involved in real estate transactions. Building inspection bureaus and establishments providing home inspection services are included in this industry.

business service centers. This industry comprises (1) establishments primarily engaged in providing mailbox rental and other postal and mailing services (except direct mail advertising); (2) establishments, generally known as copy centers or shops, primarily engaged in providing photocopying, duplicating, blueprinting, and other document copying services without also providing printing services (i.e., offset printing, quick printing,

digital printing, prepress services); and (3) establishments that provide a range of office support services (except printing services), such as mailing services, document copying services, facsimile services, word processing services, on-site PC rental services, and office product sales.

business support services. This industry group comprises establishments engaged in performing activities that are ongoing routine business support functions that businesses and organizations traditionally do for themselves.

butcher shops. We define "butcher shops" as including retailers that primarily sell meat and poultry.

butter. We define "butter" as including salted and unsalted full-fat, low-fat, and spreadable dairy butter (e.g. products such as Challenge Sweet Unsalted Whipped Butter, Tillamook Sweet Cream Butter).

cakes. We define "cakes" as including all packaged and unpackaged ready-made cakes.

camcorders. We define "camcorders" as including all film and digital cameras for video recording (e.g. products such as Samsung Hi8 Palmcorder Camcorder, Canon MiniDV Digital Camcorder, Sony MiniDV Digital Handycam Camcorder).

camera and photographic supplies stores. This industry comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing.

cameras. We define "cameras" as including all film and digital cameras with the primary function for recording still pictures (e.g. products such as Olympus Infinity Zoom 80 QD Date 35mm Camera, Canon PowerShot S400 4MP Digital Camera w/ 3x Optical Zoom).

cameras and film. We define "cameras and film" as including all film and digital cameras with the primary function for recording still pictures (e.g. products such as Olympus Infinity Zoom 80 QD Date 35mm Camera, Canon PowerShot S400 4MP Digital Camera w/ 3x Optical Zoom) and all varieties of color, monochromatic, and instant film, slides, and single-use cameras (e.g. products such as Kodak 35 MM Black and White 400 Speed Film, Fuji QuickSnap Flash Camera).

candy. We define "candy" as including all chewing and bubble gum; all chocolate-based boxed, individual, and seasonal candies (e.g. products such as M&M's Chocolate Candy, Hershey's Kit Kat King Size Bar, Cadburys Dairy Milk Chocolate Bar); and all sugar-based candies, such as gummies, toffee, caramels, licorice, sour drops, mints, medicated throat lozenges, lollipops, etc. (e.g. products such as Twizzlers Cherry Pull 'n Peel Licorice, Bubble Yum Bubble Gum, Altoids Peppermints, Lifesavers Wild Sour Berries).

canned beans. We define "canned beans" as including all beans packaged in cans and glass jars, such as kidney, navy, baked, garbanzo, and black beans (e.g. products such as Bush's Best Pinto Beans, S&W Dark Red Kidney Beans), and excluding beans canned with other foods.

canned fish and seafood. We define "canned fish and seafood" as including all fish and seafood packaged in cans and glass jars (e.g. products such as Bumble Bee Chunk Light Tuna in Water, Chicken of the Sea Whole Oysters), and excluding caviar and any fish or seafood canned with other foods.

canned food. We define "canned food" as including all food packaged in cans and glass jars, such as beans, fruit, vegetables, meat products, fish, seafood, ready meals, etc. (e.g. products such as Bumble Bee Chunk Light Tuna in Water, Bushes Bold & Spicy Baked Beans).

canned fruit. We define "canned fruit" as including all preserved and stewed fruit packaged in cans and glass jars (e.g. products such as Motts Applesauce, Del Monte Chunky Mixed Fruit Naturals).

canned meat, meat products, and poultry. We define "canned meat, meat products, and poultry" as including all meat and poultry packaged in cans and glass jars, such as beef, lamb, pork, duck, chicken, and turkey (e.g. products such as Hormel Corned Beef, Swanson Canned Chicken), and excluding those combined with other foods.

canned pasta. We define "canned pasta" as including all pasta packaged in cans or glass jars and may incorporate sauces or other ingredients (e.g. products such as Franco American Spaghetti Os, Hormel Kids Kitchen Cheezy Mac N Cheese).

canned ready meals. We define "canned ready meals" as including combinations of meat with vegetable, rice, or pasta packaged in cans and glass jars which are sold as a complete meal and only require reheating (e.g. products such as Dinty Moore Beef Stew, Stag Chili Chunkero with Beans).

canned soup. We define "canned soup" as including all condensed and ready-to-eat soups packaged in cans and glass jars (e.g. products such as Wolfgang Puck's Old Fashioned Beef Barley Soup).

canned tomatoes. We define "canned tomatoes" as including whole tomatoes packaged in cans and glass jars and may incorporate adding seasonings, such as salt or herbs (e.g. products such as Del Monte Mexican Recipe Stewed Tomatoes, S&W Stewed Tomatoes).

canned vegetables. We define "canned vegetables" as including single variety or mixed vegetables packaged in cans or glass jars (e.g. products such as Del Monte Peas & Carrots, Green Giant Whole Kernel Corn Extra Sweet Niblets).

car aftermarket products. We define "car aftermarket products" as including all goods which are sold after a new car has been purchased and are not original equipment, such as spare parts (batteries, brakes, catalytic converters, cooling, engines, exhausts, filters, ignition, lighting and fuses, starting and charging, steering parts), accessories (in-car cellular phone kits, security alarm systems), and car maintenance products (lubricants, brake and transmission fluids, coolants, etc.) and excluding in-car entertainment and tires.

carbonated soft drinks. We define "carbonated soft drinks" as including colas, non-colas, and other carbonated beverages (e.g. products such as Coca-Cola, Diet Coke, Pepsi, Fresca, 7-Up, Orange Crush).

carpentry and floor contractors. This NAICS Industry Group includes establishments classified in the following NAICS Industries: 23551, Carpentry Contractors; and 23552, Floor Laying and Other Floor Contractors.

carpet and upholstery cleaning services. This industry comprises establishments primarily engaged in cleaning and dyeing used rugs, carpets, and upholstery.

carpet cleaning products. We define "carpet cleaning products" as including products designed to clean carpets and rugs, such as spot and stain removers and ready-to-use carpet cleaning products (e.g. products such as Bissell Oxy Kic Carpet Spot and Stain Remover, Woolite Oxy Deep Carpet Cleaner).

catalog and mail order retail sales. We define "catalog and mail order retail sales" as including goods purchased through catalogs and mail orders from direct response advertising then shipped to the customer.

cellular telephones. We define "cellular telephones" as including all analog and digital cellular telephones (e.g. products such as Nokia 3390, Motorola V66, Sony Ericsson T68M).

cemeteries and crematories. This industry comprises establishments primarily engaged in operating sites or structures reserved for the interment of human or animal remains and/or cremating the dead.

ceramic housewares. We define "ceramic housewares" as including earthenware, stoneware, casserole dishes, and other ceramic tableware (e.g. products such as CorningWare).

cheese. We define "cheese" as including all processed and unprocessed cheese of all varieties, such as cheddar, jack, Swiss, American, brie, mozzarella, and Romano (e.g. products such as DiGiorno Grated Parmesan Cheese, Kraft Velveeta Cheese Spread Slices).

chewing and bubble gum. We define "chewing and bubble gum" as including all varieties of packaged chewing and bubble gum (e.g. products such as Bazooka Bubble Gum, Wrigley's Extra, Bubble Yum, Dentyne Ice, Eclipse, Freedent, Trident).

children's and infants' clothing stores. This industry comprises establishments primarily engaged in retailing a general line of new children's and infants' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

chilled fish and seafood products. We define "chilled fish and seafood products" as including all processed, coated, and smoked fish and seafood products.

chilled food. We define "chilled food" as including chilled fish and seafood, ready meals, soup, and fresh pasta (e.g. products such as Oscar Mayer Lunchables).

chilled pasta. We define "fresh pasta" as including all types of packaged fresh pasta that requires refrigeration.

chilled ready meals. We define "chilled ready meals" as including packaged, refrigerated combinations of meat with vegetable, rice, or pasta which may require heating preparation.

chilled soup. We define "chilled soup" as including packaged, refrigerated soup made of fresh ingredients.

chilled, processed meats and meat substitutes. We define "chilled processed meats and meat substitutes" as including packaged lunch meats, hot dogs, salami, hamburgers, and soy-based alternatives (e.g. products such as Oscar Mayer Hot Dogs Franks, Lightlife Smart Deli Bologna Style Slices).

china and porcelain. We define "china and porcelain" as including tableware made from china and porcelain, such as tea sets, dinnerware, and serving platters.

chlorine bleach cleaning products. We define "chlorine bleach cleaning products" as including household cleaning and laundry products with chlorine bleach as a main ingredient (e.g. products such as Clorox Bleach, Clorox Clean-Up).

chocolate candy. We define "chocolate candy" as including all chocolate-based boxed, individual, and seasonal candies (e.g. products such as M&M's Chocolate Candy, Hershey's Kit Kat King Size Bar, Cadburys Dairy Milk Chocolate Bar).

cigarettes. We define "cigarettes" as including machine-manufactured tobacco cigarettes (e.g. products such as Marlboro, Camel, Doral).

cigars. We define "cigars" as including tobacco wrapped in tobacco leaves for the purpose of smoking (e.g. products such as Guantanamo Decimos Cigars, Cuaba Exclusivos Cigars).

citrus fruit. We define "citrus fruit" as including fresh, whole-fruit lemons, limes, oranges, grapefruits, tangerines, etc., and excluding organically grown fruit.

clothes pressing irons. We define "clothes pressing irons" as including all steam and dry irons designed to take wrinkles out of clothing (e.g. products such as Conair Fabric Steam Press, Sunbeam Garment Steamer, Black & Decker Digital Advantage Iron).

clothing. We define "clothing" as including all men and women's suits, dresses, shirts, pants, jackets, coats, and sweaters as well as all sizes of clothing accessories, such as socks, stockings, underwear, bras, hats, gloves, neckties, scarves, and belts.

clothing accessories. We define "clothing accessories" as including hats, gloves, scarves, neckties, and belts.

clothing accessories stores. This industry comprises establishments primarily engaged in retailing single or combination lines of new clothing accessories, such as hats and caps, costume jewelry, gloves, handbags, ties, wigs, toupees, and belts.

clothing and footwear. We define "clothing and footwear" as including all men and women's suits, dresses, shirts, pants, jackets, coats, and sweaters; all sizes of clothing accessories, such as socks, stockings, underwear, bras, hats, gloves, neckties, scarves, and belts; and all sizes of footwear, such as shoes, boots, sandals, moccasins, and slippers.

coffee. We define "coffee" as including whole bean, ground, fresh, instant, and freeze-dried coffee (e.g. products such as Folgers Instant Coffee, Maxwell House Rich French Roast Coffee, Starbucks Coffee Beans).

coin-operated laundries and dry cleaners. This industry comprises (1) establishments primarily engaged in operating facilities with coin-operated or similar self-service laundry and drycleaning equipment for customer use on the premises and (2) establishments primarily engaged in supplying and servicing coin-operated or similar self-service laundry and drycleaning equipment for customer use in places of business operated by others, such as apartments and dormitories.

collection agencies. This industry comprises establishments primarily engaged in collecting payments for claims and remitting payments collected to their clients.

color televisions. We define "color televisions" as including all digital and analog color television receivers.

computer and electronics retailers. We define "computer and electronics retailers" as including retailers that sell electronic equipment, televisions, stereos, refrigerators, ovens, stoves, microwave ovens, other large and small domestic appliances, and computers (e.g. companies such as Best Buy, Circuit City, Fry's Electronics).

computer peripherals. We define "computer peripherals" as including modems, printers, scanners, and all-in-one printer/fax/scanner/photocopier combinations (e.g. products such as Lexmark X73 All-In-One Print Center with USB Cable, Motorola Surfboard SB5100 Cable Modem, SpeedStream 5360 Ethernet DSL Modem).

concrete contractors. This NAICS Industry Group includes establishments classified in NAICS Industry 23571, Concrete Contractors.

contact lens cleansing solutions. We define "contact lens cleansing solutions" as including solutions for the purpose of cleaning contact lenses, such as saline, multi-purpose, and protein removers (e.g. products such as Bausch & Lomb ReNu Multi-Purpose Solution, Lobob Sterile Cleaning Solution for Hard Lenses).

contact lenses. We define "contact lenses" as including all types of contact lenses for eyes, such as disposable, colored, gas permeable, soft, and hard contact lenses (e.g. products such as Acuvue, Optima, Freshlook Dimensions, Bausch & Lomb Soflens).

contact lenses and contact lens cleansing solutions. We define "contact lenses and contact lens cleansing solutions" as including all types of contact lenses for eyes, such as disposable, colored, gas permeable, soft, and hard contact lenses, and solutions for the purpose of cleaning contact lenses, such as saline, multi-purpose, and protein removers (e.g. products such as Bausch & Lomb ReNu Rewetting Drops, Bausch & Lomb ReNu Multi-Purpose Solution, Acuvue contact lenses).

