

## 2nd Quarter U.S. Online Travel Spending Increased 14 Percent To \$20.3 Billion.

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Total E-Commerce Reaches \$95 Billion during First Half of 2007

comScore (NASDAQ: SCOR) released a report on U.S. e-commerce spending for the second quarter of 2007, which showed that non-travel (retail) e-commerce grew 23 percent versus year ago to \$27.2 billion, while online travel spending increased 14 percent to \$20.3 billion. Total U.S. e-commerce spending climbed 19 percent to \$47.5 billion during the period.

comScore U.S. Online Consumer Spending			
Q2 2007 vs. Q2 2006			
Total U.S. – Home/Work/University Locations			
Source: comScore, Inc			
E-Commerce Spending	Q2 2006	Q2 2007	Percent Change
Total	\$40.0	\$47.5	19%
Non-Travel (Retail)	\$22.2	\$27.2	23%
Travel	\$17.8	\$20.3	14%

'Retail e-commerce rebounded solidly in the second quarter after a modest start to the year,' said Gian Fulgoni, chairman of comScore. 'After posting 17 percent growth versus year ago in Q1, retail e-commerce sales grew 23 percent year-over-year in Q2, matching the growth rates we've seen during the past couple of years.'

### **Online Sales of Video Games, Consoles & Accessories Explodes**

The top-gaining e-commerce category in Q2 versus year ago was video games, consoles & accessories, which jumped 159 percent on the strength of Nintendo Wii and PlayStation 3 sales. Sport & fitness also saw substantial gains (up 58 percent), followed by consumer electronics (up 51 percent) and event tickets (up 44 percent).

Top Gaining E-Commerce Categories	
Q2 2007 vs. Q2 2006	
Total U.S. – Home/Work/University Locations	
Source: comScore, Inc	
Category	Q2 2007 vs. Q2 2006 Percent Change
Video Games, Consoles & Accessories	159%
Sport & Fitness	58%
Consumer Electronics (excl. PC Peripherals)	51%
Event Tickets	44%
Jewelry & Watches	32%
Furniture, Appliances & Equipment	25%
Music, Movies & Videos	24%
Computer Software (excl. PC Games)	23%
Books & Magazines	22%
Apparel & Accessories	20%

### **U.S Online Consumer Spending Likely to Reach \$200 Billion in 2007**

Total U.S. online consumer spending reached \$170.8 billion in 2006, with non-travel spending accounting for \$102.1 billion and travel spending accounting for \$68.8 billion. Based on the first-half growth rates, total U.S. online consumer spending is on track to reach \$200 billion in 2007.

comScore U.S. Online Consumer Spending			
First Half 2007 vs. First Half 2006			
Total U.S. – Home/Work/University Locations			
Source: comScore, Inc			
E-Commerce Spending	Q1+Q2 2006	Q1+Q2 2007	Percent Change
Total	\$80.8	\$94.7	17%
Non-Travel (Retail)	\$46.1	\$55.1	20%
Travel	\$34.7	\$39.6	14%

'Even factoring in the moderate growth rates from Q1, we're currently on pace to break \$200 billion in e-commerce spending in 2007,' continued Mr. Fulgoni. 'However, in the past we've seen growth rates accelerate as the year progresses, culminating with the online holiday shopping season, so \$200 billion may actually turn out to be a conservative estimate.'

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