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# The 2005 Malawi Economic and Product Market Databook



by

**Philip M. Parker, Ph.d.**

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

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## About the Author

Dr. Philip M. Parker is the Eli Lilly Chaired Professor of Innovation, Business and Society at INSEAD where he has taught courses on global competitive strategy since 1988. He has also taught courses at MIT, Stanford University, Harvard University, UCLA, UCSD, and the Hong Kong University of Science and Technology. Professor Parker is the author of six books on the economic convergence of nations. These books introduce the notion of “physioeconomics” which foresees a lack of global convergence in economic behaviors due to physiological and physiographic forces. His latest book is *"Physioeconomics: the basis for long-run economic growth"* (MIT Press 2000). He has also published numerous articles in academic journals, including, the *Rand Journal of Economics*, *Marketing Science*, the *Journal of International Business Studies*, *Technological Forecasting and Social Change*, the *International Journal of Forecasting*, the *European Management Journal*, the *European Journal of Operational Research*, the *Journal of Marketing*, the *International Journal of Research in Marketing*, and the *Journal of Marketing Research*. He is also on the editorial boards of several academic journals.

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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.

## Acknowledgements

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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 Malawi. The purpose of the studies is to understand the density of demand within Malawi and the extent to which Malawi might be used as a point of distribution within Africa. From an economic perspective, however, Malawi 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 Malawi 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 Malawi 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 Malawi 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 Malawi. Without Malawi, in other words, the market for satellite launch vehicles would be lower for the population in Malawi, Africa, or the world in general. One needs to allocate, therefore, a portion of the worldwide economic demand for launch vehicles to both Africa and Malawi.

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 Malawi as an area of dominant influence in Africa and, potentially, the world.

## 1.2 MARKET POTENTIAL ESTIMATION METHODOLOGY

### 1.2.1 Overview

This study covers the outlook products in Malawi. For the year reported, estimates are given for the *latent demand*, or *potential industry earnings (P.I.E.)*, for the Malawi (in millions of U.S. dollars). Comparative benchmarks allow the reader to quickly gauge Malawi 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 Malawi. 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 shot-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.

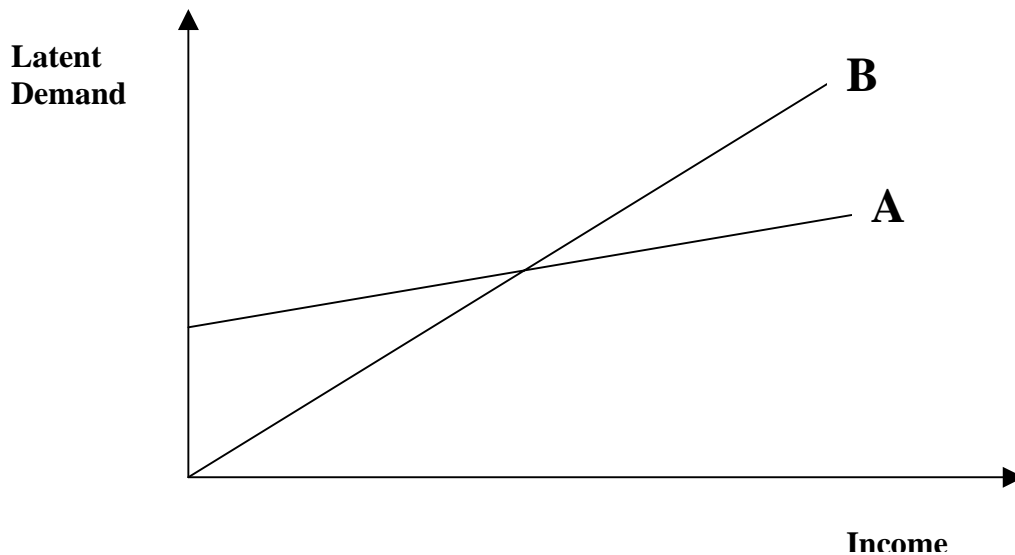
As mentioned earlier, this study is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved. In fact, all the current products or services on the market can cease to exist in their present form (i.e. at a brand-, R&D specification, or corporate-image 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 Malawi, 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 shown as "B" in the figure below (note the higher slope and zero-zero intercept).<sup>1</sup> 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 countries 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 Malawi. 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 Malawi.

### 1.2.3.1 Step 1. Product Definition and Data Collection

Any study of latent demand across countries and within Malawi requires that some standard be established to define "efficiently served". Having implemented various alternatives and matched these with market outcomes, I have

<sup>1</sup> 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).



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 Malawi 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.<sup>2</sup>

#### 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”.<sup>3</sup> 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 Malawi 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 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.

<sup>2</sup> 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.

<sup>3</sup> 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).

#### **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 Malawi 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 Malawi? 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 Malawi. As indicated below 'Retail Sales' represents the market of highest economic potential in Malawi, at \$1,577.30 per capita per year in the year 2005, followed by 'Non-Food Retail Sales' at \$1,160.27 per capita per year, and 'Insurance Carriers' at \$685.72.

### Ranking of Market Potential across Categories: Malawi, 2005

Category/Item	Rank	US\$/Capita/Year
Retail Sales	1	1,577.30
Non-Food Retail Sales	2	1,160.27
Insurance Carriers	3	685.72
Retail Food Sales	4	412.53
Depository Credit Intermediation	5	367.35
New Car Dealers	6	357.44
Supermarkets	7	300.91
Supermarkets and Grocery Stores Excluding Convenience Stores	8	242.03
Discount Stores	9	235.87
Automotive Products	10	229.86
Non-Depository Credit Intermediation	11	163.33
Gasoline	12	154.14
Discount Superstores	13	124.11
Clothing and Footwear	14	117.84
Department Stores	15	110.23
Catalog and Mail Order Retail Sales	16	101.92
Computer and Electronics Retailers	17	100.61
Drug Stores and Pharmacies	18	97.37
Clothing	19	94.15
Gasoline Stations with Convenience Stores	20	87.89
Retailers of Clothing, Clothing Accessories, Leatherwear, and	21	78.14
Grocery Discounters	22	69.08
Residential Building Construction	23	68.96
Pharmacies and Drug Stores	24	67.93
Automobile and Light Duty Motor Vehicle Manufacturing	25	65.58
Home Improvement Retailers	26	62.16
Agencies, Brokerages, and Other Insurance-Related Activities	27	61.32
Manufacturing Pharmaceutical Preparations	28	61.06
Non-Residential Building Construction	29	60.92
General Freight Trucking	30	60.90
Engineering Services	31	60.74
Retail Cooperatives	32	59.41
Furniture and Home Furnishings Retailers	33	58.24
Plumbing, Heating, and Air Conditioning Contractors	34	54.06
Passenger Car Tires and Car Aftermarket Products	35	51.23
Electric Power Generation	36	50.54
Insurance Agencies and Brokerages	37	47.45
Tobacco Products	38	46.30

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### Ranking of Market Potential across Categories: Malawi, 2005

Category/Item	Rank	US\$/Capita/Year
Meat and Poultry	39	45.77
Cigarettes	40	45.27
Automotive Repair and Maintenance Services	41	42.84
Electrical Contractors	42	42.10
Car Aftermarket Products	43	39.36
Soft Drinks	44	37.43
Specialized Freight Trucking	45	36.37
Light Truck and Utility Vehicle Manufacturing	46	36.10
Management Consulting Services	47	35.97
Automobile Manufacturing	48	35.84
Home Centers	49	35.56
Alcoholic Beverages	50	34.42
Fossil Fuel Powered Electric Power Generation	51	33.28
Women's and Girls' Outerwear	52	32.67
Activities Related to Credit Intermediation	53	32.39
Converting Paperboard into Containers without Manufacturing	54	32.31
Men's and Boys' Outerwear	55	32.22
Highway, Street, Bridge, and Tunnel Construction	56	31.87
Bakery Products	57	31.07
Family Clothing Stores	58	30.85
Automotive Parts and Accessories Dealers	59	29.73
Paper Mills	60	29.31
Sporting Goods, Hobby, and Musical Instrument Stores	61	28.52
Fresh Produce	62	27.99
Direct Selling Establishments	63	25.62
Toy Stores	64	25.55
Business Support Services	65	24.81
Automotive Diesel Fuel	66	24.12
Masonry, Drywall, Insulation, and Tile Contractors	67	24.00
Used Car Dealers	68	23.89
Convenience Stores	69	23.72
Dairy and Soy Products	70	23.66
Footwear	71	23.43
Automotive Mechanical and Electrical Repair and Maintenance	72	23.08
Furniture	73	22.93
Cosmetics and Toiletries	74	21.90
Lawn and Garden Equipment and Supplies Stores	75	21.82
Baked Goods	76	20.45

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ranking of Market Potential across Categories: Malawi, 2005

Category/Item	Rank	US\$/Capita/Year
Jewelry	77	20.39
Nursery, Garden Center, and Farm Supply Stores	78	19.02
Women's Clothing Stores	79	18.77
Beer	80	17.95
Toys and Games	81	17.87
Carbonated Soft Drinks	82	17.79
Music and Video Game Stores	83	17.72
Paperboard Mills	84	17.16
Real Jewelry	85	16.81
Gardening Supplies, Outdoor Furniture, and Plants	86	16.59
Carpentry and Floor Contractors	87	16.56
Concrete Contractors	88	16.26
Knitwear	89	16.07
Kitchen Appliances	90	15.94
Books	91	15.75
Fresh Fruit	92	15.50
Roofing, Siding, and Sheet Metal Contractors	93	15.14
Sporting Goods Retailers	94	14.90
Fresh Beef and Veal	95	14.86
Over-The-Counter Health Care Products	96	14.82
Janitorial Services	97	14.55
Automotive Body, Paint, Interior, and Glass Repair	98	14.40
Book, Periodical, and Music Stores	99	14.19
Jewelry, Luggage, and Leather Goods Stores	100	13.73
Traditional Toys	101	13.67
Tire Dealers	102	13.54
Frozen Foods	103	13.42
Jewelry Stores	104	12.75
Candy	105	12.73
Natural Gas Transmission and Distribution to Consumers	106	12.58
Non-Citrus Fruit	107	12.27
Office Supplies and Stationery Stores	108	11.76
Architectural Services	109	11.70
Snacks	110	11.69
Advertising Agencies	111	11.62
Prescription Eyeglasses	112	11.51
Non-Metallic Mineral Mining and Quarrying	113	11.45
Fresh Poultry	114	11.45

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ranking of Market Potential across Categories: Malawi, 2005

Category/Item	Rank	US\$/Capita/Year
Real Estate Investment Trusts	115	11.44
Floor Covering Retailers	116	11.35
Organic Foods	117	11.17
Milk	118	11.16
Motor Vehicle Body and Trailer Manufacturing	119	11.00
Desktop Personal Computers	120	10.67
Fresh Pork	121	10.46
Fresh Vegetables	122	10.38
Large Household Appliances	123	10.28
Electronic and Precision Equipment Repair and Maintenance	124	10.03
Retail Disposable Paper Products	125	10.01
Gift, Novelty, and Souvenir Stores	126	9.98
Hobby, Toy, and Game Stores	127	9.91
Personal Care Services	128	9.81
Pet Food and Pet Care Products	129	9.70
Nuclear Electric Power Generation	130	9.62
Chilled Food	131	9.41
Hardware Stores	132	9.37
Newsstands	133	9.26
Recorded Music	134	9.24
Manufactured Mobile Home Dealers	135	9.19
Bookstores and Stationery Stores	136	9.12
Alcoholic Spirits	137	9.02
Bread	138	8.97
Manufacturing Paper Bags and Coated or Laminated Paper	139	8.96
Investigation, Guard, and Armored Car Services	140	8.52
Canned Food	141	8.48
Hair, Nail, and Skin Care Services	142	8.30
Painting and Wall Covering Contractors	143	8.30
Household Cleaning Supplies	144	8.14
Fruit and Vegetable Juices	145	8.04
Musical and Artistic Recordings on Compact Disc	146	8.01
Sawmills	147	7.99
Chilled, Processed Meats and Meat Substitutes	148	7.96
Household Textiles and Soft Furnishings	149	7.81
Metal Ore Mining	150	7.72
Specialty Food Stores	151	7.46
Underwear, Nightwear, and Swimwear	152	7.31

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ranking of Market Potential across Categories: Malawi, 2005