convenience stores. We define "convenience stores" as including retailers with extended hours of business and selling a variety of goods, such as ready made meals, newspapers and magazines, or prerecorded video tapes (e.g. companies such as 7-11).

converting paperboard into containers without manufacturing paperboard. This industry comprises establishments primarily engaged in converting paperboard into containers without manufacturing paperboard. These establishments use corrugating, cutting, and shaping machinery to form paperboard into containers. Products made by these establishments include boxes; corrugated sheets, pads, and pallets; paper dishes; and fiber drums and reels.

cookies and crackers. We define "cookies and crackers" as including sweet and savory cookies and crackers (e.g. products such as Nabisco Chips Ahoy Chocolate Chip Cookies, Pepperidge Farm Goldfish Snack Crackers, Keebler Zesta Saltine Crackers).

copper, nickel, lead, and zinc mining. This industry comprises establishments primarily engaged in developing the mine site, mining, and/or beneficiating (i.e., preparing) ores valued chiefly for their copper, nickel, lead, or zinc content. Beneficiating includes the transformation of ores into concentrates.

cosmetics and toiletries. We define "cosmetics and toiletries" as including baby care products, bath enhancers, shower gels, after-sun care products, hair care products, male grooming products, oral hygiene products, fragrances, skin care, face makeup, and hair removal systems, which can generally be purchased from drug stores and other retailers.

cosmetics for eyes. We define "cosmetics for eyes" as including eyeliners, mascara, cream and powder eye shadow, and eyebrow shaping pencils that are marketed specifically for use on the eyes (e.g. products such as Clinique High Impact Eye Shadow, L'Oreal Line Intensifique, Maybelline Great Lash Mascara).

cosmetics, beauty supplies, and perfume stores. This industry comprises establishments known as cosmetic or perfume stores or beauty supply shops primarily engaged in retailing cosmetics, perfumes, toiletries, and personal grooming products.

costume jewelry. We define "costume jewelry" as including jewelry made from non-precious metals and silver that may contain imitation pearls, rhinestones, crystals, and cubic zirconia, such as rings, earrings, necklaces, bracelets, hair combs, body jewelry, cuff links, and tiaras.

cotton balls and pads. We define "cotton balls and pads" as including balls and pads made from cotton wool for all purposes (e.g. products such as Johnson & Johnson 100% Cotton Balls).

cough, cold, and allergy remedies. We define "cough, cold, and allergy remedies" as including antihistamines, throat lozenges, decongestants, and multi-purpose cold remedies for both children and adults (e.g. products such as Alka Seltzer Plus Night Time Cold Medicine, Halls Cough Drops, Benadryl Allergy & Sinus Fast Melt Tablets).

credit bureaus. This industry comprises establishments primarily engaged in compiling information, such as credit and employment histories on individuals and credit histories on businesses, and providing the information to financial institutions, retailers, and others who have a need to evaluate the creditworthiness of these persons and businesses.

cutlery and serving utensils. We define "cutlery and serving utensils" as including table eating and serving utensils, kitchen knives and utensils, ladles, and spoons made of any material, such as silver, silver-plated, and stainless steel.

dairy and soy products. We define "dairy and soy products" as including cow's milk, condensed milk, evaporated milk, powdered milk, soy milk, kefir, cheese, yogurt, dairy and soy desserts, dairy and non-dairy coffee creamers, and cream (e.g. products such as Dannon Yogurt Fruit Blends, Carnation Coffeemate Coffee Creamer).

dairy cream. We define "dairy cream" as including all types of packaged whipped, sour, clotted, single, and double cream and crème fraîche.

dairy-based and soy-based desserts. We define "dairy-based and soy-based desserts" as including desserts with a main ingredient of either dairy or soy.

dehydrated dessert mixes. We define "dehydrated dessert mixes" as including pudding and gelatin-based desserts which are reconstituted with water or milk (e.g. products such as Jell-O Gelatin, Jell-O Dessert Mix No Bake Oreo Dessert).

dehydrated soup. We define "dehydrated soup" as including soup mixes in powder form which is then reconstituted with liquid and cooked before eating (e.g. products such as Lipton Onion Soup Mix Soup).

dental floss. We define "dental floss" as including all dental floss, dental tape, and gingival simulation sticks to for the purpose of oral hygiene (e.g. products such as Stimudent Plaque Removers, Glide Floss Comfort Plus, Reach Dentotape) and excluding toothpicks.

denture fixatives and cleansers. We define "denture fixatives and cleansers" as including denture adhesives, creams, powders, and cleaning tablets (e.g. products such as Polident Double Action Denture Cleanser).

department stores. We define "department stores" as including retailers of non-food goods with establishments which are separated into departments and sell items from different manufacturers and designers.

depository credit intermediation. This industry group comprises establishments primarily engaged in accepting deposits (or share deposits) and in lending funds from these deposits. Within this group, industries are defined on the basis of differences in the types of deposit liabilities assumed and in the nature of the credit extended.

designer bath and shower products. We define "designer bath and shower products" as including perfumed bath and shower products of designer fragrances, excluding gift sets.

desktop personal computers. We define "desktop personal computers" as including all desktop personal computers (PCs) and PC packages that include peripherals, such as monitors, scanners, printers, digital cameras, software, cables, media for data storage, etc. (e.g. products such as Sony VAIO 3.2GHz Desktop with HT Technology, Hewlett-Packard 3.0E GHz Media Center Desktop) and excluding all laptops, all handheld computers, all PDAs, and computer peripherals if purchased separately from PC.

detergents. We define "detergents" as including powder, liquid, and tablet detergents for laundry and household cleaning (e.g. products such as Tide Laundry Detergent, Comet Cleanser).

diaper service. Establishments primarily engaged in furnishing diaper services. These establishments may deliver, pickup, and clean the diapers.

digestion aids. We define "digestion aids" as including laxatives and medications for the relief from heartburn, indigestion, diarrhea, and upset stomach (e.g. products such as ex-lax, Pepto-Bismol, Pepcid AC).

digital cameras. We define "digital cameras" as including all digital cameras with the primary function for recording still pictures (e.g. products such as Canon PowerShot S400 4MP Digital Camera w/ 3x Optical Zoom) and excluding all film cameras.

digital color televisions. We define "digital color televisions" as including all television receivers, integrated digital televisions, and TV/VCR combinations with digital receiving, sound, and data capabilities.

direct mail advertising. This industry comprises establishments primarily engaged in (1) creating and designing advertising campaigns for the purpose of distributing advertising materials (e.g., coupons, flyers, samples) or specialties (e.g., key chains, magnets, pens with customized messages imprinted) by mail or other direct distribution; and/or (2) preparing advertising materials or specialties for mailing or other direct distribution. These establishments may also compile, maintain, sell, and rent mailing lists.

direct selling establishments. This industry group comprises establishments primarily engaged in nonstore retailing (except electronic, mail-order, or vending machine sales). These establishments typically go to the customers' location rather than the customer coming to them (e.g., door-to-door sales, home parties). Examples of establishments in this industry are home delivery newspaper routes; home delivery of heating oil, liquefied petroleum (LP) gas, and other fuels; locker meat provisioners; frozen food and freezer plan providers; coffee-break services providers; and bottled water or water softener services.

discount stores. We define "discount stores" as including retailers of primarily non-food consumer goods, such as apparel and housewares, sold at discount prices (e.g. retailers such as Smart & Final, T.J. Maxx, Big Lots).

discount superstores. We define "discount superstores" as including retailers that sell discount merchandise and groceries to the general public (e.g. retailers such as Costco Wholesale, Sam's Club).

dishwasher additives. We define "dishwasher additives" as including deodorizing, rinsing, and water softening agents that enhance the performance of dishwashers as well as products specifically designed to clean dishwashers (e.g. products such as Cascade Crystal Clear Dishwasher Rinse Aid, Jet-Dry Rinse Agent).

dishwashers. We define "dishwashers" as including all types of automatic dishwashing appliances, such as built-in, freestanding, and portable models (e.g. companies such as Whirlpool, General Electric, Frigidaire, Maytag).

dishwashing liquid and scouring aids. We define "dishwashing liquid and scouring aids" as including soaps and detergents designed for manually washing dishes, utensils, pots, pans, and other kitchen wares (e.g. Dawn Ultra Dish Detergent, Palmolive Dishwashing Liquid, SOS Steel Wool Soap Pads, Dip It Coffee Maker Cleaner).

dishwashing products. We define "dishwashing products" as including dishwashing detergents and soaps for both automatic dishwashers and for use in manual dishwashing; deodorizing, rinsing, and water softening agents that enhance the performance of dishwashers; and products specifically designed to clean dishwashers (e.g. products such as Joy Dishwashing Liquid, Cascade Complete Dishwasher Detergent Gel, Jet-Dry Rinse Agent).

dog food and cat food. We define "dog food and cat food" as including kibble, dry food, canned wet food, and treats for consumption by cats and dogs (e.g. products such as Iams Dry Adult Dog Food Chunks, Whiskas Moist Cat Food).

drafting services. This industry comprises establishments primarily engaged in drawing detailed layouts, plans, and illustrations of buildings, structures, systems, or components from engineering and architectural specifications.

dried food. We define "dried food" as including dehydrated and instant soup, dried pasta, dried plain noodles, instant noodles, dehydrated dessert mixes, and rice (e.g. products such as Jell-O Instant Pudding, Uncle Ben's Instant Rice, Lipton Onion Soup Mix, Top Ramen Noodle Soup).

dried pasta. We define "dried pasta" as including traditional Italian and regional pasta varieties that have been dried and are sold in retail stores without refrigeration, such as spaghetti, macaroni, fusilli, tortellini, linguine, and fettuccine (products such as Barilla Angel Hair Pasta, Creamette Elbow Macaroni Pasta, No Yolk Broad Noodles).

dried ready meals. We define "dried ready meals" as including packaged combinations of meat with vegetable, rice, or pasta that are prepared by adding boiling water or milk to reconstitute.

dried, salted, and smoked fish. We define "dried, salted, and smoked fish" as including smoked salmon, coated and battered fish, smoked trout, tuna jerky, and other dried, salted, and smoked fish.

drink concentrates. We define "drink concentrates" as including liquid and powder concentrates for the purpose of diluting into drinkable beverages (e.g. products such as Country Time Lemonade Drink Mix, Kool Aid Drink Mix, Nestea Instant Iced Tea Mix).

drug stores and pharmacies. We define "drug stores and pharmacies" as including retailers primarily involved in distributing over-the-counter and prescription drugs (e.g. Rite Aid, Walgreen's).

dry cleaning and laundry services excluding coin-operated services. This industry comprises establishments primarily engaged in one or more of the following: (1) providing drycleaning services (except coin-operated); (2) providing laundering services (except linen and uniform supply or coin-operated); (3) providing dropoff and pickup sites for laundries and/or drycleaners; and (4) providing specialty cleaning services for specific types of garments and other textile items (except carpets and upholstery), such as fur, leather, or suede garments; wedding gowns; hats; draperies; and pillows. These establishments may provide all, a combination of, or none of the cleaning services on the premises.

DVD players. We define "DVD players" as including all independently purchased digital video disc players and recorders and excluding DVD players that were bundled with a computer package or sold as video game system.

electric bulk power transmission and control. This U.S. industry comprises establishments primarily engaged in operating electric power transmission systems and/or controlling (i.e., regulatory voltage) the transmission of electricity from the generating source to distribution centers or other electric utilities. The transmission system includes lines and transformer stations.

electric power generation. This industry comprises establishments primarily engaged in operating electric power generation facilities. These facilities convert other forms of energy, such as water power (i.e., hydroelectric), fossil fuels, nuclear power, and solar power, into electrical energy. The establishments in this industry produce electric energy and provide electricity to transmission systems or to electric power distribution systems.

electrical contractors. This NAICS Industry Group includes establishments classified in NAICS Industry 23531, Electrical Contractors.

electronic and precision equipment repair and maintenance. This industry group comprises establishments primarily engaged in repairing electronic equipment, such as computers and communications equipment, and highly specialized precision instruments. Establishments in this industry group typically have staff skilled in repairing items having complex, electronic components.

engineering services. This industry comprises establishments primarily engaged in applying physical laws and principles of engineering in the design, development, and utilization of machines, materials, instruments, structures, processes, and systems. The assignments undertaken by these establishments may involve any of the following activities: provision of advice, preparation of feasibility studies, preparation of preliminary and final plans and designs, provision of technical services during the construction or installation phase, inspection and evaluation of engineering projects, and related services.

environmental consulting services. This industry comprises establishments primarily engaged in providing advice and assistance to businesses and other organizations on environmental issues, such as the control of environmental contamination from pollutants, toxic substances, and hazardous materials. These establishments identify problems (e.g., inspect buildings for hazardous materials), measure and evaluate risks, and recommend solutions. They employ a multidisciplined staff of scientists, engineers, and other technicians with expertise in areas, such as air and water quality, asbestos contamination, remediation, and environmental law. Establishments providing sanitation or site remediation consulting services are included in this industry.

ethnic hair care products. We define "ethnic hair care products" as including relaxers, hot oil treatments, shampoos, conditioners, and finishing products designed for ethnic hair (e.g. products such as Dark and Lovely No-Lye Conditioning Relaxer System, Shine Source Spray, Africa's Best Organics Carrot Oil Treatment).