Category/Item	Rank	US\$/Capita/Year
Sauces, Salad Dressings, and Condiments	153	7.30
Cheese	154	7.09
Land Subdivision and Land Development	155	7.06
Recreational Vehicle Dealers	156	6.94
Chocolate Candy	157	6.92
Ice Cream	158	6.85
Men's Clothing Stores	159	6.79
Dog Food and Cat Food	160	6.71
Fish and Shellfish	161	6.64
Funeral Homes and Funeral Services	162	6.63
Vitamins and Dietary Supplements	163	6.45
Liquor Stores, Perfumeries, and Other Non-Food Retailers	164	6.34
Support Activities for Air Transportation	165	6.30
Floor Coverings	166	6.04
Breakfast Bakery Goods	167	5.98
Direct Mail Advertising	168	5.97
Food Specialty Retailers	169	5.97
Wine	170	5.91
Business Service Centers	171	5.86
Cookies and Crackers	172	5.77
Bottled Water	173	5.76
Heavy-Duty Truck Manufacturing	174	5.76
Televisions	175	5.74
Color Televisions	176	5.72
Computer Peripherals	177	5.70
Small Electrical Appliances	178	5.58
Security Systems Services	179	5.56
Magazines	180	5.53
Solar, Wind, and Tidal Powered Electric Power Generation	181	5.52
Cakes	182	5.50
Linen and Uniform Supply	183	5.47
Paint and Wallpaper Stores	184	5.47
Marketing Research and Public Opinion Polling	185	5.43
Independent Grocers	186	5.38
Graphic Design Services	187	5.20
Stone Mining and Quarrying	188	5.09
Prerecorded Tape, Compact Disc, and Record Stores	189	5.07
Luggage and Personal Carrying Cases	190	5.04

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



### Ranking of Market Potential across Categories: Malawi, 2005

Category/Item	Rank	US\$/Capita/Year
Video Tape and Disc Rentals	191	5.02
Dry Cleaning and Laundry Services Excluding Coin-Operated	192	4.88
Dried Food	193	4.86
Cameras and Film	194	4.81
Breakfast Cereals	195	4.79
Ethnic Hair Care Products	196	4.68
Clothing Accessories	197	4.45
Testing Laboratories	198	4.44
Optical Goods Stores	199	4.43
Analog Color Televisions	200	4.37
Sugar Candy	201	4.33
Laundry and Carpet Cleaning Products	202	4.23
Video Games and Video Game Consoles	203	4.18
Telecommunications Equipment	204	4.10
Frozen Ready Meals	205	4.05
Remediation Services	206	3.92
Photographic Services	207	3.84
Fresh Tomatoes	208	3.82
Photofinishing	209	3.80
Pet and Pet Supplies Stores	210	3.78
Fresh, Chilled, and Frozen Fish	211	3.65
Green Vegetables	212	3.62
Prescription Eyeglass Frames	213	3.62
Costume Jewelry	214	3.58
Parking Lots, Garages, and Valet Parking Services	215	3.56
Collection Agencies	216	3.50
Printers	217	3.48
Skin Care Products	218	3.45
Repair and Maintenance of Home and Garden Equipment and	219	3.43
Interior Design Services	220	3.41
Exterminating and Pest Control Services	221	3.38
Sports and Energy Drinks	222	3.30
Environmental Consulting Services	223	3.29
Public Relations Agencies	224	3.29
Citrus Fruit	225	3.24
Credit Bureaus	226	3.24
Refrigeration Appliances	227	3.23
Travel Trailer and Camper Manufacturing	228	3.23

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Ranking of Market Potential across Categories: Malawi, 2005**

Category/Item	Rank	US\$/Capita/Year
Children's and Infants' Clothing Stores	229	3.19
Copper, Nickel, Lead, and Zinc Mining	230	3.13
Water Supply and Irrigation Systems	231	3.07
Legal Services Excluding Lawyers and Attorneys	232	3.06
Cosmetics, Beauty Supplies, and Perfume Stores	233	3.04
Meat Markets and Delicatessens	234	2.99
Personal Stationery	235	2.98
Fresh Potatoes	236	2.97
Fragrances	237	2.88
Home Laundry Appliances	238	2.83
Watches	239	2.83
Gold Ore and Silver Ore Mining	240	2.81
Shellfish	241	2.80
Outdoor Power Equipment Stores	242	2.80
Packaging and Labeling Services	243	2.77
Pet Care Products	244	2.73
Pulp Mills	245	2.72
Toilet Paper	246	2.71
Laundry Detergents	247	2.68
Coffee	248	2.65
Musical Instrument and Supplies Stores	249	2.62
Detergents	250	2.58
Sunglasses	251	2.56
Baby Formula	252	2.56
Ovens and Stoves	253	2.54
Cameras	254	2.53
Facial Cleansers and Moisturizers	255	2.51
Butcher Shops	256	2.48
Potato Chips	257	2.38
Baby Diapers	258	2.33
Bicycles	259	2.33
Cough, Cold, and Allergy Remedies	260	2.30
Media Sales Representatives	261	2.28
Truck Trailer Manufacturing	262	2.23
Socks, Stockings, and Tights	263	2.22
Oils and Fats	264	2.20
Sewing, Needlework, and Piece Goods Stores	265	2.19
Photographic Film	266	2.18

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ranking of Market Potential across Categories: Malawi, 2005

Category/Item	Rank	US\$/Capita/Year
Designer Bath and Shower Products	267	2.10
Musical Instruments	268	2.10
Surveying and Mapping Services Excluding Geophysical Services	269	2.10
Art Dealers	270	2.07
Oral Hygiene Products	271	2.06
Cemeteries and Crematories	272	2.06
Handheld Computers and PDAs	273	2.05
Yogurt	274	2.01
Camcorders	275	2.00
Men's Grooming Products	276	1.98
Coin-Operated Laundries and Dry Cleaners	277	1.98
Fresh Eggs	278	1.96
Analgesics	279	1.88
DVD Players	280	1.87
Canned Soup	281	1.86
Household Audio	282	1.81
Digital Cameras	283	1.80
Cellular Telephones	284	1.79
Cutlery and Serving Utensils	285	1.77
Wood Preservation	286	1.76
Fixed-Line Telephone Equipment	287	1.71
Personal Stereos	288	1.71
Lawnmowers	289	1.71
Digestion Aids	290	1.57
Camera and Photographic Supplies Stores	291	1.55
Medicated Skin Care	292	1.54
Paper Towels	293	1.53
Savory Snacks	294	1.50
Carpet and Upholstery Cleaning Services	295	1.48
Water Well Drilling Contractors	296	1.47
Clothing Accessories Stores	297	1.47
Writing Instruments	298	1.47
Chewing and Bubble Gum	299	1.44
Video Cassette Recorders (VCRs)	300	1.42
Salon Hair Care Products	301	1.41
News Syndicates	302	1.40
Facial Cosmetics	303	1.38
Heating and Cooling Appliances	304	1.36

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ranking of Market Potential across Categories: Malawi, 2005

Category/Item	Rank	US\$/Capita/Year
Sandwich Spreads	305	1.34
Iron Ore Mining	306	1.33
Vacuum Cleaners	307	1.33
In-Car Entertainment Aftermarket	308	1.32
Contact Lenses and Contact Lens Cleansing Solutions	309	1.32
Motor Home Manufacturing	310	1.26
Home Satellite Systems	311	1.23
Granola Bars and Breakfast Cereal Bars	312	1.19
Plastic Housewares	313	1.19
Digital Color Televisions	314	1.16
Cosmetics for Eyes	315	1.15
Canned Ready Meals	316	1.13
Feminine Sanitary Protection	317	1.11
Dried Pasta	318	1.11
Lip and Multiuse Color Cosmetics	319	1.11
Meal Replacement Products	320	1.09
Contact Lenses	321	1.09
Glassware and Crystalware	322	1.06
Canned Vegetables	323	1.03
Flavored Alcoholic Beverages	324	1.03
Personal CD and Mini-Disc Players	325	1.02
Household Stereo Systems	326	1.01
Canned Fish and Seafood	327	1.01
Manufacturing Vehicular Lighting Fixtures	328	1.00
Dishwashers	329	1.00
Rice	330	0.99
Manufacturing Inorganic Dyes and Pigments	331	0.99
Small Cooking Appliances	332	0.98
Scanners	333	0.98
Microwave Ovens	334	0.98
Modems	335	0.97
Canned Fruit	336	0.96
Toothpaste	337	0.95
Antiperspirants and Deodorants	338	0.95
Industrial Design Services	339	0.94
Air Fresheners	340	0.93
Dried Ready Meals	341	0.92
Packaged Nuts	342	0.91

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ranking of Market Potential across Categories: Malawi, 2005

Category/Item	Rank	US\$/Capita/Year
Cigars	343	0.88
Dairy Cream	344	0.87
Household Audio Separates	345	0.84
Dehydrated Dessert Mixes	346	0.84
Body Care Products	347	0.83
Hair Tinting and Coloring Products	348	0.83
Reupholstery and Furniture Repair	349	0.82
Wipes	350	0.82
Tissues	351	0.81
Dishwashing Products	352	0.79
Canned Meat, Meat Products, and Poultry	353	0.77
Geophysical Surveying and Mapping Services	354	0.75
Hair Styling Products	355	0.74
Frozen Bakery Goods	356	0.73
Butter	357	0.73
Media Buying Agencies	358	0.73
Fabric Softeners	359	0.71
Personal Stereos without CD Players	360	0.71
Tea	361	0.70
Bar Soap	362	0.67
Film Cameras	363	0.66
Electric Bulk Power Transmission and Control	364	0.66
Drink Concentrates	365	0.64
Hair Conditioners	366	0.64
Fresh Lamb, Mutton, and Goat Meat	367	0.62
Portable Cassette, Radio, and CD Players	368	0.61
Soft Cheese	369	0.61
Ceramic Housewares	370	0.60
Instant Noodles	371	0.59
Frozen, Processed Fish and Seafood	372	0.59
Canned Beans	373	0.58
Hair Care Appliances	374	0.58
Spreadable Oils and Fats	375	0.58
Advertising Material Distribution Services	376	0.57
Chilled Ready Meals	377	0.56
Body Wash and Shower Gels	378	0.54
Frozen Potatoes	379	0.54
Pagers	380	0.54

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ranking of Market Potential across Categories: Malawi, 2005

Category/Item	Rank	US\$/Capita/Year
Vegetable and Seed Oils	381	0.54
Sun Care Products	382	0.53
Fish Markets	383	0.53
Fruit Jams, Jellies, and Preserves	384	0.52
Bath Enhancers	385	0.51
Laundry Boosters and Ancillaries	386	0.49
China and Porcelain	387	0.48
Bakeries	388	0.48
Pre-Recorded Cassettes	389	0.44
Dishwashing Liquid and Scouring Aids	390	0.44
Building Inspection Services	391	0.44
Adult Incontinence Products	392	0.42
Drafting Services	393	0.42
Women's Hair Removal Products	394	0.41
Ready-To-Drink Coffee	395	0.41
Sewage Treatment Facilities	396	0.41
Polishing Supplies	397	0.41
Sun Protection Products	398	0.40
Steam and Air Conditioning Supply	399	0.39
Frozen Desserts	400	0.39
Food Processors and Preparation Appliances	401	0.38
Mouthwashes and Dental Rinses	402	0.37
Automatic Dishwasher Detergents	403	0.35
Shaving Razors and Depilators	404	0.34
Canned Tomatoes	405	0.33
Nail Polish and Home Manicure Products	406	0.33
Toothbrushes	407	0.33
Paper Napkins and Tablecloths	408	0.32
Bath and Skin Care Products for Babies and Children	409	0.31
Translation and Interpretation Services	410	0.29
Blank Video Cassettes	411	0.29
Power Toothbrushes	412	0.28
Dehydrated Soup	413	0.27
All-In-One Computer Peripherals	414	0.27
Liquid Hand Soap	415	0.26
Mini-Disc Players	416	0.25
Toilet Cleaning Products	417	0.25
Chlorine Bleach Cleaning Products	418	0.24

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### Ranking of Market Potential across Categories: Malawi, 2005