exercise equipment and personal care appliances. We define "exercise equipment and personal care appliances" as including treadmills, stationary bikes, weight machines, massaging tools, and body and facial care appliances, such as facial saunas and tanning equipment (e.g. products such as Total Gym 1500, Fitness Quest® Gazelle Edge Glider, HoMedics FAC-2 Facial Spa Warm Mist Sauna and Inhaler, ETS Solaris 42 3F Tanning Bed, Nautilus NB 3000 Upright Bike).

exterminating and pest control services. This industry comprises establishments primarily engaged in exterminating and controlling birds, mosquitoes, rodents, termites, and other insects and pests (except for crop production and forestry production). Establishments providing fumigation services are included in this industry.

fabric softeners. We define "fabric softeners" as including liquids, powders, and dryer sheets designed to soften and neutralize static on clothing (e.g. products such as Downy, Bounce, Snuggle).

facial cleansers and moisturizers. We define "facial cleansers and moisturizers" as including moisturizers, creams, cleansers, soaps, toners, tonics, and masks specifically designed for use on the face for cleansing and moisturizing (e.g. products such as Dove Daily Hydrating Cleansing Cloths, Eucerin Face Renewal Alpha Hydroxy Lotion).

facial cosmetics. We define "facial cosmetics" as including cosmetics for the purpose of enhancing or coloring the facial skin such tinted foundations, powders, blushers, bronzers, consealers, and highlighters (e.g. products such as Maybelline, Waterproof Cover Stick, Clinique Perfectly Real Makeup).

family clothing stores. This industry comprises establishments primarily engaged in retailing a general line of new clothing for men, women, and children, without specializing in sales for an individual gender or age group. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

feminine sanitary protection. We define "feminine sanitary protection" as including all maxi pads, pantliners, and tampons (e.g. products such as Always Maxi Pads with Flexible Wings, Carefree Ultra Dry Pantliners, and Tampax Tampons).

film cameras. We define "film cameras" as including all film cameras for photographic use (e.g. products such as Fujifilm Q1 24mm APS Camera, Olympus iS-50 QD Date 35mm Camera), and excluding disposable cameras, digital cameras, and camera accessories.

fish and shellfish. We define "fish and shellfish" as including fresh, chilled, frozen, dried, smoked and salted fish as well as dried, smoked, and salted shellfish.

fish markets. We define "fish markets" as including retailers primarily selling fresh fish and seafood.

fixed-line telephone equipment. We define "fixed-line telephone equipment" as including telephones and cordless telephones, fax machines, answering machines, speakerphones, and related accessories for personal use (e.g. products such as AT&T 240 Trimline Phone with Caller ID, Motorola MD681 5.8 GHz Digital Expandable Cordless Speakerphone with Answering System and Caller ID, Hewlett-Packard 1230 Plain-Paper Inkjet Fax Machine).

flavored alcoholic beverages. We define "flavored alcoholic beverages" as including bottled wine coolers and flavored spirits with a maximum alcohol content of 8% by volume (e.g. products such as Boones Farm Malt Beverage Hard Lemonade, Bartles and Jaymes Coolers, Jack Daniels Hurricane Punch).

floor covering retailers. This industry comprises establishments primarily engaged in retailing new floor coverings, such as rugs and carpets, vinyl floor coverings, and floor tile (except ceramic or wood only); or retailing new floor coverings in combination with installation and repair services.

floor coverings. We define "floor coverings" as including textiles and fabrics designed to cover floors, such as carpets, rugs, linoleum, tile, and floor mats, as well as labor charges for laying of floor coverings.

floor polish. We define "floor polish" as including foam, spray, liquid, solid, and concentrated floor polish with the capability to shine flooring (e.g. products such as Holloway House Quick Shine).

food processors and preparation appliances. We define "food processors and preparation appliances" as including blenders, grinders, electric standing and handheld mixers, juicers, and food processors (e.g. products such as KitchenAid Stand Mixer, Cuisinart 7-Cup Pro Classic Food Processor, Breville JE900 Juice Fountain Professional Juice Extractor).

food specialty retailers. We define "food specialty retailers" as including bakeries, butchers, fish markets, produce markets, and other independent or chain stores specializing on one food product category.

footwear. We define "footwear" as including all men's, women's, and children's shoes that are made of leather, plastic, or fabric; athletic shoes; and dress shoes (e.g. companies such as Nike, UGG Australia, Adidas, Steve Madden, Reebok, Timberland).

footwear and leather goods repair. This industry comprises establishments primarily engaged in repairing footwear and/or repairing other leather or leather-like goods without retailing new footwear and leather or leather-like goods, such as handbags and briefcases.

fossil fuel powered electric power generation. This U.S. industry comprises establishments primarily engaged in operating fossil fuel powered electric power generation facilities. These facilities use fossil fuels, such as coal, oil, or gas, in internal combustion or combustion turbine conventional steam process to produce electric energy. The electric energy produced in these establishments are provided to electric power transmission systems or to electric power distribution systems.

fragrances. We define "fragrances" as including all designer and mass market fragrances for men, women, and unisex (e.g. products such as CK One, Chanel No. 5, Jean Nate by Revlon, Polo Sport by Ralph Lauren Cologne for Men).

fresh beef and veal. We define "fresh beef and veal" as including fresh, uncooked, unprocessed beef and veal.

fresh eggs. We define "fresh eggs" as including fresh, raw eggs from chickens and quail.

fresh fruit. We define "fresh fruit" as including all citrus and non-citrus fruit, such as oranges, grapefruit, apples, grapes, mangos, papayas, pineapple, kiwis, tangerines, bananas, coconut, limes, lemons, etc.

fresh lamb, mutton, and goat meat. We define "fresh lamb, mutton, and goat meat" as including fresh, uncooked, and unprocessed meat and mince from lamb, mutton, and goat and excluding all organic meat.

fresh pork. We define "fresh pork" as including uncooked, fresh pork and excluding cooked, frozen, organic, and canned pork.

fresh potatoes. We define "fresh potatoes" as including uncooked, fresh potatoes that may be pre-sliced or otherwise prepared for cooking and excluding organically grown potatoes.

fresh poultry. We define "fresh poultry" as including uncooked, fresh whole birds and cuts of chicken, duck, goose, turkey, and fowl and excluding organic poultry.

fresh produce. We define "fresh produce" as including fresh legumes, vegetables, fruit, and eggs.

fresh tomatoes. We define "fresh tomatoes" as including fresh, raw tomatoes and excluding tomatoes packaged with other foods and those which have been organically grown.

fresh vegetables. We define "fresh vegetables" as including fresh, raw tomatoes and excluding tomatoes packaged with other foods and those which have been organically grown; uncooked, fresh potatoes that may be pre-sliced or otherwise prepared for cooking and excluding organically grown potatoes; and all fresh and packaged vegetables (except potatoes, legumes, and organically grown vegetables unless these are contained within packaged vegetable mixes), fresh vegetable soups, spices and herbs, vegetable juice, and ready-made salads (e.g. Fresh Express Almond, Cranberry, and Baby Spinach Salad, ReadyPac Cabbage Veggie Mix).

fresh, chilled, and frozen fish. We define "fresh, chilled, and frozen fish" as including unprocessed fish that is sold fresh, chilled, or frozen.

frozen bakery goods. We define "frozen bakery goods" as including frozen bread, pastries, individual pies, pastry shells, pie crusts, sandwiches, and pizza crusts (e.g. products such as Pillsbury Crescent Rolls, Mrs. Smith's pies, Pillsbury Pie Crusts, Marie Callendar's Berry Cobbler, Pepperidge Farm Raspberry Turnover).

frozen desserts. We define "frozen desserts" as including frozen cakes and tarts (e.g. products such as Weight Watchers Smart Ones Double Fudge Cake, Sara Lee Family Cake).

frozen foods. We define "frozen foods" as including frozen poultry, desserts, baked goods, potatoes, meals, pizza, soup, and processed meat, vegetables, and fish (e.g. products include Birds Eye Farm Fresh Broccoli, Stouffers Frozen Dinner, DiGiorno Frozen Pizza).

frozen potatoes. We define "frozen potatoes" as including potatoes which are packaged, frozen, and require preparation of heating or baking (e.g. products such as Ore Ida Crispers French Fries, Mrs. T Frozen Pierogies).

frozen ready meals. We define "frozen ready meals" as including combinations of meat with vegetable, rice, or pasta that have been packaged then frozen and only require heating preparation (e.g. products such as Swanson Turkey Pot Pie, Boston Market Beef Sirloin with Egg Noodles, Budget Gourmet Premium Lasagna with Meat Sauce, Healthy Choice Frozen Dinner Lemon Pepper Fish).

frozen, processed fish and seafood. We define "frozen, processed fish and seafood" as including fish and seafood that have been battered, breaded, or otherwise processed with other foods, then packaged and frozen (e.g. products such as Gorton's Fishsticks, Van de Kamp Breaded Fishsticks).

fruit and vegetable juices. We define "fruit and vegetable juices" as including all juices and juice drinks made from fruits and vegetables (e.g. products such as Naked Juice Green Machine, Tropicana 100% Grovestand Premium Orange Juice, Capri Sun Big Pouch Tropical Punch, Ocean Spray Cranberry Juice, V8 Spicy Hot Vegetable Juice, Welch's Grape Drink) and excluding carbonated drinks.

fruit jams, jellies, and preserves. We define "fruit jams, jellies, and preserves" as including spreadable fruit preparations that have not been stewed (e.g. products such as Dickinsons Sweet Orange Marmalade, Knotts Berry Farm Concord Grape Jelly, Smucker's Boysenberry Preserves, Smucker's Strawberry Jam).

funeral homes and funeral services. This industry comprises establishments primarily engaged in preparing the dead for burial or interment and conducting funerals (i.e., providing facilities for wakes, arranging transportation for the dead, selling caskets and related merchandise). Funeral homes combined with crematories are included in this industry.

furniture. We define "furniture" as including new and used tables, chairs, beds, dressers, armoires, sofas, bookshelves, lamps, and other furnishing and excluding any rugs, carpets, or other floor coverings.

furniture and home furnishings retailers. We define "home furniture and home furnishings retailers" as including retailers of sofas, tables, chairs, beds, bed frames, entertainment cabinets, clothes storage cabinets, and other furniture and furnishings designed for use in the home (e.g. retailers such as Levitz, Pottery Barn, Ethan Allen).

furniture polish. We define "furniture polish" as including all aerosol, liquid, solid, foam, and multi-surface furniture conditioners and polishers which add luster to furniture made from wood and other materials except metal (e.g. products such as Endust Orange Aerosol Furniture Polish, Grab It Orange Citrus Scented Dry Cloths, Old English Furniture Wipes, Orange Glo Wood Polish and Conditioner, Pledge Extra Moisture Furniture Polish).

gardening supplies, outdoor furniture, and plants. We define "outdoor furniture, barbeques, plants, and garden accessories" as including all products designed to be used in the backyard or garden, such as fountains, barbeques, fertilizer, natural and artificial flowers and plants, seeds, compost, fencing, and patio furniture.

gasoline. We define "gasoline" as including leaded and unleaded gasoline of all grades for use by privately owned vehicles.

gasoline stations with convenience stores. This industry comprises establishments engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with convenience store or food mart items. These establishments can either be in a convenience store (i.e., food mart) setting or a gasoline station setting. These establishments may also provide automotive repair services.

general freight trucking. This industry group comprises establishments primarily engaged in providing general freight trucking. General freight establishments handle a wide variety of commodities, generally palletized, and transported in a container or van trailer. The establishments of this industry group provide a combination of the following network activities: local pickup, local sorting and terminal operations, line-haul, destination sorting and terminal operations, and local delivery.

geophysical surveying and mapping services. This industry comprises establishments primarily engaged in gathering, interpreting, and mapping geophysical data. Establishments in this industry often specialize in locating and measuring the extent of subsurface resources, such as oil, gas, and minerals, but they may also conduct surveys for engineering purposes. Establishments in this industry use a variety of surveying techniques depending on the purpose of the survey, including magnetic surveys, gravity surveys, seismic surveys, or electrical and electromagnetic surveys.

gift, novelty, and souvenir stores. This industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.

glassware and crystalware. We define "glassware and crystalware" as including crystal or glass drinking glasses, heat-resistant glass cookware, and glass plates and dishes (e.g. products such as Pyrex bakeware, Waterford crystal drinking glasses).

gold ore and silver ore mining. This industry comprises establishments primarily engaged in developing the mine site, mining, and/or beneficiating (i.e., preparing) ores valued chiefly for their gold and or silver content. Establishments primarily engaged in the transformation of the gold and silver into bullion or dore bar in combination with mining activities are included in this industry.

granola bars and breakfast cereal bars. We define "granola bars and breakfast cereal bars" as including snack bars made primarily from granola, oats, or breakfast cereals (e.g. products such as Kudos Granola Bars, Quaker Chewy Granola Bars, Kellogg's Nutri-Grain Cereal Bars).