Category/Item	Rank	US\$/Capita/Year
Contact Lens Cleansing Solutions	419	0.23
Dairy-Based and Soy-Based Desserts	420	0.23
Olive Oil	421	0.23
Clothes Pressing Irons	422	0.22
Small Pet Food	423	0.22
Denture Fixatives and Cleansers	424	0.20
Loose Smoking Tobacco	425	0.19
Shoe Polish	426	0.19
Chilled Fish and Seafood Products	427	0.19
Mini-Discs	428	0.19
Dried, Salted, and Smoked Fish	429	0.19
Set-Top Television Receiver Boxes	430	0.18
Hot Drinks	431	0.18
Footwear and Leather Goods Repair	432	0.18
Cotton Balls and Pads	433	0.18
Carpet Cleaning Products	434	0.17
2-In-1 Hair Care Products	435	0.17
Insecticides	436	0.17
Breath Freshening Sprays	437	0.16
Exercise Equipment and Personal Care Appliances	438	0.16
Legumes	439	0.16
Men's Shaving Preparations	440	0.15
Honey	441	0.14
Furniture Polish	442	0.14
Margarine	443	0.13
Self-Tanning Products	444	0.11
Instant Soup	445	0.11
Albums and EPs	446	0.11
Mild Detergents	447	0.10
MP3 Players	448	0.10
Hand Lotion	449	0.10
Talcum Powder	450	0.10
Chilled Pasta	451	0.09
Dental Floss	452	0.08
Blank Audio Cassettes	453	0.08
Plain Noodles	454	0.08
Chilled Soup	455	0.07
Solid and Semi-Solid Cooking Fats	456	0.07

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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**Ranking of Market Potential across Categories: Malawi, 2005**

<b>Category/Item</b>	<b>Rank</b>	<b>US\$/Capita/Year</b>
Rewritable Compact Disc Media (CD-RWs)	457	0.06
Men's after Shave	458	0.05
Home Permanents and Relaxers for Hair	459	0.05
Alcoholic Cider and Perry	460	0.04
Floor Polish	461	0.04
Metal Polish	462	0.03
Dishwasher Additives	463	0.03
Diaper Service	464	0.03
Monochromatic Television Sets	465	0.02
After-Sun Moisturizers and Tan-Extender Creams	466	0.01
Canned Pasta	467	0.01
Portable Radios	468	0.01
LP Vinyl Record Albums	469	0.01

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**Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**



### 3 2-IN-1 HAIR CARE PRODUCTS

#### 2-In-1 Hair Care Products in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.36	65.10	1,670.35
2002	0.35	62.35	1,588.98
2003	0.34	61.04	1,552.63
2004	0.34	60.68	1,544.62
2005	0.35	61.93	1,580.47
2006	0.36	63.47	1,624.41
2007	0.36	65.07	1,669.83
2008	0.37	67.00	1,716.78
2009	0.38	68.44	1,765.33
2010	0.39	70.21	1,815.54
2011	0.40	72.05	1,867.48

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 4 ACTIVITIES RELATED TO CREDIT INTERMEDIATION

#### Activities Related to Credit Intermediation in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	60.79	10,872.28	273,142.88
2002	61.33	10,944.82	276,078.74
2003	61.88	11,020.74	279,191.89
2004	62.67	11,147.63	283,768.43
2005	64.93	11,564.85	296,272.85
2006	67.53	12,049.55	310,698.11
2007	70.23	12,557.56	325,861.86
2008	73.04	13,090.00	341,803.54
2009	75.96	13,647.83	358,564.76
2010	79.00	14,232.38	376,189.50
2011	82.16	14,844.84	394,724.20

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 5 ADULT INCONTINENCE PRODUCTS

### Adult Incontinence Products in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.79	140.41	3,527.51
2002	0.79	141.41	3,567.54
2003	0.80	142.61	3,614.64
2004	0.81	143.95	3,664.30
2005	0.84	148.91	3,812.27
2006	0.87	154.70	3,983.77
2007	0.90	160.76	4,163.45
2008	0.93	167.00	4,351.73
2009	0.97	173.72	4,549.02
2010	1.00	180.64	4,755.80
2011	1.04	187.87	4,972.53

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 6 ADVERTISING AGENCIES

### Advertising Agencies in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	21.81	3,901.17	98,008.69
2002	22.01	3,927.20	99,062.13
2003	22.20	3,954.44	100,179.19
2004	22.49	3,999.97	101,821.33
2005	23.30	4,149.68	106,308.15
2006	24.23	4,323.60	111,484.20
2007	25.20	4,505.88	116,925.23
2008	26.21	4,697.00	122,645.40
2009	27.26	4,897.09	128,659.63
2010	28.35	5,106.84	134,983.72
2011	29.48	5,326.60	141,634.30

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 7 ADVERTISING MATERIAL DISTRIBUTION SERVICES

### Advertising Material Distribution Services in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.07	191.91	4,821.43
2002	1.08	193.19	4,873.26
2003	1.09	194.53	4,928.21
2004	1.11	196.77	5,008.99
2005	1.15	204.14	5,229.72
2006	1.19	212.69	5,484.35
2007	1.24	221.66	5,752.01
2008	1.29	231.00	6,033.41
2009	1.34	240.91	6,329.27
2010	1.39	251.23	6,640.38
2011	1.45	262.04	6,967.55

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 8 AFTER-SUN MOISTURIZERS AND TAN-EXTENDER CREAMS

### After-Sun Moisturizers and Tan-Extender Creams in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.02	4.11	104.59
2002	0.02	4.08	103.91
2003	0.02	4.02	102.15
2004	0.02	4.00	101.88
2005	0.02	4.09	104.55
2006	0.02	4.21	107.77
2007	0.02	4.32	111.11
2008	0.02	4.00	114.57
2009	0.03	4.57	118.15
2010	0.03	4.70	121.86
2011	0.03	4.83	125.70

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 9 AGENCIES, BROKERAGES, AND OTHER INSURANCE-RELATED ACTIVITIES

### Agencies, Brokerages, and Other Insurance-Related Activities in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	115.10	20,585.68	517,171.28
2002	116.12	20,723.03	522,730.06
2003	117.15	20,866.76	528,624.54
2004	118.66	21,107.02	537,289.80
2005	122.95	21,896.99	560,965.79
2006	127.86	22,814.72	588,278.70
2007	132.98	23,776.60	616,989.89
2008	138.30	24,785.00	647,174.00
2009	143.83	25,840.92	678,909.87
2010	149.58	26,947.72	712,280.72
2011	155.57	28,107.37	747,374.47

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 10 AIR FRESHENERS

### Air Fresheners in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.69	301.92	7,544.58
2002	1.73	307.99	7,748.75
2003	1.75	311.98	7,893.53
2004	1.78	317.28	8,076.72
2005	1.86	331.02	8,491.13
2006	1.94	346.84	8,966.44
2007	2.03	363.51	9,469.48
2008	2.13	381.00	10,001.91
2009	2.22	399.55	10,565.52
2010	2.33	419.02	11,162.18
2011	2.43	439.52	11,793.92

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 11 ALBUMS AND EPS

### Albums and EPs in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.22	38.66	986.35
2002	0.21	38.00	968.60
2003	0.21	37.41	952.70
2004	0.21	36.99	941.64
2005	0.21	37.50	955.62
2006	0.21	38.18	974.22
2007	0.22	38.89	993.40
2008	0.22	40.00	1,013.15
2009	0.22	40.36	1,033.50
2010	0.23	41.13	1,054.47
2011	0.23	41.93	1,076.09

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 12 ALCOHOLIC BEVERAGES

### Alcoholic Beverages in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	65.79	11,766.29	296,452.58
2002	66.14	11,803.66	298,389.99
2003	66.42	11,830.69	300,053.13
2004	66.94	11,908.45	303,131.70
2005	69.02	12,291.77	314,527.48
2006	71.41	12,742.23	327,798.02
2007	73.89	13,212.38	341,667.44
2008	76.46	13,703.00	356,164.37
2009	79.12	14,214.91	371,318.92
2010	81.86	14,748.97	387,162.74
2011	84.71	15,306.09	403,729.12

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 13 ALCOHOLIC CIDER AND PERRY

#### Alcoholic Cider and Perry in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.09	16.77	430.83
2002	0.09	16.11	411.56
2003	0.09	15.70	399.88
2004	0.09	15.52	394.99
2005	0.09	15.74	401.04
2006	0.09	16.03	409.04
2007	0.09	16.33	417.28
2008	0.09	17.00	425.78
2009	0.09	16.96	434.53
2010	0.10	17.29	443.55
2011	0.10	17.63	452.84

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 14 ALCOHOLIC SPIRITS

#### Alcoholic Spirits in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	17.21	3,077.44	77,490.46
2002	17.30	3,086.50	77,973.11
2003	17.43	3,103.87	78,729.55
2004	17.56	3,122.90	79,493.65
2005	18.08	3,219.41	82,355.89
2006	18.68	3,333.23	85,699.57
2007	19.31	3,451.92	89,189.37
2008	19.95	3,576.00	92,832.10
2009	20.62	3,704.61	96,634.90
2010	21.31	3,839.01	100,605.27
2011	22.02	3,979.07	104,751.11

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 15 ALL-IN-ONE COMPUTER PERIPHERALS

### All-In-One Computer Peripherals in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.49	88.42	2,213.05
2002	0.50	89.14	2,240.62
2003	0.51	91.12	2,308.22
2004	0.52	92.18	2,346.44
2005	0.54	95.36	2,441.26
2006	0.56	99.07	2,551.16
2007	0.58	102.95	2,666.31
2008	0.60	107.00	2,786.97
2009	0.62	111.25	2,913.41
2010	0.64	115.69	3,045.93
2011	0.67	120.32	3,184.84

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 16 ANALGESICS

### Analgesics in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	3.78	675.60	17,159.12
2002	3.74	667.97	16,969.63
2003	3.72	663.38	16,873.89
2004	3.71	659.45	16,786.16
2005	3.77	671.60	17,131.72
2006	3.85	686.93	17,563.24
2007	3.93	702.79	18,008.65
2008	4.01	719.00	18,468.44
2009	4.10	736.12	18,943.18
2010	4.18	753.61	19,433.41
2011	4.27	771.67	19,939.73

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 17 ANALOG COLOR TELEVISIONS

### Analog Color Televisions in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	8.52	1,523.56	38,440.36
2002	8.57	1,530.05	38,745.31
2003	8.64	1,538.49	39,118.88
2004	8.61	1,531.84	38,992.48
2005	8.76	1,559.76	39,786.22
2006	8.94	1,595.08	40,779.27
2007	9.12	1,631.61	41,804.13
2008	9.31	1,669.00	42,862.00
2009	9.51	1,708.36	43,954.11
2010	9.70	1,748.64	45,081.74
2011	9.90	1,790.23	46,246.24

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 18 ANTIPERSPIRANTS AND DEODORANTS

### Antiperspirants and Deodorants in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.89	337.79	8,559.90
2002	1.87	334.56	8,483.28
2003	1.88	335.61	8,540.70
2004	1.87	332.95	8,475.00
2005	1.90	337.61	8,603.35
2006	1.93	343.83	8,773.44
2007	1.96	350.25	8,948.68
2008	1.99	357.00	9,129.22
2009	2.02	363.70	9,315.27
2010	2.06	370.74	9,507.02
2011	2.09	377.99	9,704.67

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



## 19 ARCHITECTURAL SERVICES

### Architectural Services in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	21.96	3,928.00	98,682.53
2002	22.16	3,954.20	99,743.21
2003	22.35	3,981.63	100,867.95
2004	22.64	4,027.47	102,521.39
2005	23.46	4,178.21	107,039.05
2006	24.40	4,353.33	112,250.69
2007	25.37	4,536.86	117,729.13
2008	26.39	4,729.00	123,488.62
2009	27.44	4,930.76	129,544.21
2010	28.54	5,141.95	135,911.77
2011	29.68	5,363.23	142,608.08

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 20 ART DEALERS

### Art Dealers in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	3.88	693.90	17,432.67
2002	3.91	698.53	17,620.05
2003	3.95	703.37	17,818.74
2004	4.00	711.47	18,110.82
2005	4.14	738.10	18,908.89
2006	4.31	769.03	19,829.54
2007	4.48	801.46	20,797.33
2008	4.66	835.00	21,814.77
2009	4.85	871.04	22,884.52
2010	5.04	908.35	24,009.37
2011	5.24	947.44	25,192.30

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 21 AUTOMATIC DISHWASHER DETERGENTS

### Automatic Dishwasher Detergents in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.69	123.63	3,140.31
2002	0.68	121.71	3,089.47
2003	0.68	120.77	3,068.57
2004	0.68	120.61	3,070.02
2005	0.69	123.49	3,153.97
2006	0.71	126.99	3,254.69
2007	0.73	130.61	3,359.10
2008	0.75	134.00	3,467.33
2009	0.77	138.28	3,579.55
2010	0.79	142.32	3,695.92
2011	0.81	146.51	3,816.61

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 22 AUTOMOBILE AND LIGHT DUTY MOTOR VEHICLE MANUFACTURING

### Automobile and Light Duty Motor Vehicle Manufacturing in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	167.24	29,897.89	791,480.27
2002	156.22	27,871.53	728,225.80
2003	145.92	25,988.38	670,202.76
2004	136.83	24,340.43	619,676.59
2005	131.48	23,419.11	589,530.47
2006	126.88	22,644.56	564,249.83
2007	122.44	21,901.68	540,670.98
2008	118.15	21,189.00	518,649.18
2009	114.02	20,503.94	498,053.32
2010	110.03	19,845.95	478,764.62
2011	106.18	19,213.30	460,675.36

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 23 AUTOMOBILE MANUFACTURING

### Automobile Manufacturing in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	83.68	14,962.10	389,993.41
2002	79.94	14,263.95	368,890.78
2003	76.37	13,601.58	348,971.95
2004	73.23	13,026.21	331,595.68
2005	71.85	12,798.17	323,750.32
2006	70.78	12,632.24	317,748.12
2007	69.73	12,471.77	312,056.51
2008	68.69	12,316.00	306,659.09
2009	67.67	12,165.88	301,540.43
2010	66.66	12,019.88	296,686.03
2011	65.67	11,878.15	292,082.27

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 24 AUTOMOTIVE BODY, PAINT, INTERIOR, AND GLASS REPAIR

### Automotive Body, Paint, Interior, and Glass Repair in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	27.03	4,833.69	121,436.21
2002	27.27	4,865.94	122,741.46
2003	27.51	4,899.69	124,125.53
2004	27.86	4,956.11	126,160.21
2005	28.87	5,141.60	131,719.53
2006	30.02	5,357.09	138,132.83
2007	31.22	5,582.95	144,874.47
2008	32.47	5,820.00	151,961.95
2009	33.77	6,067.67	159,413.80
2010	35.12	6,327.55	167,249.56
2011	36.53	6,599.85	175,489.87

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 25 AUTOMOTIVE DIESEL FUEL

### Automotive Diesel Fuel in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	46.10	8,244.37	207,496.57
2002	46.38	8,277.34	209,058.25
2003	46.89	8,350.71	211,928.63
2004	47.13	8,382.87	213,385.55
2005	48.36	8,613.19	220,164.94
2006	49.81	8,888.07	228,169.91
2007	51.31	9,173.95	236,495.44
2008	52.84	9,471.00	245,155.47
2009	54.43	9,780.23	254,164.59
2010	56.06	10,101.42	263,538.12
2011	57.74	10,435.22	273,292.10

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 26 AUTOMOTIVE MECHANICAL AND ELECTRICAL REPAIR AND MAINTENANCE

### Automotive Mechanical and Electrical Repair and Maintenance in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	43.32	7,748.24	194,658.09
2002	43.71	7,799.94	196,750.36
2003	44.10	7,854.04	198,968.98
2004	44.66	7,944.47	202,230.50
2005	46.28	8,241.81	211,141.90
2006	48.13	8,587.23	221,422.21
2007	50.05	8,949.27	232,228.81
2008	52.05	9,329.00	243,589.81
2009	54.14	9,726.27	255,534.87
2010	56.30	10,142.85	268,095.33
2011	58.55	10,579.33	281,304.26

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	55.81	9,980.92	250,749.36
2002	56.30	10,047.51	253,444.52
2003	56.80	10,117.20	256,302.45
2004	57.53	10,233.69	260,503.78
2005	59.61	10,616.71	271,983.03
2006	61.99	11,061.67	285,225.63
2007	64.47	11,528.03	299,146.19
2008	67.05	12,017.00	313,780.89
2009	69.74	12,528.92	329,167.96
2010	72.53	13,065.54	345,347.74
2011	75.43	13,627.80	362,362.87

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**28 AUTOMOTIVE PRODUCTS****Automotive Products in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	434.05	77,629.40	1,951,083.0
2002	436.98	77,982.43	1,966,986.6
2003	442.13	78,748.72	1,996,257.5
2004	446.57	79,437.40	2,022,098.0
2005	460.88	82,083.35	2,100,912.4
2006	477.40	85,183.77	2,192,468.5
2007	494.52	88,422.57	2,288,272.1
2008	512.26	91,805.00	2,388,531.3
2009	530.62	95,338.23	2,493,464.8
2010	549.65	99,027.29	2,603,302.8
2011	569.36	102,879.20	2,718,287.6

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 29 AUTOMOTIVE REPAIR AND MAINTENANCE SERVICES

### Automotive Repair and Maintenance Services in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	80.41	14,382.23	361,322.82
2002	81.13	14,478.19	365,206.48
2003	81.85	14,578.61	369,324.66
2004	82.90	14,746.47	375,378.67
2005	85.90	15,298.38	391,919.95
2006	89.33	15,939.56	411,002.17
2007	92.91	16,611.57	431,061.31
2008	96.62	17,316.00	452,149.50
2009	100.49	18,053.82	474,321.83
2010	104.51	18,827.09	497,636.45
2011	108.69	19,637.27	522,154.78

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 30 BABY DIAPERS

### Baby Diapers in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	4.92	879.31	22,582.60
2002	4.75	846.79	21,628.09
2003	4.62	823.03	20,944.40
2004	4.59	816.48	20,783.30
2005	4.67	832.40	21,238.91
2006	4.78	852.31	21,802.17
2007	4.88	872.91	22,383.95
2008	4.99	894.00	22,984.97
2009	5.10	916.24	23,605.96
2010	5.21	939.01	24,247.68
2011	5.33	962.53	24,910.92

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 31 BABY FORMULA

<b>Baby Formula in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	4.93	881.64	22,245.56
2002	4.95	883.11	22,350.22
2003	4.96	882.90	22,405.58
2004	4.98	886.47	22,565.10
2005	5.12	912.64	23,338.98
2006	5.29	943.64	24,246.56
2007	5.46	975.92	25,192.42
2008	5.63	1,010.00	26,178.32
2009	5.81	1,044.56	27,206.07
2010	6.00	1,081.00	28,277.57
2011	6.19	1,118.94	29,394.83

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 32 BAKED GOODS

<b>Baked Goods in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	40.63	7,266.88	184,184.74
2002	40.43	7,214.25	183,056.74
2003	40.36	7,187.79	182,745.62
2004	40.25	7,159.48	182,242.35
2005	41.01	7,304.16	186,397.65
2006	41.94	7,484.05	191,504.41
2007	42.89	7,670.27	196,781.86
2008	43.87	7,863.00	202,236.53
2009	44.87	8,062.25	207,875.25
2010	45.88	8,268.34	213,705.14
2011	46.93	8,481.39	219,733.64

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 33 BAKERIES

Bakeries in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	0.94	168.81	4,275.06
2002	0.94	168.34	4,272.58
2003	0.94	167.88	4,270.09
2004	0.94	166.91	4,248.58
2005	0.95	169.91	4,333.84
2006	0.97	173.72	4,440.76
2007	0.99	177.66	4,551.09
2008	1.01	182.00	4,664.96
2009	1.03	185.93	4,782.50
2010	1.06	190.27	4,903.84
2011	1.08	194.75	5,029.13

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 34 BAKERY PRODUCTS

Bakery Products in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	61.39	10,979.23	278,053.05
2002	61.14	10,910.46	276,679.46
2003	61.10	10,881.74	276,559.86
2004	61.03	10,856.14	276,340.32
2005	62.29	11,094.64	283,241.47
2006	63.82	11,387.45	291,615.49
2007	65.38	11,690.87	300,281.24
2008	66.98	12,005.00	309,250.21
2009	68.62	12,330.61	318,534.39
2010	70.30	12,667.54	328,146.33
2011	72.02	13,016.26	338,099.15

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



## 35 BAR SOAP

Bar Soap in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	1.43	255.05	6,553.51
2002	1.38	245.99	6,287.77
2003	1.34	238.50	6,070.65
2004	1.33	236.36	6,016.53
2005	1.35	240.85	6,144.72
2006	1.38	246.49	6,303.92
2007	1.41	252.33	6,468.29
2008	1.44	258.00	6,638.04
2009	1.47	264.60	6,813.38
2010	1.50	271.04	6,994.50
2011	1.54	277.69	7,181.64

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 36 BATH AND SKIN CARE PRODUCTS FOR BABIES AND CHILDREN

Bath and Skin Care Products for Babies and Children in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	0.62	110.67	2,800.69
2002	0.62	111.11	2,822.27
2003	0.62	110.29	2,804.65
2004	0.62	109.77	2,794.27
2005	0.63	112.01	2,858.57
2006	0.64	114.79	2,937.49
2007	0.66	117.67	3,019.06
2008	0.67	121.00	3,103.38
2009	0.69	123.72	3,190.55
2010	0.70	126.90	3,280.69
2011	0.72	130.20	3,373.91

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 37 BATH ENHANCERS

#### Bath Enhancers in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.09	194.26	4,996.70
2002	1.06	188.73	4,837.46
2003	1.02	181.41	4,621.49
2004	1.01	179.13	4,559.67
2005	1.02	182.11	4,643.52
2006	1.04	185.94	4,750.33
2007	1.06	189.90	4,860.46
2008	1.08	194.00	4,974.04
2009	1.10	198.22	5,091.19
2010	1.12	202.58	5,212.04
2011	1.15	207.07	5,336.73

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 38 BEER

#### Beer in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	34.64	6,195.52	156,349.61
2002	34.74	6,198.60	156,863.19
2003	34.80	6,199.05	157,311.06
2004	34.99	6,224.66	158,449.08
2005	35.98	6,408.72	163,892.74
2006	37.14	6,626.71	170,275.93
2007	38.33	6,853.77	176,928.80
2008	39.56	7,090.00	183,863.55
2009	40.83	7,336.47	191,093.03
2010	42.14	7,592.81	198,630.68
2011	43.49	7,859.65	206,490.63

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 39 BICYCLES

Bicycles in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	4.38	784.24	19,703.52
2002	4.43	789.98	19,930.65
2003	4.47	796.06	20,174.61
2004	4.52	803.93	20,464.34
2005	4.67	832.22	21,309.59
2006	4.85	865.23	22,288.01
2007	5.03	899.77	23,313.94
2008	5.22	936.00	24,389.81
2009	5.42	973.68	25,518.17
2010	5.62	1,013.19	26,701.69
2011	5.84	1,054.52	27,943.23

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 40 BLANK AUDIO CASSETTES

Blank Audio Cassettes in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	0.16	28.95	740.93
2002	0.16	28.25	721.11
2003	0.16	27.70	706.05
2004	0.15	27.31	695.07
2005	0.15	27.59	702.58
2006	0.16	28.00	713.44
2007	0.16	28.43	724.63
2008	0.16	29.00	736.17
2009	0.16	29.32	748.06
2010	0.17	29.78	760.32
2011	0.17	30.26	772.96

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 41 BLANK VIDEO CASSETTES

### Blank Video Cassettes in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.58	104.09	2,650.49
2002	0.58	102.81	2,618.09
2003	0.57	101.42	2,582.00
2004	0.56	100.44	2,556.71
2005	0.57	101.98	2,599.44
2006	0.58	103.98	2,654.89
2007	0.59	106.06	2,712.03
2008	0.60	108.00	2,770.92
2009	0.61	110.41	2,831.64
2010	0.63	112.68	2,894.23
2011	0.64	115.03	2,958.78

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 42 BODY CARE PRODUCTS

### Body Care Products in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.64	293.12	7,417.81
2002	1.65	293.85	7,460.91
2003	1.64	291.90	7,420.74
2004	1.64	290.85	7,403.49
2005	1.67	297.11	7,584.42
2006	1.71	304.83	7,804.62
2007	1.75	312.82	8,032.40
2008	1.79	321.00	8,268.07
2009	1.83	329.66	8,511.95
2010	1.88	338.52	8,764.34
2011	1.92	347.69	9,025.59

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 43 BODY WASH AND SHOWER GELS

#### Body Wash and Shower Gels in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.07	190.97	4,836.65
2002	1.07	190.11	4,823.15
2003	1.06	189.14	4,806.43
2004	1.06	188.78	4,805.34
2005	1.08	193.13	4,931.78
2006	1.11	198.44	5,084.18
2007	1.14	203.94	5,242.03
2008	1.17	210.00	5,405.56
2009	1.20	215.56	5,574.98
2010	1.23	221.68	5,750.55
2011	1.26	228.02	5,932.50

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 44 BOOK, PERIODICAL, AND MUSIC STORES

#### Book, Periodical, and Music Stores in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	26.63	4,762.24	119,641.24
2002	26.86	4,794.02	120,927.20
2003	27.10	4,827.27	122,290.81
2004	27.45	4,882.85	124,295.41
2005	28.44	5,065.60	129,772.56
2006	29.58	5,277.91	136,091.07
2007	30.76	5,500.42	142,733.05
2008	31.99	5,734.00	149,715.78
2009	33.27	5,977.98	157,057.48
2010	34.60	6,234.03	164,777.42
2011	35.99	6,502.30	172,895.93