graphic design services. This industry comprises establishments primarily engaged in planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos). This industry also includes commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

green vegetables. We define "green vegetables" as including all fresh and packaged vegetables (except potatoes, legumes, and organically grown vegetables unless these are contained within packaged vegetable mixes), fresh vegetable soups, spices and herbs, vegetable juice, and ready-made salads (e.g. Fresh Express Almond, Cranberry, and Baby Spinach Salad, ReadyPac Cabbage Veggie Mix).

grocery discounters. We define "grocery discounters" as including retailers with limited merchandise, usually packaged food, sold at a discount from major brands' suggested retail prices or sold as store brands.

hair care appliances. We define "hair care appliances" as including hairdryers; hot irons for hair straightening, crimping, and curling; hot brushes; heated rollers; beard trimmers; and hair clippers (e.g. products such as Wahl Clipper Kit, Conair Ion Shine Hairdryer, Vidal Sassoon Professional Hair Straightener).

hair conditioners. We define "hair conditioners" as including all types of hair conditioning products with the primary purpose of conditioning the hair, such as rinse-out, leave-in, cream, spray, deep, oil, mousse, and hot wax treatments (e.g. products such as Paul Mitchell Tea Tree Conditioner, Aussie Slip Detangler for Tangly Hair, Pantene Pro-V Conditioner).

hair styling products. We define "hair styling products" as including hair sprays, mousses, gels, serums, lotions, pomades, grooming creams, balms, and waxes designed to style, shape, de-frizz, and hold the hair (e.g. products such as Aveda Be Curly Curl Enhancing Lotion, Bumble and Bumble Grooming Crème, Salon Selectives Stay Flexible Finishing Spray for Flexible Hold), and excluding coloring mousses and any shampoos and conditioners.

hair tinting and coloring products. We define "hair tinting and coloring products" as including all permanent, semi-permanent, and tone-on-tone colorants for hair, henna colorants, color mousse, highlighting and lightening products, and temporary coloring rinses (e.g. products such as Clariol Natural Instincts, L'Oreal Feria).

hair, nail, and skin care services. This industry comprises establishments primarily engaged in one or more of the following: (1) providing hair care services; (2) providing nail care services; and (3) providing facials or applying makeup (except permanent makeup).

hand lotion. We define "hand lotion" as including all moisturizers, lotions, and creams designed to be used on the hands or on the hands and nails (e.g. Avon Moisture Therapy Intensive Hand Cream, One Minute Manicure Daily Skin Therapy, Neutrogena New Hands).

handheld computers and PDAs. We define "handheld computers and PDAs" as including personal digital assistants (PDAs) and handheld devices with computing and information storage capabilities, such as calendars, Internet connectivity, address book information, and gaming, and may include handwriting recognition (e.g. products such as PalmOne Tungsten T3 Handheld, HP iPAQ Pocket PC, Sony Clie Handheld).

hardware stores. This industry comprises establishments known as hardware stores primarily engaged in retailing a general line of new hardware items, such as tools and builders' hardware.

heating and cooling appliances. We define "heating and cooling appliances" as including all types of household and industrial air conditioners, heaters, air purification systems, fans, electric blankets, humidifiers, and oil-filled radiators (e.g. products such as Hamilton Beach TrueAir Cool Mist Humidifier, Sunbeam Soft Touch Heating Pad, Kenmore HEPA Air Cleaner).

heavy-duty truck manufacturing. This industry comprises establishments primarily engaged in (1) manufacturing heavy duty truck chassis and assembling complete heavy duty trucks, buses, heavy duty motor homes, and other special purpose heavy duty motor vehicles for highway use or (2) manufacturing heavy duty truck chassis only.

highway, street, bridge, and tunnel construction. This NAICS Industry Group includes establishments classified in the

following NAICS industries: 23411, Highway and Street Construction;
and 23412, Bridge and Tunnel Construction.

hobby, toy, and game stores. This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

home centers. This industry comprises establishments known as home centers primarily engaged in retailing a general line of new home repair and improvement materials and supplies, such as lumber, plumbing goods, electrical goods, tools, housewares, hardware, and lawn and garden supplies, with no one merchandise line predominating. The merchandise lines are normally arranged in separate departments.

home improvement retailers. We define "home improvement retailers" as including retailers of do-it-yourself (DIY) home maintenance, improvement, and building supplies, garden supplies, plants, and hardware for sale to the general public (e.g. retailers such as The Home Depot, Lowe's Home Improvement Warehouse).

home laundry appliances. We define "home laundry appliances" as including built-in and freestanding clothes washing machines and both gas and electric clothes dryers designed for home use (e.g. products such as Whirlpool Duet, Frigidaire 15-Cycle Super Capacity Plus Washer, Maytag Gas Dryer).

home permanents and relaxers for hair. We define "home permanents and relaxers for hair" as including kits for performing permanent wave and curl-relaxing hair treatments at home (e.g. products such as Ogilvie Precisely Right Home Permanent, Dark and Lovely No-Lye Conditioning Relaxer System).

home satellite systems. We define "home satellite systems" as including household satellite dishes, decoders, and receivers of satellite signals (e.g. products such as DIRECTV DST3000 Digital Satellite HDTV Receiver, RCA DRD480RE DIRECTV PLUS Second-Room Receiver)

honey. We define "honey" as including real honey made by bees (e.g. products such as Sue Bee Clover Honey, Busy Bee Honey Squeeze Bear Bottle).

hot drinks. We define "hot drinks" as including hot chocolate and malt- and plant-based drinks that are mixed with water or milk before drinking (e.g. products such as Ovaltine, Nestle Hot Cocoa Mix, Swiss Miss Hot Cocoa Mix) and excluding coffee and tea.

household audio. We define "household audio" as including non-portable stereo systems that include an audio receiver with any other audio components, such as CD player, tape cassette player, mini-disc player, or record turntable and excluding home theater systems; and audio components such as CD players, tuners, receivers, tape cassette players, turntables, and speakers that are sold separately and not as part of a stereo system.

household audio separates. We define "household audio separates" as including audio components such as CD players, tuners, receivers, tape cassette players, turntables, and speakers that are sold separately and not as part of a stereo system.

household cleaning supplies. We define "household cleaning supplies" as including laundry detergents, fabric softeners, carpet cleaners, home dry cleaning systems, spot and stain removers, chlorine bleach-based cleaning supplies, bathroom cleaners, furniture polish, air fresheners, and insecticides (e.g. products such as Tide, Bounce, Dryel, Arm & Hammer Carpet Deodorizer, Clorox Clean-Up, Endust Orange Aerosol Furniture Polish, Orange Glo Wood Polish and Conditioner, Pledge Extra Moisture Furniture Polish, Glade PlugIns, Raid Roach Killer).

household stereo systems. We define "household audio systems" as including non-portable stereo systems that include an audio receiver with any other audio components, such as CD player, tape cassette player, mini-disc player, or record turntable and excluding home theater systems.

household textiles and soft furnishings. We define "household textiles and soft furnishings" as including bedding, mattresses, pillows, curtain fabric, blankets, tablecloths and table linen, cloth napkins, towels, fabric bags designed for shoes and laundry, and fabric furniture covers.

ice cream. We define "ice cream" as including frozen yogurt, ice cream stores, gourmet ice cream, and prepackaged ice cream (e.g. products such as Baskin-Robbins, Breyers, Coldstone, and Haagen-Daaz).

in-car entertainment aftermarket. We define "in-car entertainment aftermarket" as including in-car audio and video systems, radios, cassette tape players, CD players, mini-disc players, and DVD players that are purchased and installed after a new car has been sold (e.g. products such as Delphi Rody XM Satellite Radio Receiver, Pioneer 2-Way Speaker for Car Stereo, Sony CD receiver for Car Stereo, Alpine In-Dash CD Player).

independent grocers. We define "independent grocers" as including retailers that independently own and operate one to nine grocery stores and food generates at least half of all sales.

industrial design services. This industry comprises establishments primarily engaged in creating and developing designs and specifications that optimize the use, value, and appearance of their products. These services can include the determination of the materials, construction, mechanisms, shape, color, and surface finishes of the product, taking into consideration human characteristics and needs, safety, market appeal, and efficiency in production, distribution, use, and maintenance. Establishments providing automobile or furniture industrial design services or industrial design consulting services are included in this industry.

insecticides. We define "insecticides" as including spray, aerosol, electric, bait insect killers and traps (products such as Raid Ant and Roach Killer, Hot Shot No Pest Strip Kills Flying and Crawling Insects, Grants Ant Killer).

instant noodles. We define "instant noodles" as including all instant noodles packaged in cups, bowls, and pouches which need only to be mixed with boiling water to cook (e.g. products such as Thai Kitchen Rice Noodle Bowl, Top Ramen).

instant soup. We define "instant soup" as including powdered soup which is mixed with boiling water and immediately ready to eat, and excluding dehydrated soups.

insurance agencies and brokerages. This industry comprises establishments primarily engaged in acting as agents (i.e., brokers) in selling annuities and insurance policies.

insurance carriers. This industry group comprises establishments primarily engaged in underwriting (assuming the risk, assigning premiums, and so forth) annuities and insurance policies and investing premiums to build up a portfolio of financial assets to be used against future claims. Direct insurance carriers are establishments that are primarily engaged in initially underwriting and assuming the risk of annuities and insurance policies. Reinsurance carriers are establishments that are primarily engaged in assuming all or part of the risk associated with an existing insurance policy (or set of policies) originally underwritten by another insurance carrier.

Industries are defined in terms of the type of risk being insured against, such as death, loss of employment because of age or disability, and/or property damage. Contributions and premiums are set on the basis of actuarial calculations of probable payouts based on risk factors from experience tables and expected investment returns on reserves.

interior design services. This industry comprises establishments primarily engaged in planning, designing, and administering projects in interior spaces to meet the physical and aesthetic needs of people using them, taking into consideration building codes, health and safety regulations, traffic patterns and floor planning, mechanical and electrical needs, and interior fittings and furniture. Interior designers and interior design consultants work in areas, such as hospitality design, health care design, institutional design, commercial and corporate design, and residential design. This industry also includes interior decorating consultants engaged exclusively in providing aesthetic services associated with interior spaces.

investigation, guard, and armored car services. This industry comprises establishments primarily engaged in providing one or more of the following: (1) investigation and detective services; (2) guard and patrol services; and (3) picking up and delivering money, receipts, or other valuable items with personnel and equipment to protect such properties while in transit.

iron ore mining. This industry comprises establishments primarily engaged in (1) developing mine sites, mining, and/or beneficiating (i.e., preparing) iron ores and manganiferous ores valued chiefly for their iron content and/or (2) producing sinter iron ore (except iron ore produced in iron and steel mills) and other iron ore agglomerates.

janitorial services. This industry comprises establishments primarily engaged in cleaning building interiors, interiors of transportation equipment (e.g., aircraft, rail cars, ships), and/or windows.

jewelry. We define "jewelry" as including real jewelry made from precious metals, such as gold, sterling silver, and platinum, that may contain diamonds, other gemstones, or pearls as well as costume jewelry made from non-precious metals, silver, imitation pearls, rhinestones, crystals, and cubic zirconia, such as rings, earrings, necklaces, bracelets, hair combs, body jewelry, cuff links, and tiaras, and excluding watches.

jewelry stores. This industry comprises establishments primarily engaged in retailing one or more of the following items: (1) new jewelry (except costume jewelry); (2) new sterling and plated silverware; and (3) new watches and clocks. Also included are establishments retailing these new products in combination with lapidary work and/or repair services.

jewelry, luggage, and leather goods stores. This industry group comprises establishments primarily engaged in retailing new jewelry (except costume jewelry); new silver and plated silverware; new watches and clocks; and new luggage with or without a general line of new leather goods and accessories, such as hats, gloves, handbags, ties, and belts.

kitchen appliances. We define "kitchen appliances" as including refrigerators, ovens, stoves, microwave ovens, mixers, coffeemakers, bread machines, and other large and small electrical appliances for use in the kitchen (e.g. products such as Frigidaire refrigerator, Kitchen Aid Stand-Up Mixer, Mr. Coffee Coffeemaker, and Cuisinart Electronic Toaster).

knitwear. We define "knitwear" as including all knitted clothing, such as sweaters, cardigans, and wool jumpers and excluding all knitted clothing accessories, such as hats, mittens, and scarves).

land subdivision and land development. This NAICS Industry Group includes establishments classified in NAICS Industry 23311, Land Subdivision and Land Development.

large household appliances. We define "large household appliances" as including refrigerators, ovens, stoves, microwave ovens, dishwashers, washing machines, and clothes dryers (e.g. products such as Frigidaire dishwashers and refrigerators, Viking Gas Oven, Sharp Over-the-Range Microwave, Maytag washing machines and clothes dryers).

laundry and carpet cleaning products. We define "laundry and carpet cleaning products" as including laundry detergents and soaps, carpet cleaning products, fabric softeners, spot and stain removers, home dry cleaning kits, clothing brighteners and fabric care, curtain cleaners, starch and ironing products, and other laundry enhancers (e.g. products such as Downy Fabric Softener, Tide with Bleach Laundry Detergent, Dryel, Niagara Spray Starch, Biz Bleach Color Safe Powder, Resolve Capet Cleaner for Steam Machines).

laundry boosters and ancillaries. We define "laundry boosters and ancillaries" as including spot and stain removers, home dry cleaning kits, clothing brighteners and fabric care, curtain cleaners, starch and ironing products, and other laundry enhancers (e.g. products such as Clorox Oxi Magic Stain Remover, Dryel, Niagara Spray Starch, Biz Bleach Color Safe Powder, Borax Laundry Booster).

laundry detergents. We define "laundry detergents" as including all detergents for automatic machine washing and hand washing of clothing (e.g. products such as Tide, All, Woolite, and Cheer).

lawn and garden equipment and supplies stores. This industry group comprises establishments primarily engaged in retailing new lawn and garden equipment and supplies.

lawnmowers. We define "lawnmowers" as including all man-powered, gas-powered, and electric grass-cutting machinery with rotary blades, associated parts, and accessories, such as fuel, grass catchers, and spare blades (e.g. products such as Toro Electric Start Recycler Mower, Black & Decker 24-Volt Cordless Mulching Mower).

legal services excluding lawyers and attorneys. This industry comprises establishments of legal practitioners (except lawyers and attorneys) primarily engaged in providing specialized legal or paralegal services.

legumes. We define "legumes" as including dry, uncooked peas, beans and lentils and excluding organically grown legumes.

light truck and utility vehicle manufacturing. This U.S. industry comprises establishments primarily engaged in (1) manufacturing complete light trucks and utility vehicles (i.e., body and chassis) or (2) manufacturing light truck and utility vehicle chassis only. Vehicles made include light duty vans, pick-up trucks, minivans, and sport utility vehicles.

linen and uniform supply. This industry comprises establishments primarily engaged in supplying, on a rental or contract basis, laundered items, such as uniforms, gowns and coats, table linens, bed linens, towels, clean room apparel, and treated mops or shop towels.

lip and multiuse color cosmetics. We define "lip and multiuse color cosmetics" as including lipstick, lip gloss, colored lip moisturizers and creams, lip liners, and cosmetics color sticks that are suitable for use on eyes, cheeks, and lips (e.g. products such as Revlon Timeliner for Lips, Almay Pure Tints Lip Treatment, Philosophy The Supernatural Tint Lips and Cheek Tint).

liquid hand soap. We define "liquid hand soap" as including unscented and scented liquid hand soap for household, industrial, and commercial use (e.g. products such as Jergens, Extra Moisturizing Hand Wash, SoftSoap Hand Soap) and excluding antibacterial varieties and hand sanitizers.

liquor stores, perfumeries, and other non-food retailers. We define "liquor stores, perfumeries, and other non-food retailers" as including specialized retailers of wine, beer, spirits, designer perfumes, specialty cosmetics and toiletries, and other non-food specialists.

loose smoking tobacco. We define "loose smoking tobacco" as including packaged loose tobacco for use in pipes or rolling papers, and excluding chewing tobacco and snuff (e.g. products such as Drum Hand Rolling Tobacco, Samson Hand Rolling Tobacco).

LP vinyl record albums. We define "LP vinyl record albums" as including only LP records and excluding EPs.

luggage and personal carrying cases. We define "luggage and personal carrying cases" as including suitcases, trunks, totes, traveling bags, handbags, briefcases, and wallets (e.g. products such as kate spade Messenger Bag, Eagle Creek Flight Bag).

magazines. We define "magazines" as including subscription and individual sales of weekly and monthly consumer publications (e.g. products such as Time, Cosmopolitan, Vogue).

management consulting services. This industry comprises establishments primarily engaged in providing advice and assistance to businesses and other organizations on management issues, such as strategic and organizational planning; financial planning and budgeting; marketing objectives and policies; human resource policies, practices, and planning; production scheduling; and control planning.

manufactured mobile home dealers. This industry comprises establishments primarily engaged in retailing new and/or used manufactured homes (i.e., mobile homes), parts, and equipment.

manufacturing inorganic dyes and pigments. This U.S. industry comprises establishments primarily engaged in manufacturing inorganic dyes and pigments.

manufacturing paper bags and coated or laminated paper. This industry comprises establishments primarily engaged in one or more of the following: (1) cutting and coating paper and paperboard; (2) cutting and laminating paper and paperboard and other flexible materials (except plastics film to plastics film); (3) manufacturing bags or multiwall bags or sacks of paper, metal foil, coated paper, or laminates or coated combinations of paper and foil with plastics film; (4) manufacturing laminated aluminum and other converted metal foils from purchased foils; and (5) surface coating paper or paperboard.

manufacturing pharmaceutical preparations. This U.S. industry comprises establishments primarily engaged in manufacturing in-vivo diagnostic substances and pharmaceutical preparations (except biological) intended for internal and external consumption in dose forms, such as ampoules, tablets, capsules, vials, ointments, powders, solutions, and suspensions.

manufacturing vehicular lighting fixtures. This U.S. industry comprises establishments primarily engaged in manufacturing vehicular lighting fixtures.

margarine. We define "margarine" as including solid full-fat, low-fat, and fat-free margarine used for cooking, baking, and eating (e.g. products such as Fleischmanns Margarine) and excluding semi-solid spreadable oils and fats.

marketing research and public opinion polling. This industry comprises establishments primarily engaged in systematically gathering, recording, tabulating, and presenting marketing and public opinion data.

masonry, drywall, insulation, and tile contractors. This NAICS Industry Group includes establishments classified in the following NAICS Industries: 23541, Masonry and Stone Contractors; 23542, Drywall, Plastering, Acoustical, and Insulation Contractors; and 23543, Tile, Marble, Terrazzo, and Mosaic Contractors.

meal replacement products. We define "meal replacement products" as including bars, ready-to-drink beverages, and drink powders designed as nutritional supplements for older people and meal replacements for weight loss (e.g. products such as Slim-Fast Ready-to-Drink Shakes, Ensure Nutrition Drinks, PowerBar Protein Plus).

meat and poultry. We define "meat and poultry" as including beef, veal, pork, lamb, mutton, goat, poultry, and other animal meat.

meat markets and delicatessens. This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

media buying agencies. This industry comprises establishments primarily engaged in purchasing advertising time or space from media outlets and reselling it to advertising agencies or individual companies directly.

media sales representatives. This industry comprises establishments of independent representatives primarily engaged in selling media time or space for media owners.

medicated skin care. We define "medicated skin care" as including acne washes and treatments, topical antifungals and antiparasitics, dandruff treatment shampoo, lip and skin moisturizers, hemorrhoid treatments, child skin care, and diaper rash remedies (e.g. products such as Selsun Blue Dandruff Shampoo, Preparation H, Tinactin Antifungal Cream, Neutrogena Acne Treatment On-the-Spot Vanishing Formula, Desitin Oxide Creamy Diaper Rash Ointment).

men's after shave. We define "men's after shave" as including lotions, moisturizers, and creams designed to soothe skin after shaving (e.g. products such as Old Spice After Shave, Gillette Series After Shave Gel for Sensitive Skin, Brut Splash-On Lotion, Aqua Velva After Shave) and excluding men's colognes and fragranced after shaves without moisturizing benefits, such as after shaves made by designer fragrance companies.

men's and boys' outerwear. We define "men's and boys' outerwear" as including suits, jackets, pants, coats, shirts, and sportswear and excluding sweaters, cardigans, socks, pajamas, underwear and other knitwear and nightwear.

men's clothing stores. This industry comprises establishments primarily engaged in retailing a general line of new men's and boys' clothing. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

men's grooming products. We define "men's grooming products" as including shaving creams and lotions, shaving razors and blades, shower and bath gel, deodorants and antiperspirants, skin care products, and hair care products which have been designed to be used by men (e.g. Old Spice After Shave, Gillette Sensor Excel Razor, Right Guard Antiperspirant Xtreme Sport) and excluding men's colognes and fragranced after shaves without moisturizing benefits, such as after shaves made by designer fragrance companies.

men's shaving preparations. We define "men's shaving preparations" as including cream, foam, gel, and lotions designed to be used by men before razor and electric shaving (e.g. products such as Barbasol Shaving Cream, Edge Pro Shaving Gel, Old Spice Moisturizing Shaving Cream).

metal ore mining. This industry group comprises establishments primarily engaged in developing mine sites or mining metallic minerals, and establishments primarily engaged in ore dressing and beneficiating (i.e., preparing) operations, such as crushing, grinding, washing, drying, sintering, concentrating, calcining, and leaching. Beneficiating may be performed at mills operated in conjunction with the mines served or at mills, such as custom mills, operated separately.

metal polish. We define "metal polish" as including creams, liquids, soaps, and chemicals designed to clean, shine, and remove deposits from metal furniture, utensils, housewares, and surfaces (e.g. products such as Wrights Silver Cream Polish, Jelmar Tarn X Tarnish Remover, Kleen King Stainless Steel & Copper Cleaner).

microwave ovens. We define "microwave ovens" as including built-in and freestanding household and industrial microwaves, standard ovens with microwave capabilities, and microwave grills (e.g. products such as Panasonic 1200-Watt Microwave, Sharp Over-the-Range Microwave).

mild detergents. We define "mild detergents" as including personal and synthetic detergent soaps in bar forms (e.g. products such as Dove Bar Soap, Irish Spring Bar Soap); unscented and scented liquid hand soap for household, industrial, and commercial use (e.g. products such as Jergens, Extra Moisturizing Hand Wash, SoftSoap Hand Soap) and excluding antibacterial varieties and hand sanitizers; and fine fabric detergents (e.g. products such as Woolite Gentle Fabric Wash).

milk. We define "milk" as including fresh and pasteurized dairy and goat's milk.

mini-disc players. We define "mini-disc players" as including non-portable and MP3-compatible mini-disc players (e.g. products such as Sony MiniDisc Recorder, JVC Minidisc Component Recorder).

mini-discs. We define "mini-discs" as including all mastered mini-discs (e.g. products such as Sony MDW80 MiniDisc Blank Media).

modems. We define "modems" as including internal and external 56K, cable, and DSL modems that are sold separately and not as part of a computer package (e.g. products such as Hawking 56KBPS V90/92 D/F PCI Modem, Motorola Surfboard SB5100 Cable Modem, SpeedStream 5360 Ethernet DSL Modem).

monochromatic television sets. We define "monochromatic television sets" as including black and white television receivers that do not include VCRs or other components.

motor home manufacturing. This U.S. industry comprises establishments primarily engaged in (1) manufacturing motor homes on purchased chassis and/or (2) manufacturing conversion vans on an assembly line basis. Motor homes are units where the motor and the living quarters are integrated in the same unit.

motor vehicle body and trailer manufacturing. This industry comprises establishments primarily engaged in (1) manufacturing motor vehicle bodies and cabs or (2) manufacturing truck, automobile and utility trailers, truck trailer chassis, detachable trailer bodies, and detachable trailer chassis. The products made may be sold separately or may be assembled on purchased chassis and sold as complete vehicles. Motor homes are units where the motor and the living quarters are contained in the same integrated unit, while travel trailers are designed to be towed by a motor unit, such as an automobile or a light truck.

mouthwashes and dental rinses. We define "mouthwashes and dental rinses" as including rinses designed to be gargled but not swallowed with the purpose of killing bacterial and plaque growth (e.g. products such as Listerine Mouthwash Antiseptic, Plax Dental Rinse Advanced Formula, Scope Mouthwash).

MP3 players. We define "MP3 players" as including portable devices with MP3 file reading capability (e.g. products such as Rio Cali 256 MB Sport MP3 Player, Creative Labs Nomad Jukebox Zen Xtra 30 GB MP3 Player, Samsung YP-55V 256 MB Digital Audio Player with FM Tuner)

music and video game stores. We define "music and video game stores" as including retailers that sell pre-recorded music, video games, and video game consoles and accessories (e.g. products such as Nintendo, Sony Playstation).

musical and artistic recordings on compact disc. We define "musical and artistic recordings on compact disc" as including full-length recordings of musical albums, novels, plays, and poetry.

musical instrument and supplies stores. This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

musical instruments. We define "musical instruments" as including new and used pianos, organs, violins, acoustic and electric guitars, drums, flutes, saxophones, bugles, trumpets, electric keyboards, etc. (e.g. products such as Steinway piano, Gibson guitar).

nail polish and home manicure products. We define "nail polish and home manicure products" as including nail enamel, nail polish, nail polish remover, cuticle remover, and nail treatments (e.g. products such as OPI Classic Nail Lacquer, Cutex Quick & Gentle Instant Nail Polish Remover, Sweet Spa Instant Manicure Sugar Rub) and excluding manicure hardware, such as files, scissors, and acrylic nails.

natural gas transmission and distribution to consumers. Establishments primarily engaged in the distribution of natural

gas to the final consumer through a system of mains and secondarily providing gas transmission services.

new car dealers. This industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, retailing used cars, and selling replacement parts and accessories.

news syndicates. This industry comprises establishments primarily engaged in supplying information, such as news reports, articles, pictures, and features, to the news media.

newsstands. We define "newsstands" as including retailers of newspapers, candy, and tobacco.

non-citrus fruit. We define "non-citrus fruit" as including fresh fruit, such as apples, bananas, kiwis, pears, pineapples, grapes, etc., and excluding citrus fruit and all types of organically grown fruit.

non-depository credit intermediation. This industry group comprises establishments, both public (government-sponsored enterprises) and private, primarily engaged in extending credit or lending funds raised by credit market borrowing, such as issuing commercial paper or other debt instruments or by borrowing from other financial intermediaries. Within this group, industries are defined on the basis of the type of credit being extended.

non-food retail sales. We define "non-food retail sales" as including all retail sales from non-food goods.

non-metallic mineral mining and quarrying. This industry group comprises establishments primarily engaged in developing mine sites, or in mining or quarrying nonmetallic minerals (except fuels). Also included are certain well and brine operations, and preparation plants primarily engaged in beneficiating (e.g., crushing, grinding, washing, and concentrating) nonmetallic minerals.