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 45 BOOKS

Books in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	29.24	5,229.35	130,952.84
2002	29.63	5,288.18	133,086.98
2003	30.22	5,383.17	136,408.06
2004	30.58	5,439.59	138,466.31
2005	31.58	5,624.31	143,974.46
2006	32.73	5,840.43	150,364.78
2007	33.93	6,066.30	157,056.32
2008	35.17	6,302.00	164,064.02
2009	36.45	6,548.98	171,403.63
2010	37.78	6,806.67	179,091.71
2011	39.16	7,075.87	187,145.70

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 46 BOOKSTORES AND STATIONERY STORES

Bookstores and Stationery Stores in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	17.36	3,104.88	78,021.47
2002	17.60	3,141.64	79,358.71
2003	17.83	3,175.89	80,649.74
2004	17.87	3,179.60	80,936.02
2005	18.28	3,255.81	83,157.00
2006	18.76	3,348.26	85,820.50
2007	19.26	3,444.18	88,581.51
2008	19.77	3,544.00	91,444.00
2009	20.29	3,646.84	94,412.13
2010	20.83	3,753.79	97,490.24
2011	21.38	3,864.64	100,682.88

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 47 BOTTLED WATER

Bottled Water in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	10.06	1,798.59	44,608.64
2002	10.39	1,853.81	46,387.62
2003	10.70	1,906.25	48,131.31
2004	11.00	1,955.94	49,791.92
2005	11.55	2,057.36	52,874.46
2006	12.18	2,173.49	56,399.79
2007	12.85	2,296.71	60,169.10
2008	13.55	2,427.00	64,199.78
2009	14.29	2,566.15	68,510.52
2010	15.06	2,713.33	73,121.36
2011	15.89	2,869.49	78,053.84

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 48 BREAD

Bread in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	17.91	3,203.75	81,273.45
2002	17.81	3,177.46	80,680.94
2003	17.75	3,161.04	80,395.58
2004	17.67	3,143.91	80,027.33
2005	17.98	3,202.65	81,701.18
2006	18.36	3,276.63	83,785.99
2007	18.75	3,353.14	85,938.22
2008	19.15	3,432.00	88,160.39
2009	19.55	3,514.00	90,455.13
2010	19.97	3,598.45	92,825.18
2011	20.39	3,685.67	95,273.42

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 49 BREAKFAST BAKERY GOODS

### Breakfast Bakery Goods in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	11.76	2,102.60	53,202.28
2002	11.73	2,092.65	53,038.36
2003	11.73	2,090.03	53,105.45
2004	11.73	2,087.29	53,131.38
2005	11.99	2,135.27	54,525.11
2006	12.29	2,193.81	56,205.66
2007	12.61	2,254.50	57,946.24
2008	12.93	2,317.00	59,749.26
2009	13.26	2,382.60	61,617.22
2010	13.60	2,450.14	63,552.77
2011	13.94	2,520.09	65,558.64

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 50 BREAKFAST CEREALS

### Breakfast Cereals in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	9.50	1,698.27	43,017.89
2002	9.45	1,686.97	42,785.69
2003	9.45	1,683.69	42,803.94
2004	9.43	1,677.58	42,702.21
2005	9.61	1,711.68	43,682.07
2006	9.83	1,754.03	44,885.17
2007	10.05	1,797.88	46,128.58
2008	10.28	1,843.00	47,413.87
2009	10.52	1,890.20	48,742.63
2010	10.76	1,938.74	50,116.57
2011	11.00	1,988.92	51,537.43

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**51 BREATH FRESHENING SPRAYS****Breath Freshening Sprays in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.25	44.18	1,063.15
2002	0.29	51.95	1,298.49
2003	0.30	53.87	1,360.97
2004	0.31	55.12	1,403.17
2005	0.32	57.85	1,486.14
2006	0.34	60.99	1,581.06
2007	0.36	64.31	1,682.27
2008	0.38	68.00	1,790.21
2009	0.40	71.55	1,905.33
2010	0.42	75.49	2,028.14
2011	0.44	79.66	2,159.14

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**52 BUILDING INSPECTION SERVICES****Building Inspection Services in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.83	147.75	3,711.92
2002	0.83	148.74	3,751.82
2003	0.84	149.77	3,794.13
2004	0.85	151.49	3,856.32
2005	0.88	157.16	4,026.25
2006	0.92	163.75	4,222.29
2007	0.95	170.65	4,428.36
2008	0.99	178.00	4,645.00
2009	1.03	185.47	4,872.78
2010	1.07	193.41	5,112.29
2011	1.12	201.74	5,364.17

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**53 BUSINESS SERVICE CENTERS****Business Service Centers in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	10.99	1,966.31	49,399.35
2002	11.09	1,979.43	49,930.32
2003	11.19	1,993.16	50,493.35
2004	11.33	2,016.11	51,321.04
2005	11.74	2,091.56	53,582.53
2006	12.21	2,179.23	56,191.42
2007	12.70	2,271.10	58,933.87
2008	13.21	2,367.00	61,817.00
2009	13.74	2,468.28	64,848.36
2010	14.29	2,574.00	68,035.89
2011	14.86	2,684.77	71,387.99

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**54 BUSINESS SUPPORT SERVICES****Business Support Services in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	46.58	8,330.00	209,273.42
2002	46.99	8,385.58	211,522.78
2003	47.41	8,443.74	213,907.98
2004	48.01	8,540.96	217,414.38
2005	49.75	8,860.62	226,994.87
2006	51.74	9,231.98	238,047.04
2007	53.81	9,621.20	249,665.03
2008	55.96	10,029.00	261,879.04
2009	58.20	10,456.53	274,720.96
2010	60.53	10,904.40	288,224.48
2011	62.95	11,373.65	302,425.17

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 55 BUTCHER SHOPS

<b>Butcher Shops in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	4.86	868.77	21,955.13
2002	4.86	867.78	21,984.19
2003	4.88	869.33	22,094.54
2004	4.88	867.22	22,074.97
2005	4.97	885.58	22,604.48
2006	5.09	908.25	23,250.52
2007	5.21	931.72	23,918.64
2008	5.33	956.00	24,609.71
2009	5.46	981.17	25,324.60
2010	5.59	1,007.20	26,064.27
2011	5.72	1,034.12	26,829.68

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 56 BUTTER

<b>Butter in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.44	257.50	6,566.89
2002	1.39	248.10	6,293.73
2003	1.35	239.89	6,057.06
2004	1.38	245.98	6,262.15
2005	1.47	261.28	6,730.14
2006	1.56	278.76	7,266.29
2007	1.66	297.48	7,846.83
2008	1.77	318.00	8,475.58
2009	1.89	338.99	9,156.67
2010	2.01	361.98	9,894.59
2011	2.14	386.60	10,694.26

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 57 CAKES

Cakes in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	10.96	1,959.52	49,688.82
2002	10.89	1,943.18	49,318.22
2003	10.87	1,935.66	49,222.47
2004	10.83	1,926.45	49,037.11
2005	11.02	1,963.50	50,096.13
2006	11.26	2,009.94	51,408.43
2007	11.51	2,057.98	52,763.66
2008	11.76	2,108.00	54,163.43
2009	12.01	2,159.03	55,609.44
2010	12.28	2,212.11	57,103.46
2011	12.54	2,266.95	58,647.32

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 58 CAMCORDERS

Camcorders in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	3.81	681.97	17,171.27
2002	3.84	685.63	17,329.02
2003	3.86	687.88	17,446.81
2004	3.89	692.28	17,622.17
2005	4.01	714.25	18,274.52
2006	4.15	740.09	19,035.03
2007	4.29	767.05	19,829.47
2008	4.44	795.00	20,659.44
2009	4.59	824.51	21,526.62
2010	4.75	855.10	22,432.80
2011	4.91	887.00	23,379.85

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**59 CAMERA AND PHOTOGRAPHIC SUPPLIES STORES****Camera and Photographic Supplies Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.91	520.71	13,081.77
2002	2.94	524.19	13,222.38
2003	2.96	527.82	13,371.48
2004	3.00	533.90	13,590.66
2005	3.11	553.88	14,189.54
2006	3.23	577.09	14,880.42
2007	3.36	601.43	15,606.66
2008	3.50	627.00	16,370.17
2009	3.64	653.64	17,172.92
2010	3.78	681.64	18,017.03
2011	3.94	710.97	18,904.72

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**60 CAMERAS****Cameras in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	4.16	743.66	18,247.04
2002	4.37	779.69	19,364.89
2003	4.60	819.22	20,631.78
2004	4.78	849.93	21,637.60
2005	5.07	902.81	23,254.65
2006	5.40	963.21	25,107.21
2007	5.75	1,027.89	27,113.18
2008	6.12	1,097.00	29,285.69
2009	6.52	1,171.32	31,639.05
2010	6.95	1,250.75	34,188.80
2011	7.40	1,335.80	36,951.90

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 61 CAMERAS AND FILM

## Cameras and Film in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	8.35	1,494.10	37,042.10
2002	8.59	1,532.38	38,286.11
2003	8.88	1,580.92	39,886.28
2004	9.15	1,627.52	41,431.92
2005	9.64	1,717.54	44,174.19
2006	10.20	1,820.47	47,310.64
2007	10.80	1,930.03	50,678.25
2008	11.42	2,047.00	54,294.58
2009	12.08	2,170.71	58,178.59
2010	12.79	2,302.77	62,350.69
2011	13.53	2,443.33	66,832.91

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 62 CANDY

## Candy in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	25.44	4,548.68	115,453.71
2002	25.28	4,511.83	114,628.25
2003	25.11	4,472.78	113,729.11
2004	25.03	4,453.21	113,355.15
2005	25.52	4,545.51	116,012.22
2006	26.11	4,659.82	119,264.60
2007	26.72	4,778.18	122,626.99
2008	27.34	4,901.00	126,103.63
2009	27.98	5,027.45	129,698.96
2010	28.63	5,158.57	133,417.61
2011	29.29	5,294.16	137,264.42

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 63 CANNED BEANS

Canned Beans in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	1.14	204.21	5,163.55
2002	1.14	203.85	5,166.38
2003	1.14	203.27	5,162.78
2004	1.14	203.35	5,176.24
2005	1.17	208.54	5,328.17
2006	1.20	214.78	5,509.01
2007	1.24	221.27	5,696.74
2008	1.27	228.00	5,891.64
2009	1.31	235.00	6,094.01
2010	1.34	242.25	6,304.18
2011	1.38	249.78	6,522.48

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 64 CANNED FISH AND SEAFOOD

Canned Fish and Seafood in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	2.02	361.33	9,163.14
2002	2.02	360.36	9,158.71
2003	2.01	358.24	9,118.51
2004	2.00	355.10	9,038.85
2005	2.02	360.44	9,187.42
2006	2.06	367.46	9,380.87
2007	2.10	374.70	9,580.22
2008	2.13	382.00	9,785.68
2009	2.17	389.90	9,997.46
2010	2.21	397.85	10,215.79
2011	2.25	406.05	10,440.90

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 65 CANNED FOOD

Canned Food in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	17.09	3,055.89	77,644.36
2002	16.98	3,030.54	77,073.02
2003	16.85	3,001.97	76,396.64
2004	16.74	2,977.83	75,799.53
2005	16.99	3,026.83	77,176.86
2006	17.32	3,090.01	78,935.12
2007	17.64	3,155.28	80,747.97
2008	17.98	3,223.00	82,617.40
2009	18.32	3,292.28	84,545.47
2010	18.67	3,364.08	86,534.32
2011	19.02	3,438.13	88,586.20

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 66 CANNED FRUIT

Canned Fruit in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	1.96	351.14	8,953.96
2002	1.93	344.87	8,783.56
2003	1.90	338.51	8,609.32
2004	1.89	336.68	8,570.06
2005	1.93	343.82	8,776.07
2006	1.98	352.63	9,027.33
2007	2.02	361.76	9,287.20
2008	2.07	371.00	9,555.99
2009	2.12	380.99	9,834.07
2010	2.17	391.11	10,121.79
2011	2.22	401.58	10,419.53

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



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

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.58	282.80	7,217.20
2002	1.55	276.66	7,045.76
2003	1.53	271.65	6,909.08
2004	1.52	270.17	6,877.05
2005	1.55	275.84	7,040.48
2006	1.59	282.85	7,240.15
2007	1.62	290.11	7,446.60
2008	1.66	298.00	7,660.12
2009	1.70	305.40	7,880.97
2010	1.74	313.44	8,109.43
2011	1.78	321.77	8,345.82