Beneficiation is the process whereby the extracted material is reduced to particles which can be separated into mineral and waste, the former suitable for further processing or direct use. The operations that take place in beneficiation are primarily mechanical, such as grinding, washing, magnetic separation, and centrifugal separation. In contrast, manufacturing operations primarily use chemical and electrochemical processes, such as electrolysis and distillation. However, some treatments, such as heat treatments, take place in both the beneficiation and the manufacturing (i.e., smelting/refining) stages. The range of preparation activities varies by mineral and the purity of any given ore deposit. While some minerals, such as petroleum and natural gas,

require little or no preparation, others are washed and screened, while yet others, such as gold and silver, can be transformed into bullion before leaving the mine site.

non-residential building construction. This NAICS Industry Group includes establishments classified in the following NAICS Industries: 23331, Manufacturing and Industrial Building Construction; and 23332, Commercial and Institutional Building Construction.

nuclear electric power generation. This U.S. industry comprises establishments primarily engaged in operating nuclear electric power generation facilities. These facilities use nuclear power to produce electric energy. The electric energy produced in these establishments are provided to electric power transmission systems or to electric power distribution systems.

nursery, garden center, and farm supply stores. This industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves.

office supplies and stationery stores. This industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) selling a combination of new office equipment, furniture, and supplies; and (3) selling new office equipment, furniture, and supplies in combination with selling new computers.

oils and fats. We define "oils and fats" as including olive oil, seed oil (canola, safflower, corn), vegetable oil, dairy butter, cooking fats derived from animal sources, margarine, and spreadable oils and fats (e.g. products such as Wesson Oil, Bertolli Extra Virgin Olive Oil, Crisco Vegetable Shortening, Blue Bonnet Spread).

olive oil. We define "olive oil" as including virgin, extra virgin, mild, light, and all other types of olive oil (e.g. products such as Carapelli Extra Virgin Oil Olive, Filippo Berio Pure Olive Oil).

optical goods stores. This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.

oral hygiene products. We define "oral hygiene products" as including all products associated with home oral care, such as mouthwash, dental rinse, toothbrushes, toothpaste, denture fixatives and cleansers, breath freshening sprays, and dental floss (e.g. products such as Crest Whitening Toothpaste, Oral-B Stages Toothbrushes, Polident Double Action Denture Cleanser, Glide Floss Comfort Plus, Reach Dentotape, Binaca Breath Freshener Spray).

organic foods. We define "organic foods" as including all fresh, dehydrated, frozen, and packaged foods that have been grown according to local standards of organic approval.

outdoor power equipment stores. This industry comprises establishments primarily engaged in retailing new outdoor power equipment or retailing new outdoor power equipment in combination with activities, such as repair services and selling replacement parts.

ovens and stoves. We define "ovens and stoves" as including freestanding and built-in ovens, stoves, cooking ranges, and hoods (e.g. products such as General Electric Freestanding Electric Range, Viking Gas Oven).

over-the-counter health care products. We define "over-the-counter health care products" as including pain-relieving medications which are not combined with other medicinal products (e.g. products such as Tylenol,

Advil, and Bayer aspirin); antihistamines, throat lozenges, and decongestants (e.g. products such as Alka Seltzer Plus Night Time Cold Medicine, Halls Cough Drops, Benadryl Allergy & Sinus Fast Melt Tablets); digestion aids, such as laxatives and medications for the relief from heartburn, indigestion, diarrhea, and upset stomach (e.g. products such as ex-lax, Pepto-Bismol, Pepcid AC); medicated skin care for treatment of acne, fungus, parasites, and other skin ailments (e.g. products such as Preparation H, Tinactin Antifungal Cream); vitamins and supplements; smoking cessation aids (e.g. products such as Nicoderm CQ); eye and ear care; adult oral hygiene products; sleeping aids, and first aid products (e.g. products such as Johnson & Johnson Band Aid Bandages).

packaged nuts. We define "packaged nuts" as including packaged cooked and dry roasted peanuts, cashews, almonds, pistachios, mixed nuts, fruit and nut mixes, and all other nuts, whether or not salted (e.g. products such as Emerald Pecan Halves, Harmony Swiss Snack Mix, Blue Diamond Smokehouse Almonds).

packaging and labeling services. This industry comprises establishments primarily engaged in packaging client-owned materials. The services may include labeling and/or imprinting the package.

paggers. We define "paggers" as including small electronic devices for message notification which are generally smaller than a cellular phone (e.g. products such as Motorola Wireless Numeric Pager with 40 Message Memory, Pagemart Glenayre AccessMate PCS Advanced Messaging Pager) and excluding cellular phones with paging capabilities.

paint and wallpaper stores. This industry comprises establishments known as paint and wallpaper stores primarily engaged in retailing paint, wallpaper, and related supplies.

painting and wall covering contractors. This NAICS Industry Group includes establishments classified in NAICS Industry 23521, Painting and Wall Covering Contractors.

paper mills. This industry comprises establishments primarily engaged in manufacturing paper from pulp. These establishments may manufacture or purchase pulp. In addition, the establishments may convert the paper they make. The activity of making paper classifies an establishment into this industry regardless of the output.

paper napkins and tablecloths. We define "paper napkins and tablecloths" as including single-use paper napkins and disposable paper tablecloths (e.g. products such as Vanity Fair Beverage Napkins, Brawny Soft & Strong Napkins, Zee Napkins) and excluding paper towels.

paper towels. We define "paper towels" as including single-use, disposable paper towels sold on rolls for household use (e.g. products such as Brawny, Bounty, Kleenex Viva brand paper towels).

paperboard mills. This industry comprises establishments primarily engaged in manufacturing paperboard from pulp. These establishments may manufacture or purchase pulp. In addition, the establishments may also convert the paperboard they make.

parking lots, garages, and valet parking services. This industry comprises establishments primarily engaged in providing parking space for motor vehicles, usually on an hourly, daily, or monthly basis and/or valet parking services.

passenger car tires and car aftermarket products. We define "passenger car tires and car aftermarket products" as including passenger car tires and all goods which are sold after a new car has been purchased and are not original equipment, such as spare parts (batteries, brakes, catalytic converters, cooling, engines, exhausts, filters, ignition, lighting and fuses, starting and charging, steering parts), accessories (in-car cellular

phone kits, security alarm systems), and car maintenance products (lubricants, brake and transmission fluids, coolants, etc.) and excluding in-car entertainment.

personal care services. This industry group comprises establishments, such as barber and beauty shops, that provide appearance care services to individual consumers.

personal CD and mini-disc players. We define "personal CD and mini-disc players" as including portable personal CD and mini-disc players (e.g. products such as Sony D-EJ360 PSYC CD Walkman, Sony MZ-S1 S2 Sports Net MD MiniDisc Player).

personal stationery. We define "personal stationery" as including all paper goods used for personal writing, such as writing pads, envelopes, notebooks, diaries, journals, calendars, memo books, drawing pads, and paper (e.g. products such as Mead 3-Subject College-Ruled Notebook, Norcom Drawing Pad) and excluding office supplies.

personal stereos. We define "personal stereos" as including portable personal stereos, AM/FM radios, cassette players, CD players, and mini-disc players (e.g. products such as Craig Walkman Cassette Player with AM/FM Radio, Sony D-EJ360 PSYC CD Walkman).

personal stereos without CD players. We define "personal stereos without CD players" as including portable personal stereos, AM/FM radios, digital audiotape (DAT) players, cassette players, and digital compact cassette (DCC) players (e.g. products such as Craig Walkman Cassette Player with AM/FM Radio, Sony WMDDT1 DAT Walkman Digital Audio Tape Player).

pet and pet supplies stores. This industry comprises establishments primarily engaged in retailing pets, pet foods, and pet supplies.

pet care products. We define "pet care products" as including cat litter, pet health care products, flea control products, pet dietary supplements, and other pet care products (e.g. products such as Fresh Step Cat Litter, Hartz Flea Collar) and excluding pet food.

pet food and pet care products. We define "pet food and pet care products" as including food for all cats, dogs, and small pets, such as birds, fish, reptiles, rabbits, and rodents (e.g. products such as Iams Dry Adult Dog Food Chunks, Whiskas Moist Cat Food) as well as cat litter, pet health care products, flea control products, pet dietary supplements, and other pet care products (e.g. products such as Fresh Step Cat Litter, Hartz Flea Collar).

pharmacies and drug stores. This industry comprises establishments known as pharmacies and drug stores engaged in retailing prescription or nonprescription drugs and medicines.

photofinishing. This industry comprises establishments primarily engaged in developing film and/or making photographic slides, prints, and enlargements.

photographic film. We define "photographic film" as including all varieties of color, monochromatic, and instant film, slides, and single-use cameras (e.g. products such as Kodak 35 MM Black and White 400 Speed Film, Fuji QuickSnap Flash Camera).

photographic services. This industry comprises establishments primarily engaged in providing still, video, or digital photography services. These establishments may specialize in a particular field of photography, such as commercial and industrial photography, portrait photography, and special events photography. Commercial or portrait photography studios are included in this industry.

plain noodles. We define "plain noodles" as including flat, thin, and thick noodles made from flour, water, and may include egg or egg yolk (e.g. products such as Wel-Pac Chow Mein Stir Fry Noodles, Azumaya Thin Asian Noodles) and excluding Italian-style pasta and noodles.

plastic housewares. We define "plastic housewares" as including plastic storage containers, cutting boards, plates, cups, bowls, buckets, dish racks, and cleaning supplies (e.g. products such as Solo Plastic Plates, Glad Gladware Dish Containers).

plumbing, heating, and air conditioning contractors. This NAICS Industry Group includes establishments classified in

NAICS Industry 23511, Plumbing, Heating, and Air-Conditioning Contractors.

polishing supplies. We define "polishing supplies" as including products used to shine and polish all types of floors, metal, furniture, and shoes made of a variety of materials (e.g. products such as Kleen King Aluminum Polish, Pledge Aerosol Furniture Polish, Kiwi Shoe Polish).

portable cassette, radio, and CD players. We define "portable cassette, radio, and CD players" as including portable stereo systems and boomboxes with AM/FM radio tuners and any combination of the following components: cassette, compact disc, or mini-disc players (e.g. JVC RC-ST3 CD Boombox, Sony CD/MP3/Cassette/Radio Boombox with 5-Character LCD Scrolling Display) and excluding personal stereos, such as Walkmans.

portable radios. We define "portable radios" as including portable AM/FM radios (e.g. products such as Sony SRF-HM33 Walkman FM/AM Stereo Headphone Radio with 20 Preset Stations) and excluding personal radios, such as Walkmans.

potato chips. We define "potato chips" as including all types of flavored and unflavored packaged potato chips and crisps (e.g. products such as Cape Cod Salt 'n Vinegar Potato Chips, Ruffles Baked Potato Chips).

power toothbrushes. We define "power toothbrushes" as including electric and battery-operated toothbrushes and plaque removers (e.g. products such as Oral-B 3D Excel Pulsating Toothbrush, Sonicare Elite 7300 Electric Toothbrushes).

pre-recorded cassettes. We define "pre-recorded cassettes" as including audio cassettes which have been pre-recorded with full-length recordings of musical albums, novels, plays, and poetry.

prerecorded tape, compact disc, and record stores. This industry comprises establishments primarily engaged in retailing new prerecorded audio and video tapes, compact discs (CDs), digital video discs (DVDs), and phonograph records.

prescription eyeglass frames. We define "prescription eyeglass frames" as including all plastic, metal, and other frames used to make prescription eyeglasses, and excluding frames for readymade reading, industrial, or protective eyeglasses.

prescription eyeglasses. We define "prescription eyeglasses" as including all types of lenses for prescription eyeglasses, such as plastic, glass, bifocal, trifocal, scratch-resistant, etc.; all plastic, metal, and other frames used to make prescription eyeglasses; and excluding frames and lenses for readymade reading, industrial, or protective eyeglasses.

printers. We define "printers" as including consumer sales of daisy-wheel, dot-matrix, ink-jet, laser, LCD and LED, line, and thermal printers that print text, photos, or illustrations on paper (e.g. products such as Canon

i560 Desktop Photo Printer, HP LaserJet 1012 Printer) and excluding printers purchased as part of a personal computer bundle or as a business to business sale.

public relations agencies. This industry comprises establishments primarily engaged in designing and implementing public relations campaigns. These campaigns are designed to promote the interests and image of their clients. Establishments providing lobbying, political consulting, or public relations consulting are included in this industry.