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**68 CANNED PASTA****Canned Pasta in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.02	3.05	77.34
2002	0.02	3.04	77.10
2003	0.02	3.03	76.98
2004	0.02	3.02	76.89
2005	0.02	3.09	78.80
2006	0.02	3.17	81.12
2007	0.02	3.25	83.52
2008	0.02	3.00	86.00
2009	0.02	3.43	88.57
2010	0.02	3.52	91.24
2011	0.02	3.62	93.99

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**69 CANNED READY MEALS****Canned Ready Meals in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.24	400.68	10,147.91
2002	2.24	399.86	10,150.60
2003	2.23	397.72	10,112.32
2004	2.23	396.06	10,081.71
2005	2.27	404.19	10,315.40
2006	2.32	414.27	10,601.90
2007	2.38	424.70	10,898.05
2008	2.43	436.00	11,204.22
2009	2.49	446.68	11,520.78
2010	2.54	458.23	11,848.15
2011	2.60	470.18	12,186.75

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**70 CANNED SOUP****Canned Soup in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.70	662.42	16,800.45
2002	3.68	657.48	16,693.10
2003	3.67	653.68	16,621.36
2004	3.66	650.78	16,565.36
2005	3.73	663.82	16,939.76
2006	3.81	680.07	17,400.48
2007	3.90	696.88	17,876.56
2008	3.99	714.00	18,368.56
2009	4.07	732.26	18,877.10
2010	4.17	750.86	19,402.82
2011	4.26	770.08	19,946.39

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 71 CANNED TOMATOES

### Canned Tomatoes in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.64	115.08	2,897.70
2002	0.65	116.62	2,953.32
2003	0.66	117.15	2,977.99
2004	0.66	116.76	2,972.04
2005	0.67	119.09	3,039.00
2006	0.68	122.00	3,121.44
2007	0.70	125.01	3,206.62
2008	0.71	128.00	3,294.64
2009	0.73	131.34	3,385.62
2010	0.75	134.67	3,479.68
2011	0.76	138.11	3,576.92

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 72 CANNED VEGETABLES

### Canned Vegetables in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.09	374.02	9,507.65
2002	2.08	370.96	9,439.23
2003	2.06	367.11	9,345.52
2004	2.04	363.66	9,256.92
2005	2.07	369.13	9,408.99
2006	2.11	376.32	9,607.02
2007	2.15	383.73	9,811.09
2008	2.18	391.00	10,021.40
2009	2.22	399.29	10,238.19
2010	2.26	407.43	10,461.68
2011	2.30	415.83	10,692.12

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**73 CAR AFTERMARKET PRODUCTS****Car Aftermarket Products in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	74.48	13,320.53	334,879.40
2002	75.06	13,394.12	338,013.50
2003	75.85	13,509.03	342,522.80
2004	76.54	13,614.69	346,564.48
2005	78.92	14,056.53	359,706.20
2006	81.69	14,575.39	375,000.69
2007	84.54	15,117.05	390,989.93
2008	87.50	15,682.00	407,707.34
2009	90.57	16,272.42	425,188.03
2010	93.74	16,888.11	443,468.95
2011	97.02	17,530.50	462,588.93

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**74 CARBONATED SOFT DRINKS****Carbonated Soft Drinks in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	34.82	6,226.78	157,421.66
2002	34.92	6,231.49	157,999.64
2003	34.88	6,211.83	157,826.13
2004	34.88	6,205.20	157,952.27
2005	35.67	6,353.58	162,275.48
2006	36.62	6,533.63	167,461.64
2007	37.58	6,720.43	172,837.39
2008	38.58	6,914.00	178,410.45
2009	39.60	7,115.07	184,188.88
2010	40.64	7,323.32	190,181.13
2011	41.72	7,539.16	196,396.02

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**75 CARPENTRY AND FLOOR CONTRACTORS****Carpentry and Floor Contractors in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	31.09	5,560.65	139,699.56
2002	31.37	5,597.75	141,201.12
2003	31.65	5,636.58	142,793.34
2004	32.05	5,701.48	145,134.03
2005	33.21	5,914.87	151,529.44
2006	34.54	6,162.77	158,907.27
2007	35.92	6,422.59	166,662.81
2008	37.36	6,695.00	174,816.22
2009	38.85	6,980.21	183,388.78
2010	40.41	7,279.18	192,403.00
2011	42.02	7,592.43	201,882.61

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**76 CARPET AND UPHOLSTERY CLEANING SERVICES****Carpet and Upholstery Cleaning Services in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.79	498.51	12,524.11
2002	2.81	501.84	12,658.72
2003	2.84	505.32	12,801.47
2004	2.87	511.14	13,011.31
2005	2.98	530.27	13,584.66
2006	3.10	552.49	14,246.08
2007	3.22	575.79	14,941.37
2008	3.35	600.00	15,672.33
2009	3.48	625.78	16,440.86
2010	3.62	652.58	17,248.99
2011	3.77	680.66	18,098.84

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**77 CARPET CLEANING PRODUCTS****Carpet Cleaning Products in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.35	61.74	1,563.07
2002	0.35	61.65	1,564.66
2003	0.35	61.48	1,563.62
2004	0.34	61.15	1,556.60
2005	0.35	62.29	1,588.97
2006	0.36	63.72	1,629.33
2007	0.36	65.20	1,671.00
2008	0.37	67.00	1,714.01
2009	0.38	68.32	1,758.43
2010	0.39	69.95	1,804.30
2011	0.40	71.64	1,851.68

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**78 CATALOG AND MAIL ORDER RETAIL SALES****Catalog and Mail Order Retail Sales in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	176.73	31,612.62	783,319.90
2002	182.25	32,526.93	812,830.74
2003	188.42	33,560.54	846,896.60
2004	194.06	34,519.51	878,764.36
2005	204.35	36,394.24	935,837.71
2006	216.00	38,538.68	1,001,109.4
2007	228.32	40,818.91	1,071,106.4
2008	241.33	43,244.00	1,146,181.3
2009	255.09	45,821.70	1,226,713.8
2010	269.64	48,563.18	1,313,112.9
2011	285.01	51,478.36	1,405,819.0

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**79 CELLULAR TELEPHONES****Cellular Telephones in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.50	626.46	15,814.54
2002	3.52	627.98	15,904.58
2003	3.54	630.98	16,043.36
2004	3.53	628.31	15,993.48
2005	3.59	639.90	16,323.32
2006	3.67	654.53	16,735.08
2007	3.74	669.66	17,160.09
2008	3.82	685.00	17,598.85
2009	3.90	701.46	18,051.87
2010	3.99	718.15	18,519.69
2011	4.07	735.39	19,002.87

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**80 CEMETERIES AND CREMATORIES****Cemeteries and Crematories in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.86	690.89	17,357.16
2002	3.90	695.50	17,543.72
2003	3.93	700.32	17,741.55
2004	3.98	708.39	18,032.37
2005	4.13	734.90	18,826.98
2006	4.29	765.70	19,743.65
2007	4.46	797.98	20,707.24
2008	4.64	832.00	21,720.27
2009	4.83	867.27	22,785.38
2010	5.02	904.41	23,905.37
2011	5.22	943.33	25,083.17

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 81 CERAMIC HOUSEWARES

### Ceramic Housewares in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.18	210.88	5,322.30
2002	1.18	211.40	5,352.55
2003	1.19	212.44	5,400.15
2004	1.19	211.75	5,390.10
2005	1.21	215.91	5,509.21
2006	1.24	221.11	5,656.28
2007	1.27	226.48	5,808.21
2008	1.29	232.00	5,965.17
2009	1.32	237.79	6,127.37
2010	1.35	243.73	6,294.99
2011	1.38	249.87	6,468.25

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 82 CHEESE

### Cheese in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	13.37	2,391.66	60,122.25
2002	13.50	2,409.92	60,841.57
2003	13.60	2,422.71	61,405.76
2004	13.75	2,445.41	62,248.69
2005	14.21	2,531.36	64,816.32
2006	14.75	2,631.65	67,788.72
2007	15.30	2,736.56	70,905.30
2008	15.88	2,846.00	74,173.42
2009	16.48	2,961.10	77,600.79
2010	17.10	3,081.14	81,195.58
2011	17.75	3,206.68	84,966.35

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**83 CHEWING AND BUBBLE GUM****Chewing and Bubble Gum in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.91	519.73	13,246.88
2002	2.85	509.18	12,955.27
2003	2.81	499.62	12,692.52
2004	2.81	499.29	12,709.37
2005	2.88	512.76	13,105.23
2006	2.96	528.86	13,573.54
2007	3.05	545.60	14,060.36
2008	3.14	563.00	14,566.49
2009	3.23	581.09	15,092.77
2010	3.33	599.88	15,640.06
2011	3.43	619.40	16,209.29

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**84 CHILDREN'S AND INFANTS' CLOTHING STORES****Children's and Infants' Clothing Stores in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	6.00	1,072.41	26,941.93
2002	6.05	1,079.56	27,231.52
2003	6.10	1,087.05	27,538.59
2004	6.18	1,099.57	27,990.00
2005	6.40	1,140.72	29,223.40
2006	6.66	1,188.53	30,646.26
2007	6.93	1,238.64	32,141.96
2008	7.20	1,291.00	33,714.40
2009	7.49	1,346.18	35,367.67
2010	7.79	1,403.84	37,106.12
2011	8.10	1,464.25	38,934.32

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.36	64.90	1,636.99
2002	0.37	65.15	1,649.30
2003	0.37	65.11	1,652.63
2004	0.37	65.34	1,663.12
2005	0.38	67.22	1,718.80
2006	0.39	69.46	1,784.24
2007	0.40	71.79	1,852.40
2008	0.41	74.00	1,923.39
2009	0.43	76.74	1,997.35
2010	0.44	79.37	2,074.41
2011	0.45	82.10	2,154.70

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**86 CHILLED FOOD****Chilled Food in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	18.36	3,283.48	82,997.79
2002	18.38	3,279.96	83,112.22
2003	18.36	3,270.88	83,060.42
2004	18.41	3,274.84	83,360.68
2005	18.87	3,361.47	85,903.88
2006	19.42	3,465.30	88,918.78
2007	19.98	3,573.20	92,051.27
2008	20.56	3,685.00	95,306.38
2009	21.16	3,801.78	98,689.36
2010	21.77	3,922.74	102,205.70
2011	22.40	4,048.35	105,861.17

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**87 CHILLED PASTA**

<b>Chilled Pasta in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.18	31.97	817.31
2002	0.18	31.31	798.85
2003	0.17	30.75	783.58
2004	0.17	30.33	772.13
2005	0.17	30.68	781.21
2006	0.17	31.16	794.03
2007	0.18	31.65	807.24
2008	0.18	32.00	820.85
2009	0.18	32.69	834.88
2010	0.18	33.24	849.33
2011	0.19	33.79	864.23

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**88 CHILLED READY MEALS**

<b>Chilled Ready Meals in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.04	186.40	4,673.75
2002	1.06	188.88	4,761.84
2003	1.07	190.46	4,823.97
2004	1.08	192.83	4,908.63
2005	1.12	200.24	5,130.94
2006	1.17	208.83	5,387.08
2007	1.22	217.84	5,656.64
2008	1.27	227.00	5,940.35
2009	1.32	237.21	6,238.98
2010	1.37	247.61	6,553.34
2011	1.43	258.51	6,884.31

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 89 CHILLED SOUP

Chilled Soup in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	0.12	20.86	512.77
2002	0.12	21.93	546.13
2003	0.13	22.81	574.68
2004	0.13	23.63	601.50
2005	0.14	25.10	646.45
2006	0.15	26.78	697.95
2007	0.16	28.57	753.71
2008	0.17	30.00	814.11
2009	0.18	32.56	879.53
2010	0.19	34.77	950.41
2011	0.21	37.13	1,027.22

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 90 CHILLED, PROCESSED MEATS AND MEAT SUBSTITUTES

Chilled, Processed Meats and Meat Substitutes in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	15.57	2,785.24	70,434.06
2002	15.58	2,780.60	70,480.73
2003	15.56	2,771.72	70,399.85
2004	15.59	2,772.50	70,573.58
2005	15.96	2,842.87	72,633.30
2006	16.41	2,927.62	75,086.34
2007	16.86	3,015.64	77,632.48
2008	17.34	3,107.00	80,275.61
2009	17.82	3,201.88	83,019.78
2010	18.32	3,300.31	85,869.28
2011	18.83	3,402.44	88,828.55

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 91 CHINA AND PORCELAIN

### China and Porcelain in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.92	164.02	4,130.24
2002	0.92	164.72	4,162.75
2003	0.93	166.00	4,214.26
2004	0.94	166.37	4,235.05
2005	0.96	170.66	4,360.77
2006	0.99	175.82	4,510.23
2007	1.01	181.18	4,665.41
2008	1.04	187.00	4,826.57
2009	1.07	192.52	4,993.96
2010	1.10	198.52	5,167.84
2011	1.13	204.74	5,348.48

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 92 CHLORINE BLEACH CLEANING PRODUCTS

### Chlorine Bleach Cleaning Products in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.52	93.43	2,405.56
2002	0.50	89.94	2,302.76
2003	0.49	86.76	2,209.72
2004	0.48	85.78	2,183.61
2005	0.49	87.24	2,224.72
2006	0.50	89.11	2,276.86
2007	0.51	91.04	2,330.63
2008	0.52	93.00	2,386.09
2009	0.53	95.09	2,443.31
2010	0.54	97.21	2,502.34
2011	0.55	99.41	2,563.27

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 93 CHOCOLATE CANDY

## Chocolate Candy in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	13.61	2,434.76	61,593.71
2002	13.63	2,432.16	61,682.09
2003	13.62	2,425.29	61,640.40
2004	13.60	2,419.32	61,583.10
2005	13.88	2,472.73	63,129.15
2006	14.22	2,538.25	65,003.87
2007	14.57	2,606.15	66,944.06
2008	14.93	2,676.00	68,952.32
2009	15.30	2,749.34	71,031.34
2010	15.68	2,824.76	73,183.94
2011	16.06	2,902.82	75,413.07

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 94 CIGARETTES

## Cigarettes in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	84.11	15,044.14	377,141.45
2002	85.54	15,265.59	384,917.82
2003	86.43	15,394.08	389,955.69
2004	87.56	15,576.02	396,495.82
2005	90.76	16,164.05	414,126.94
2006	94.42	16,846.79	434,457.63
2007	98.22	17,562.56	455,837.02
2008	102.19	18,313.00	478,321.49
2009	106.31	19,099.34	501,970.57
2010	110.59	19,923.63	526,847.15
2011	115.05	20,787.52	553,017.70

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 95 CIGARS

Cigars in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	1.82	325.42	8,314.09
2002	1.79	320.14	8,172.94
2003	1.76	312.81	7,966.09
2004	1.74	309.36	7,874.63
2005	1.76	314.15	8,008.18
2006	1.80	320.39	8,180.96
2007	1.83	326.85	8,359.04
2008	1.86	334.00	8,542.60
2009	1.89	340.38	8,731.84
2010	1.93	347.47	8,926.96
2011	1.96	354.78	9,128.18

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 96 CITRUS FRUIT

Citrus Fruit in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	6.07	1,086.31	27,264.17
2002	6.13	1,093.67	27,559.95
2003	6.22	1,108.26	28,089.87
2004	6.29	1,118.69	28,476.52
2005	6.49	1,156.11	29,591.38
2006	6.72	1,199.94	30,886.09
2007	6.97	1,245.73	32,241.08
2008	7.22	1,294.00	33,659.30
2009	7.48	1,343.53	35,143.87
2010	7.75	1,395.70	36,698.06
2011	8.03	1,450.19	38,325.32

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**97 CLOTHES PRESSING IRONS****Clothes Pressing Irons in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.45	80.86	2,058.78
2002	0.45	79.80	2,031.59
2003	0.44	78.85	2,007.52
2004	0.44	78.05	1,986.67
2005	0.44	79.16	2,017.39
2006	0.45	80.64	2,057.91
2007	0.46	82.17	2,099.67
2008	0.47	84.00	2,142.69
2009	0.48	85.36	2,187.02
2010	0.48	87.04	2,232.71
2011	0.49	88.76	2,279.82

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**98 CLOTHING****Clothing in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	183.90	32,888.77	829,637.91
2002	185.23	33,054.72	837,022.39
2003	186.91	33,291.03	846,804.98
2004	186.04	33,093.40	842,380.49
2005	188.77	33,621.65	857,173.78
2006	192.26	34,306.76	876,181.93
2007	195.81	35,014.53	895,776.06
2008	199.42	35,745.00	915,977.22
2009	203.10	36,499.47	936,807.36
2010	206.85	37,277.41	958,289.37
2011	210.67	38,079.57	980,447.10

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**99 CLOTHING ACCESSORIES****Clothing Accessories in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	8.56	1,530.08	38,509.32
2002	8.63	1,539.62	38,905.72
2003	8.73	1,555.73	39,518.03
2004	8.75	1,555.62	39,597.97
2005	8.93	1,590.51	40,609.42
2006	9.15	1,633.23	41,833.12
2007	9.38	1,677.50	43,099.95
2008	9.62	1,723.00	44,411.59
2009	9.85	1,770.89	45,769.85
2010	10.10	1,820.09	47,176.59
2011	10.35	1,871.04	48,633.76

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**100 CLOTHING ACCESSORIES STORES****Clothing Accessories Stores in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.76	492.96	12,384.69
2002	2.78	496.25	12,517.81
2003	2.81	499.70	12,658.96
2004	2.84	505.45	12,866.47
2005	2.94	524.37	13,433.44
2006	3.06	546.34	14,087.50
2007	3.18	569.38	14,775.05
2008	3.31	594.00	15,497.87
2009	3.44	618.81	16,257.84
2010	3.58	645.32	17,056.98
2011	3.73	673.09	17,897.36

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**101 CLOTHING AND FOOTWEAR****Clothing and Footwear in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	228.93	40,942.67	1,032,067.8
2002	230.80	41,186.19	1,042,375.6
2003	233.01	41,501.34	1,055,188.7
2004	232.35	41,332.02	1,052,092.7
2005	236.27	42,081.09	1,073,373.6
2006	241.14	43,029.60	1,100,026.5
2007	246.12	44,010.38	1,127,531.7
2008	251.19	45,024.00	1,155,920.9
2009	256.37	46,071.30	1,185,227.0
2010	261.66	47,152.82	1,215,484.4
2011	267.06	48,269.39	1,246,729.1

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**102 COFFEE****Coffee in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.63	1,006.27	25,842.83
2002	5.43	968.57	24,735.29
2003	5.31	946.53	24,114.23
2004	5.25	934.55	23,788.73
2005	5.31	946.40	24,109.94
2006	5.39	962.57	24,547.25
2007	5.48	979.26	24,997.71
2008	5.56	996.00	25,461.78
2009	5.64	1,014.22	25,939.92
2010	5.73	1,032.50	26,432.61
2011	5.82	1,051.33	26,940.37

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.71	664.30	16,689.13
2002	3.75	668.73	16,868.51
2003	3.78	673.37	17,058.73
2004	3.83	681.12	17,338.35
2005	3.97	706.62	18,102.38
2006	4.13	736.23	18,983.77
2007	4.29	767.27	19,910.28
2008	4.46	800.00	20,884.32
2009	4.64	833.89	21,908.44
2010	4.83	869.60	22,985.31
2011	5.02	907.03	24,117.79

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**104 COLLECTION AGENCIES****Collection Agencies in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	6.57	1,175.30	29,526.92
2002	6.63	1,183.14	29,844.29
2003	6.69	1,191.35	30,180.82
2004	6.77	1,205.07	30,675.55
2005	7.02	1,250.17	32,027.28
2006	7.30	1,302.56	33,586.66
2007	7.59	1,357.48	35,225.87
2008	7.90	1,415.00	36,949.18
2009	8.21	1,475.34	38,761.08
2010	8.54	1,538.53	40,666.32
2011	8.88	1,604.74	42,669.94

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**105 COLOR TELEVISIONS****Color Televisions in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	10.57	1,891.21	47,364.92
2002	10.70	1,909.80	48,053.57
2003	10.89	1,939.43	49,104.96
2004	11.05	1,966.49	50,058.29
2005	11.47	2,042.67	52,345.06
2006	11.94	2,130.96	54,978.75
2007	12.44	2,223.61	57,751.39
2008	12.95	2,321.00	60,670.62
2009	13.49	2,422.77	63,744.48
2010	14.04	2,529.72	66,981.51
2011	14.62	2,641.91	70,390.72

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**106 COMPUTER AND ELECTRONICS RETAILERS****Computer and Electronics Retailers in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	177.00	31,659.75	784,926.33
2002	183.16	32,687.32	818,025.10
2003	189.80	33,805.26	854,862.78
2004	193.74	34,462.45	877,272.17
2005	201.72	35,926.37	921,408.78
2006	210.81	37,614.75	972,060.74
2007	220.32	39,391.79	1,025,616.6
2008	230.25	41,262.00	1,082,248.6
2009	240.63	43,230.22	1,142,139.6
2010	251.48	45,301.43	1,205,483.6
2011	262.82	47,481.00	1,272,486.6

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**107 COMPUTER PERIPHERALS****Computer Peripherals in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	10.39	1,858.91	46,438.73
2002	10.56	1,884.26	47,326.98
2003	10.80	1,922.92	48,655.25
2004	10.99	1,955.24	49,772.19
2005	11.43	2,036.05	52,205.55
2006	11.93	2,129.38	55,000.72
2007	12.46	2,227.51	57,952.17
2008	13.01	2,331.00	61,068.97
2009	13.58	2,439.17	64,360.71
2010	14.17	2,553.22	67,837.56
2011	14.80	2,673.11	71,510.32

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**108 CONCRETE CONTRACTORS****Concrete Contractors in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	30.52	5,457.76	137,114.58
2002	30.79	5,494.17	138,588.35
2003	31.06	5,532.28	140,151.11
2004	31.46	5,595.98	142,448.48
2005	32.60	5,805.42	148,725.56
2006	33.90	6,048.73	155,966.87
2007	35.26	6,303.75	163,578.90
2008	36.67	6,571.00	171,581.44
2009	38.13	6,851.05	179,995.38
2010	39.66	7,144.49	188,842.79
2011	41.24	7,451.94	198,147.00

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**109 CONTACT LENS CLEANSING SOLUTIONS****Contact Lens Cleansing Solutions in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.45	80.98	2,039.50
2002	0.46	81.55	2,062.46
2003	0.46	82.39	2,094.65
2004	0.46	82.10	2,089.81
2005	0.47	83.59	2,132.32
2006	0.48	85.49	2,185.52
2007	0.49	87.44	2,240.42
2008	0.50	89.00	2,297.09
2009	0.51	91.56	2,355.59
2010	0.52	93.71	2,416.00
2011	0.53	95.94	2,478.38

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**110 CONTACT LENSES****Contact Lenses in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.06	368.12	9,238.02
2002	2.08	371.78	9,374.50
2003	2.13	378.57	9,613.22
2004	2.13	379.10	9,649.87
2005	2.18	387.71	9,899.71
2006	2.23	398.23	10,201.47
2007	2.29	409.14	10,513.93
2008	2.35	420.00	10,837.53
2009	2.40	432.15	11,172.70
2010	2.47	444.28	11,519.91
2011	2.53	456.84	11,879.66

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.51	449.10	11,277.38
2002	2.54	453.32	11,436.78
2003	2.59	460.96	11,707.60
2004	2.59	461.17	11,739.07
2005	2.65	471.27	12,030.96
2006	2.71	483.66	12,385.35
2007	2.78	496.51	12,752.06
2008	2.84	510.00	13,131.57
2009	2.91	523.59	13,524.40
2010	2.98	537.85	13,931.06
2011	3.06	552.60	14,352.12

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**112 CONVENIENCE STORES****Convenience Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	44.04	7,877.23	197,326.36
2002	44.68	7,973.19	200,773.74
2003	45.43	8,092.40	205,029.46
2004	46.00	8,182.16	208,279.88
2005	47.57	8,471.94	216,940.38
2006	49.37	8,809.89	226,961.58
2007	51.25	9,163.51	237,472.05
2008	53.20	9,533.00	248,496.85
2009	55.22	9,920.54	260,062.35
2010	57.31	10,325.41	272,196.37
2011	59.49	10,748.89	284,928.24

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 113 CONVERTING PAPERBOARD INTO CONTAINERS WITHOUT MANUFACTURING PAPERBOARD