pulp mills. This industry comprises establishments primarily engaged in manufacturing pulp without manufacturing paper or paperboard. The pulp is made by separating the cellulose fibers from the other impurities in wood or other materials, such as used or recycled rags, linters, scrap paper, and straw.

ready-to-drink coffee. We define "ready-to-drink coffee" as including packaged coffee drinks that require no preparation before drinking (e.g. products such as Folgers Jakada French Roast Coffee Latte, Starbucks Caramel Frappuccino Coffee Drink).

real estate investment trusts. This industry comprises legal entities that are Real Estate Investment Trusts (REITs).

real jewelry. We define "real jewelry" as including jewelry made of precious metals, such as gold, sterling silver, and platinum, that may contain diamonds, other gemstones, or pearls, such as rings, earrings, necklaces, bracelets, hair combs, body jewelry, cuff links, and tiaras, and excluding watches.

recorded music. We define "recorded music" as including pre-recorded cassettes, compact discs, LP records, CD and cassette singles, EPs, and mini-discs.

recreational vehicle dealers. This industry comprises establishments primarily engaged in retailing new and/or used recreational vehicles commonly referred to as RVs or retailing these new vehicles in combination with activities, such as repair services and selling replacement parts and accessories.

refrigeration appliances. We define "refrigeration appliances" as including all standard, built-in, freestanding, and frost-free refrigerators and freezers of any size (e.g. products such as Haier of America 60-Bottle Wine Refrigerator, Frigidaire Side-by-Side Refrigerator, Frigidaire Chest Freezer).

remediation services. This industry comprises establishments primarily engaged in one or more of the following: (1) remediation and cleanup of contaminated buildings, mine sites, soil, or ground water; (2) integrated mine reclamation activities, including demolition, soil remediation, waste water treatment, hazardous material removal, contouring land, and revegetation; and (3) asbestos, lead paint, and other toxic material abatement.

repair and maintenance of home and garden equipment and appliances. This industry comprises establishments primarily engaged in repairing and servicing home and garden equipment and/or household-type appliances without retailing new equipment or appliances. Establishments in this industry repair and maintain items, such as lawnmowers, edgers, snow- and leaf-blowers, washing machines, clothes dryers, and refrigerators.

residential building construction. This NAICS Industry Group includes establishments classified in the following NAICS Industries: 23321, Single-Family Housing Construction; and 23322, Multifamily Housing Construction.

retail cooperatives. We define "retail cooperatives" as including retailers affiliated with a cooperative federation or society and that generally sell food or other merchandise.

retail disposable paper products. We define "retail disposable paper products" as including all disposable, single-use paper products, such as baby diapers, adult incontinence pads and undergarments, toilet tissue, towelettes, feminine sanitary protection, tablecloths, towels, and napkins (e.g. products such as Zee Napkins, Brawny Paper Towels, Chinnet Premium Strength Paper Plates).

retail food sales. We define "retail food sales" as including total retail sales of all food products at all food and non-food retail locations.

retail sales. We define "retail sales" as including total combined retail sales from food and non-food products.

retailers of clothing, clothing accessories, leatherwear, and footwear. We define "retailers of clothing, clothing accessories, leatherwear, and footwear" as including retail establishments involved in the sale of any of the following: clothing, clothing accessories, leatherwear, and footwear (e.g. retailers such as Gap Inc., Men's Wearhouse, Payless Shoe Source, Limited Brands Inc., Marshall Field's).

reupholstery and furniture repair. This industry comprises establishments primarily engaged in one or more of the following: (1) reupholstering furniture; (2) refinishing furniture; (3) repairing furniture; and (4) repairing and restoring furniture.

rewritable compact disc media (CD-RWs). We define "rewritable compact disc media (CD-RWs)" as including CD-ROM media storage that can be recorded more than once using a computer's CD-RW drive (e.g. products such as Memorex 80 Minute/700MB 4X CD-RW Discs, MAXELL CD-RW74: CD Rewritable 10-Pack) and excluding CD-Rs which can only be recorded once.

rice. We define "rice" as including all types of rice, such as basmati, jasmine, long-grain, short-grain, brown, instant, flavored, and wild rice (e.g. products such as Dynasty Jasmine Rice, Faraon Long Grain Rice, Uncle Ben's Cook-in-Bag Rice).

roofing, siding, and sheet metal contractors. This NAICS Industry Group includes establishments classified in

NAICS Industry 23561, Roofing, Siding, and Sheet Metal Contractors.

salon hair care products. We define "salon hair care products" as including shampoos, conditioners, treatments, and styling products for hair that are sold to customers at the salon (e.g. products such as Joico Kerapro Conditioning Shampoo, Bumble and Bumble Tonic Lotion, Aveda Sap Moss Conditioning Detangler) and excluding hair care products sold through retail stores and products used by hair care professionals at the salon.

sandwich spreads. We define "sandwich spreads" as including peanut butter, cashew butter, and other nut butters; fruit jellies, jams, and preserves; honey; chocolate spreads; and yeast spreads (e.g. products such as Sue Bee Honey, Jif Creamy Peanut Butter, Nutella Chocolate Hazelnut Spread); and excluding spreadable oils and fats.

saucers, salad dressings, and condiments. We define "sauces, dressings, and condiments" as including all ketchup, mayonnaise, herbs and spices, bouillon, mustard, salad dressings, and other condiments (e.g. products such as Heinz Ketchup, French's Mustard, Best Foods Mayonnaise).

savory snacks. We define "savory snacks" as including snacks made from potatoes, corn, wheat, rice, or maize that have been processed, reconstituted, or machine-shaped and may contain flavorings, such as cheese or barbecue (e.g. products such as Planters Cheez Balls, Southwest Ranch Bugles, Snyders of Hanover Pretzel Rods), and excluding all tortilla chips and corn chips.

sawmills. This U.S. industry comprises establishments primarily engaged in sawing dimension lumber, boards, beams, timbers, poles, ties, shingles, shakes, siding, and wood chips from logs or bolts. Sawmills may plane the rough lumber that they make with a planing machine to achieve smoothness and uniformity of size.

scanners. We define "scanners" as including all flatbed and pen scanners (e.g. products such as WizCom QuickLink Pen Handheld Scanner, Canon CanoScan LiDE 50 Color Scanner) which are not purchased as part of a personal computer bundle and excluding all business to business sales.

security systems services. This industry comprises establishments engaged in (1) selling security systems, such as burglar and fire alarms and locking devices, along with installation, repair, or monitoring services or (2) remote monitoring of electronic security alarm systems.

self-tanning products. We define "self-tanning products" as including lotions, creams, towelettes, and other topical products that are applied to the skin to create a sun-tanned appearance (e.g. products such as Neutrogena Sunless Tanning Spray, St. Tropez Self Tanner (Mousse Formula), Coppertone Endless Summer Faces Sunless Tanning Lotion).

set-top television receiver boxes. We define "set-top television receiver boxes" as including receivers and decoders for digital, cable, and satellite television (e.g. products such as Toshiba HDTV/DIRECTV Receiver, Zenith HD/DIRECTV Digital Set Top Tuner/Receiver), and excluding set-top boxes purchases as part of a satellite or digital television system.

sewage treatment facilities. This industry comprises establishments primarily engaged in operating sewer systems or sewage treatment facilities that collect, treat, and dispose of waste.

sewing, needlework, and piece goods stores. This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

shaving razors and depilators. We define "shaving razors and depilators" as including men and women's shaving razors and depilators for hair removal (e.g. products such as Nair Hair Remover Roll On For All Hair Types, Gillette Razor Mach 3 Shaving System).

shellfish. We define "shellfish" as including all types of fresh, chilled, and frozen crabs, lobsters, crayfish, shrimp, oysters, clams, and other shellfish, and excluding shellfish sold as organic.

shoe polish. We define "shoe polish" as including wax, cream, liquid, and other products designed to shine, polish, and condition shoes of all materials (e.g. Kiwi Shoe Polish, Cadillac Classic Shine Instant One-Step Shoe Polisher).

skin care products. We define "skin care products" as including moisturizers, creams, cleansers, soaps, toners, tonics, and masks specifically designed for use on the face for cleansing and moisturizing (e.g. products such as Dove Daily Hydrating Cleansing Cloths, Eucerin Face Renewal Alpha Hydroxy Lotion); bar soaps, lotions, creams, and massage oils designed for use on the body (e.g. products such as Zest Bar Soap, Got2B Spa Body Smoothie Vitamin E Non-Fat Body Crème, Vaseline Intensive Care Healthy Body Complexion Moisturizing Lotion); and all moisturizers, lotions, and creams designed to be used on the hands or on the hands and nails (e.g. Avon Moisture Therapy Intensive Hand Cream, One Minute Manicure Daily Skin Therapy, Neutrogena New Hands).

small cooking appliances. We define "small cooking appliances" as including electric kitchen appliances used for cooking, such as coffee makers, fryers, bread machines, grills, rice cookers, steamers, toasters, tea kettles,

crock pots, etc. (e.g. products such as Kitchen Aid Stand-Up Mixer, Mr. Coffee Coffeemaker, and Cuisinart Electronic Toaster, Panasonic Automatic Bread Maker).

small electrical appliances. We define "small electrical appliances" as including vacuum cleaners, hair care and hair removal appliances, power toothbrushes, space heaters, air conditioning units, and all small kitchen appliances (e.g. products such as Mr. Coffee Coffeemaker, and Cuisinart Electronic Toaster, Hoover Steamvac Jr., Sonicare Elite 7300 Electric Toothbrushes).

small pet food. We define "small pet food" as including food for pet birds, fish, rodents, rabbits, reptiles, and other small pets (e.g. products such as Nutriphase Parakeet Food, TetraMin Flake Food) and excluding food for dogs and cats.

snacks. We define "snacks" as including all types of flavored and unflavored packaged potato chips and crisps (e.g. products such as Cape Cod Salt 'n Vinegar Potato Chips, Ruffles Baked Potato Chips); snacks made from potatoes, corn, wheat, rice, or maize that have been processed, reconstituted, or machine-shaped and may contain flavorings, such as cheese or barbeque (e.g. products such as Planters Cheez Balls; tortilla chips and corn chips; popcorn; pretzels; nuts; and all other sweet and savory snack foods).

socks, stockings, and tights. We define "socks, stockings, and tights" as including all socks, stockings, and tights for men, boys, women, and girls (e.g. products such as Leggs Men's Fashion Trouser Socks, No Nonsense Pantyhose).

soft cheese. We define "soft cheese" as including plain and flavored cream cheese, quark, fromage frais, and other soft cheeses (e.g. products such as Alouette Light Garlic Herb Cheese Spread, Philadelphia Cream Cheese, The Laughing Cow Cheese).

soft drinks. We define "soft drinks" as including all non-alcoholic beverages, such as carbonated drinks, fruit and vegetable juices, sports and energy drinks, ready-to-drink tea and coffee, and specialty drinks (e.g. products such as Coca-Cola, Welch's Grape Drink, Starbucks Caramel Frappuccino Coffee Drink, Red Bull Energy Drink).

solar, wind, and tidal powered electric power generation. This U.S. industry comprises establishments primarily engaged in operating electric power generation facilities (except hydroelectric, fossil fuel, nuclear). These facilities convert other forms of energy, such as solar, wind, or tidal power, into electrical energy. The electric energy produced in these establishment is provided to electric power transmission systems or to electric power distribution systems.

solid and semi-solid cooking fats. We define "solid and semi-solid cooking fats" as including lard, ghee, suet, drippings, and other animal product-based fats for cooking.

specialized freight trucking. This industry group comprises establishments primarily engaged in providing local or long-distance specialized freight trucking. The establishments of this industry are primarily engaged in the transportation of freight which, because of size, weight, shape, or other inherent characteristics, requires specialized equipment, such as flatbeds, tankers, or refrigerated trailers. This industry includes the transportation of used household, institutional, and commercial furniture and equipment.

specialty food stores. This industry group comprises establishments primarily engaged in retailing specialized lines of food.

sporting goods retailers. We define "sporting goods retailers" as including retailers that primarily sell sports-related clothing, shoes, and equipment for camping, golf, baseball, basketball, volleyball, skiing, snowboarding, diving, cycling, boxing, football, tennis, wrestling, soccer, etc. (e.g. retailers such as The Sports Authority, Nevada Bob's International Inc., The Sports Chalet).

sporting goods, hobby, and musical instrument stores. This industry group comprises establishments primarily engaged in retailing new sporting goods, games and toys, and musical instruments.

sports and energy drinks. We define "sports and energy drinks" as including both carbonated and non-carbonated beverages which are marketed as either energy, sports, or elixir drinks (e.g. Gatorade All Star Berry Drink, Powerade Fruit Punch Sports Drink, Hansens D Stress Drink, Red Bull Energy Drink, Rock Star Energy Drink).

spreadable oils and fats. We define "spreadable oils and fats" as including semi-soft butter substitutes made from a variety of oils and fats, such as olive oil, canola oil, vegetable oil, margarine, and butter, which generally have a lower fat content than solid butter or margarine and are usually sold in plastic tubs (e.g. products such as Canola Harvest Soft Spread, Brummel & Brown Spread with Yogurt, Imperial Margarine Soft Tub).

steam and air conditioning supply. This industry comprises establishments primarily engaged in providing steam, heated air, or cooled air. The steam distribution may be through mains.

stone mining and quarrying. This industry comprises (1) establishments primarily engaged in developing the mine site, mining or quarrying dimension stone (i.e., rough blocks and/or slabs of stone), or mining and quarrying crushed and broken stone and/or (2) preparation plants primarily engaged in beneficiating stone (e.g., crushing, grinding, washing, screening, pulverizing, and sizing).

sugar candy. We define "sugar candy" as including chewing gum, bubble gum, gummies, toffee, caramels, licorice, sour drops, mints, medicated throat lozenges, lollipops, etc. (e.g. products such as Twizzlers Cherry Pull 'n Peel Licorice, Bubble Yum Bubble Gum, Altoids Peppermints, Lifesavers Wild Sour Berries), and excluding chocolate candy.

sun care products. We define "sun care products" as including after-sun care creams, milks, lotions, gels, and moisturizers used to sooth skin or extend suntan (e.g. products such as Hawaiian Tropics Aloe After Sun Moisturizer, Banana Boat Aloe After Sun Moisturizer, South Beach Sun After-Sun Tan Extender Lotion); lotions, creams, towelettes, and other topical products that are applied to the skin to create a sun-tanned appearance (e.g. products such as Neutrogena Sunless Tanning Spray, St. Tropez Self Tanner (Mousse Formula), Coppertone Endless Summer Faces Sunless Tanning Lotion); and tan accelerators, sunscreens, sunblocks, and other products with SPF and UVA/UVB protection for skin, hair, and lips for adults and children (e.g. products such as Alba Botanica SPF 18 Lipcare, Bain de Soleil Luminescence Tanning Crème, Bull Frog SPF 36 Quik Gel Sport Spray Sunblock).

sun protection products. We define "sun protection products" as including tan accelerators, sunscreens, sunblocks, and other products with SPF and UVA/UVB protection for skin, hair, and lips for adults and children (e.g. products such as Alba Botanica SPF 18 Lipcare, Bain de Soleil Luminescence Tanning Crème, Bull Frog SPF 36 Quik Gel Sport Spray Sunblock).

sunglasses. We define "sunglasses" as including both prescription, non-prescription, and clip-on sunglasses sold by all types of retail stores and stands.

supermarkets. We define "supermarkets" as including large retail stores and store chains selling primarily food products and some non-food household products (e.g. retailers such as The Kroger Co., Albertson's Inc.).

supermarkets and grocery stores excluding convenience stores. This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry.

Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

support activities for air transportation. This industry group comprises establishments primarily engaged in providing services to the air transportation industry. These services include airport operation, servicing, repairing (except factory conversion and overhaul of aircraft), maintaining and storing aircraft, and ferrying aircraft.

surveying and mapping services excluding geophysical services. This industry comprises establishments primarily engaged in performing surveying and mapping services of the surface of the earth, including the sea floor. These services may include surveying and mapping of areas above or below the surface of the earth, such as the creation of view easements or segregating rights in parcels of land by creating underground utility easements.

talcum powder. We define "talcum powder" as including liquid, perfumed, baby, adult body, and general purpose talcum powders (e.g. products such as Johnson & Johnson Baby Powder, Shower to Shower Absorbent Body Powder), and excluding medicated talcum powders, such as foot powders.

tea. We define "tea" as including all flavored and unflavored black, green, and oolong tea made from the leaves of the Camellia sinensis plant (e.g. products such as Bigelow Decaffeinated Earl Grey Tea, Celestial Seasonings Authentic Green Tea Bags, Twinings English Breakfast Tea)

telecommunications equipment. We define "telecommunications equipment" as including fixed-line telephones and cordless telephones, fax machines, answering machines, speakerphones, and related accessories for personal use (e.g. products such as AT&T 240 Trimline Phone with Caller ID, Motorola MD681 5.8 GHz Digital Expandable Cordless Speakerphone with Answering System and Caller ID, Hewlett-Packard 1230 Plain-Paper Inkjet Fax Machine); all analog and digital cellular telephones (e.g. products such as Nokia 3390, Motorola V66, Sony Ericsson T68M); and small electronic devices for message notification which are generally smaller than a cellular phone (e.g. products such as Motorola Wireless Numeric Pager with 40 Message Memory, Pagemart Glenayre AccessMate PCS Advanced Messaging Pager).

televisions. We define "televisions" as including monochromatic, color, high-definition, flat-panel, plasma, projection, and all other types of television receivers (e.g. products such as Samsung Tantus 63" HDTV-Ready Flat-Panel Plasma TV, Zenith 30" Widescreen LCD Flat Panel HDTV-Ready TV) .

testing laboratories. This industry comprises establishments primarily engaged in performing physical, chemical, and other analytical testing services, such as acoustics or vibration testing, assaying, biological testing (except medical and veterinary), calibration testing, electrical and electronic testing, geotechnical testing, mechanical testing, nondestructive testing, or thermal testing. The testing may occur in a laboratory or on-site.

tire dealers. This industry comprises establishments primarily engaged in retailing new and/or used tires and tubes or retailing new tires in combination with automotive repair services.

tissues. We define "tissues" as including boxed facial tissues and cloth handkerchiefs (e.g. products such as Kleenex Cold Care Ultra Comfort Facial Tissue, Puffs Plus Facial Tissue with Lotion)

tobacco products. We define "tobacco products" as including packaged loose tobacco for use in pipes or rolling papers, and excluding chewing tobacco and snuff (e.g. products such as Drum Hand Rolling Tobacco, Samson Hand Rolling Tobacco); machine-manufactured tobacco cigarettes (e.g. products such as Marlboro, Camel, Doral); and tobacco cigars wrapped in tobacco leaves for the purpose of smoking (e.g. products such as Guantanamo Decimos Cigars, Cuba Exclusivos Cigars).

toilet cleaning products. We define "toilet cleaning products" as including all liquid, powders, tablets, and gels designed specifically to clean and disinfect toilets (e.g. products such as Clorox Bowl Cleaner with Teflon Surface Protector, Scrubbing Bubbles Gel Toilet Bowl Cleaner, Vanish Drop-Ins Stain Repel Tablets).

toilet paper. We define "toilet paper" as including single-ply, double-ply, triple-ply, and quadruple-ply, moist, and dry paper products for toilet use (e.g. products such as Charmin 1-Ply Bathroom Tissue, Northern Quilted Fresh & Moist Antibacterial Wipes).

toothbrushes. We define "toothbrushes" as including children and adult manual toothbrushes (e.g. products such as Colgate Active Angle, Butler Gum Micro Tip, Oral-B Stages) and excluding electric and battery-operated toothbrushes.

toothpaste. We define "toothpaste" as including standard, whitening, fluoride, children's, baking soda, sensitive-teeth, and all other toothpaste formulas (e.g. products such as Aquafresh Fluoride Toothpaste with Whitening, Colgate Toothpaste & Mouthwash 2 in 1 Icy Blast Liquid Gel), and excluding tooth polishes.

toy stores. We define "toy stores" as including retailers that primarily sell toys and games for children (e.g. retailers such as Toys "R" Us, K B Toys).

toys and games. We define "toys and games" as including video games, video game systems, dolls and accessories, soft and infant toys, board games, puzzles, building blocks, model trains and cars, riding toys, activity toys, action figures, remote-control cars and boats, etc. (e.g. products such as Nintendo, Sony Playstation, Barbie dolls, LEGOs, Monopoly).

traditional toys. We define "traditional toys" as including dolls and accessories, soft and infant toys, board games, puzzles, building blocks, model trains and cars, riding toys, activity toys, action figures, remote-control cars and boats, etc. (e.g. products such as Barbie dolls, LEGOs, Monopoly), and excluding video games and video game consoles.

translation and interpretation services. This industry comprises establishments primarily engaged in translating written material and interpreting speech from one language to another and establishments primarily engaged in providing sign language services.

travel trailer and camper manufacturing. This U.S. industry comprises establishments primarily engaged in one or more of the following: (1) manufacturing travel trailers and campers designed to attach to motor vehicles; (2) manufacturing pickup coaches (i.e., campers) and caps (i.e., covers) for mounting on pickup trucks; and (3) manufacturing automobile, utility and light-truck trailers. Travel trailers do not have their own motor but are designed to be towed by a motor unit, such as an automobile or a light truck.

truck trailer manufacturing. This U.S. industry comprises establishments primarily engaged in manufacturing truck trailers, truck trailer chassis, cargo container chassis, detachable trailer bodies, and detachable trailer chassis for sale separately.

underwear, nightwear, and swimwear. We define "underwear, nightwear, and swimwear" as including underpants, pajamas, swim suits, pajamas, bathrobes, bras, and nightgowns and excluding socks, stockings, and tights.

used car dealers. This industry comprises establishments primarily engaged in retailing used automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans.

vacuum cleaners. We define "vacuum cleaners" as including upright, handheld, canister, cylinder, compact, and multi-surface suction-based electric cleaning appliances (e.g. Eureka Upright Vacuum Home-Cleaning

System, Black & Decker Double Action DustBuster Cordless Vac, Hoover H3000 Floor Mate Hard-Floor Cleaner).

vegetable and seed oils. We define "vegetable and seed oils" as including vegetable oil and seed oils, such as canola, sunflower, safflower, sesame, walnut, almond, grape seed, etc. (e.g. products such as Canola Harvest Canola Oil, Wesson Vegetable Oil), and excluding olive oil.

video cassette recorders (VCRs). We define "video cassette recorders (VCRs)" as including analog VHS cassette tape players with the capability to record and replay television broadcasts (e.g. products such as Samsung 4-Head HiFi VCR, Panasonic 4-Head Mono VCR), and excluding TV/VCR combinations.

video games and video game consoles. We define "video games and video game consoles" as including consoles, games, software, and accessories for playing video games (e.g. products such as Nintendo GameCube, Sony PlayStation), and excluding aftermarket accessories and video games played on other devices, such as PDAs and cellular phones.

video tape and disc rentals. This industry comprises establishments primarily engaged in renting prerecorded video tapes and discs for home electronic equipment.

vitamins and dietary supplements. We define "vitamins and dietary supplements" as including combined and individual vitamin, mineral, and herbal supplement formulas; herbal tonics; and beverages enhanced with vitamins and dietary supplements (e.g. products such as Mega T Green Tea Dietary Supplement, Hi-Ener-G Supplement Triple Ginseng Formula, Centrum Supplement Multivitamin From A to Zinc).

watches. We define "watches" as including all battery-, quartz-, and manually operated traditional and digital watches, such as wrist watches, pocket watches, designer watches, diving and military watches, etc. (e.g. products such as Tag Heuer 2000 Classic Men's Watch, Emerson XL Display Stopwatch).

water supply and irrigation systems. This industry comprises establishments primarily engaged in operating water treatment plants and/or operating water supply systems. The water supply system may include pumping stations, aqueducts, and/or distribution mains. The water may be used for drinking, irrigation, or other uses.

water well drilling contractors. This NAICS Industry Group includes establishments classified in NAICS Industry 23581, Water Well Drilling Contractors.

wine. We define "wine" as including all varieties of grape and other types of wine, such as sparkling, fortified, vermouth, non-alcoholic, and that made from other fruits, such as pineapples and apricots (e.g. products such as Sutter Home Alcohol Free Chardonnay, Totts Extra Dry Champagne, Dow's Port Wine).

wipes. We define "wipes" as including personal hygiene wipes, baby wipes, and household cleaning wipes (e.g. products such as Clorox Disinfectant Lemon Fresh Wipes, Northern Quilted Fresh & Moist Antibacterial Wipes).

women's and girls' outerwear. We define "women's and girls' outerwear" as including women's and girls' suits, dresses, shirts, pants, skirts, shorts, and sportswear, and excluding sweaters, socks, cardigans, jumpers, stockings, and tights.

women's clothing stores. This industry comprises establishments primarily engaged in retailing a general line of new women's, misses'; and juniors' clothing, including maternity wear. These establishments may provide basic alterations, such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

women's hair removal products. We define "women's hair removal products" as including women's shaving creams, gels, razors, razor blades, chemical hair removers, and body hair bleaching products (e.g. products such as Nair Hair Remover, Gillette Satin Care, Shave Gel for Women).

wood preservation. This U.S. industry comprises establishments primarily engaged in (1) treating wood sawed, planed, or shaped in other establishments with creosote or other preservatives, such as chromated copper arsenate, to prevent decay and to protect against fire and insects and/or (2) sawing round wood poles, pilings, and posts and treating them with preservatives.

writing instruments. We define "writing instruments" as including all types of pens for writing, highlighters and markers, dry-erase markers, pencils, ink, and accessories such as pencil mark erasers and pencil sharpeners (e.g. products such as Parker Sonnet ST Ocean Blue Fountain Pen, Prismacolor Colored Pencils), and excluding office supplies.

yogurt. We define "yogurt" as including plain and flavored, low-fat, non-fat, and regular fat yogurt, yogurt with fruit, and kefir (e.g. products such as Dannon Yogurt Fruit Blends, Yoplait Original Low Fat Yogurt).

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