### Converting Paperboard into Containers without Manufacturing Paperboard in Malawi (US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	57.53	10,290.59	256,336.54
2002	58.80	10,493.74	263,139.43
2003	60.09	10,703.78	270,335.10
2004	61.67	10,969.55	279,249.03
2005	64.78	11,537.19	296,500.21
2006	68.31	12,187.17	316,229.57
2007	72.02	12,876.76	337,321.61
2008	75.94	13,608.00	359,873.33
2009	80.08	14,384.53	383,988.86
2010	84.44	15,207.99	409,779.92
2011	89.03	16,081.63	437,366.45

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 114 COOKIES AND CRACKERS

### Cookies and Crackers in Malawi (US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	11.23	2,007.62	50,721.11
2002	11.22	2,002.87	50,710.55
2003	11.25	2,003.20	50,862.09
2004	11.28	2,006.80	51,082.80
2005	11.57	2,060.13	52,648.99
2006	11.90	2,124.01	54,504.74
2007	12.25	2,190.42	56,433.11
2008	12.61	2,259.00	58,437.20
2009	12.97	2,331.09	60,520.26
2010	13.35	2,405.55	62,685.69
2011	13.74	2,482.87	64,937.06

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



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

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.88	1,051.83	26,424.94
2002	5.93	1,058.85	26,708.96
2003	5.99	1,066.19	27,010.14
2004	6.06	1,078.47	27,452.90
2005	6.28	1,118.83	28,662.62
2006	6.53	1,165.72	30,058.18
2007	6.79	1,214.87	31,525.18
2008	7.07	1,266.00	33,067.44
2009	7.35	1,320.35	34,688.99
2010	7.64	1,376.90	36,394.08
2011	7.95	1,436.15	38,187.20

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**116 COSMETICS AND TOILETRIES****Cosmetics and Toiletries in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	44.29	7,921.09	201,390.89
2002	44.07	7,864.22	200,187.43
2003	43.60	7,766.09	197,679.93
2004	43.27	7,696.53	195,912.30
2005	43.90	7,819.58	199,358.95
2006	44.72	7,979.12	203,786.06
2007	45.54	8,143.94	208,349.70
2008	46.38	8,314.00	213,054.77
2009	47.24	8,489.74	217,906.40
2010	48.12	8,670.90	222,909.91
2011	49.00	8,857.71	228,070.86

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**117 COSMETICS FOR EYES****Cosmetics for Eyes in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.17	387.50	9,726.04
2002	2.20	392.03	9,890.83
2003	2.23	396.55	10,059.08
2004	2.24	398.92	10,154.43
2005	2.31	410.78	10,505.51
2006	2.38	424.83	10,916.96
2007	2.46	439.46	11,345.88
2008	2.54	455.00	11,793.05
2009	2.62	470.57	12,259.31
2010	2.70	487.10	12,745.53
2011	2.79	504.30	13,252.64

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**118 COSMETICS, BEAUTY SUPPLIES, AND PERFUME STORES****Cosmetics, Beauty Supplies, and Perfume Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.71	1,021.77	25,669.77
2002	5.76	1,028.59	25,945.68
2003	5.81	1,035.72	26,238.25
2004	5.89	1,047.65	26,668.35
2005	6.10	1,086.86	27,843.51
2006	6.35	1,132.41	29,199.19
2007	6.60	1,180.15	30,624.27
2008	6.86	1,230.00	32,122.45
2009	7.14	1,282.61	33,697.66
2010	7.42	1,337.55	35,354.02
2011	7.72	1,395.11	37,095.90

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 119 COSTUME JEWELRY

### Costume Jewelry in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	6.61	1,182.14	29,581.08
2002	6.69	1,193.69	30,008.23
2003	6.83	1,217.26	30,823.09
2004	6.94	1,233.79	31,406.71
2005	7.19	1,279.90	32,788.72
2006	7.47	1,333.48	34,383.13
2007	7.77	1,389.63	36,059.07
2008	8.08	1,448.00	37,820.88
2009	8.41	1,510.14	39,673.17
2010	8.74	1,574.74	41,620.78
2011	9.09	1,642.43	43,668.82

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 120 COTTON BALLS AND PADS

### Cotton Balls and Pads in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.37	65.70	1,684.40
2002	0.36	63.63	1,624.43
2003	0.35	61.82	1,572.12
2004	0.35	61.48	1,565.00
2005	0.35	62.90	1,606.06
2006	0.36	64.62	1,655.57
2007	0.37	66.41	1,706.85
2008	0.38	68.00	1,759.97
2009	0.39	70.18	1,815.00
2010	0.40	72.17	1,872.02
2011	0.41	74.23	1,931.11

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	4.37	781.77	19,620.68
2002	4.38	781.47	19,662.73
2003	4.50	801.54	20,346.09
2004	4.52	803.97	20,464.99
2005	4.62	822.42	21,000.68
2006	4.74	844.93	21,646.78
2007	4.86	868.27	22,315.93
2008	4.98	892.00	23,009.06
2009	5.11	917.52	23,727.13
2010	5.24	943.49	24,471.15
2011	5.37	970.38	25,242.17

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**122 CREDIT BUREAUS****Credit Bureaus in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	6.07	1,086.51	27,296.28
2002	6.13	1,093.76	27,589.67
2003	6.18	1,101.35	27,900.78
2004	6.26	1,114.03	28,358.13
2005	6.49	1,155.72	29,607.75
2006	6.75	1,204.16	31,049.33
2007	7.02	1,254.93	32,564.70
2008	7.30	1,308.00	34,157.82
2009	7.59	1,363.88	35,832.84
2010	7.89	1,422.30	37,594.15
2011	8.21	1,483.51	39,446.40

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**123 CUTLERY AND SERVING UTENSILS****Cutlery and Serving Utensils in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.41	609.07	15,338.85
2002	3.43	611.93	15,467.86
2003	3.46	616.87	15,665.41
2004	3.47	617.52	15,718.96
2005	3.55	632.49	16,155.53
2006	3.65	650.62	16,678.36
2007	3.74	669.44	17,220.46
2008	3.84	689.00	17,782.63
2009	3.95	709.20	18,365.67
2010	4.05	730.19	18,970.47
2011	4.16	751.95	19,597.92

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**124 DAIRY AND SOY PRODUCTS****Dairy and Soy Products in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	47.01	8,407.26	213,089.49
2002	46.78	8,347.12	211,807.27
2003	46.69	8,315.50	211,416.06
2004	46.56	8,282.92	210,839.20
2005	47.45	8,450.72	215,659.61
2006	48.53	8,659.28	221,581.40
2007	49.63	8,875.17	227,701.35
2008	50.76	9,099.00	234,027.05
2009	51.92	9,329.65	240,566.42
2010	53.10	9,568.60	247,327.75
2011	54.31	9,815.63	254,319.68

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**125 DAIRY CREAM**

<b>Dairy Cream in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.63	292.29	7,329.09
2002	1.67	297.72	7,515.07
2003	1.69	300.89	7,634.67
2004	1.70	302.29	7,694.78
2005	1.75	310.90	7,948.81
2006	1.80	321.14	8,247.71
2007	1.86	331.79	8,558.89
2008	1.91	343.00	8,882.90
2009	1.97	354.41	9,220.30
2010	2.03	366.40	9,571.71
2011	2.10	378.88	9,937.73

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**126 DAIRY-BASED AND SOY-BASED DESSERTS**

<b>Dairy-Based and Soy-Based Desserts in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.46	82.77	2,095.79
2002	0.46	82.58	2,095.84
2003	0.46	82.30	2,092.90
2004	0.46	81.89	2,084.57
2005	0.47	83.46	2,129.39
2006	0.48	85.43	2,184.97
2007	0.49	87.47	2,242.36
2008	0.50	90.00	2,301.64
2009	0.51	91.75	2,362.88
2010	0.52	93.99	2,426.14
2011	0.53	96.32	2,491.51

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**127 DEHYDRATED DESSERT MIXES****Dehydrated Dessert Mixes in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.72	306.77	7,815.04
2002	1.70	302.65	7,708.63
2003	1.68	298.58	7,603.01
2004	1.66	295.41	7,519.64
2005	1.68	299.57	7,633.99
2006	1.71	305.10	7,785.39
2007	1.74	310.81	7,941.36
2008	1.77	317.00	8,102.07
2009	1.80	322.78	8,267.68
2010	1.83	329.04	8,438.36
2011	1.86	335.50	8,614.29

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**128 DEHYDRATED SOUP****Dehydrated Soup in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.54	95.93	2,434.53
2002	0.53	95.23	2,419.68
2003	0.53	94.40	2,400.55
2004	0.53	93.97	2,392.00
2005	0.54	95.90	2,447.39
2006	0.55	98.29	2,515.32
2007	0.56	100.76	2,585.53
2008	0.58	103.00	2,658.11
2009	0.59	105.97	2,733.15
2010	0.60	108.71	2,810.76
2011	0.62	111.54	2,891.03

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**129 DENTAL FLOSS**

<b>Dental Floss in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.17	30.16	767.16
2002	0.17	29.66	753.66
2003	0.16	29.15	739.90
2004	0.16	29.23	744.00
2005	0.17	30.13	770.83
2006	0.17	31.20	802.17
2007	0.18	32.31	834.87
2008	0.19	33.00	869.01
2009	0.19	34.68	904.66
2010	0.20	35.94	941.87
2011	0.21	37.25	980.74

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**130 DENTURE FIXATIVES AND CLEANSERS**

<b>Denture Fixatives and Cleansers in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.41	74.02	1,885.73
2002	0.41	73.14	1,863.77
2003	0.40	71.90	1,830.25
2004	0.40	71.26	1,813.97
2005	0.41	72.46	1,847.73
2006	0.41	74.00	1,890.64
2007	0.42	75.59	1,934.88
2008	0.43	77.00	1,980.52
2009	0.44	78.93	2,027.60
2010	0.45	80.68	2,076.16
2011	0.46	82.48	2,126.28

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**131 DEPARTMENT STORES****Department Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	210.73	37,688.51	949,203.65
2002	210.87	37,631.71	949,968.71
2003	213.11	37,956.71	962,727.20
2004	214.73	38,197.50	972,320.63
2005	221.02	39,363.51	1,006,875.5
2006	228.32	40,740.29	1,047,283.6
2007	235.87	42,175.42	1,089,440.7
2008	243.67	43,671.00	1,133,427.8
2009	251.73	45,229.63	1,179,329.6
2010	260.05	46,853.43	1,227,235.3
2011	268.65	48,545.04	1,277,238.4

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**132 DEPOSITORY CREDIT INTERMEDIATION****Depository Credit Intermediation in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	689.52	123,321.91	3,098,200.4
2002	695.65	124,144.74	3,131,501.2
2003	701.84	125,005.82	3,166,813.0
2004	710.83	126,445.11	3,218,723.7
2005	736.53	131,177.54	3,360,558.7
2006	765.99	136,675.40	3,524,181.2
2007	796.63	142,437.67	3,696,180.3
2008	828.50	148,476.00	3,877,003.3
2009	861.64	154,804.35	4,067,122.3
2010	896.10	161,434.82	4,267,035.9
2011	931.95	168,381.90	4,477,270.9

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 133 DESIGNER BATH AND SHOWER PRODUCTS

#### Designer Bath and Shower Products in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	4.32	773.17	19,755.63
2002	4.23	755.09	19,246.42
2003	4.15	738.35	18,776.52
2004	4.13	734.64	18,700.07
2005	4.22	751.05	19,175.72
2006	4.32	771.16	19,751.50
2007	4.43	791.99	20,347.53
2008	4.54	814.00	20,964.60
2009	4.65	835.94	21,603.55
2010	4.77	859.10	22,265.26
2011	4.89	883.07	22,950.65

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 134 DESKTOP PERSONAL COMPUTERS

#### Desktop Personal Computers in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	20.18	3,609.82	90,723.46
2002	20.34	3,629.92	91,577.06
2003	20.59	3,667.21	92,991.20
2004	20.77	3,694.44	94,042.46
2005	21.40	3,811.25	97,511.55
2006	22.13	3,948.74	101,556.83
2007	22.89	4,092.17	105,782.09
2008	23.67	4,242.00	110,195.84
2009	24.48	4,397.81	114,807.00
2010	25.31	4,560.52	119,624.98
2011	26.18	4,730.18	124,659.64

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 135 DETERGENTS

Detergents in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	5.33	952.67	24,350.29
2002	5.22	931.27	23,750.35
2003	5.11	910.32	23,161.15
2004	5.08	903.86	23,007.55
2005	5.18	921.83	23,522.85
2006	5.29	944.23	24,157.82
2007	5.41	967.42	24,813.86
2008	5.53	991.00	25,491.77
2009	5.66	1,016.21	26,192.38
2010	5.78	1,041.85	26,916.58
2011	5.91	1,068.35	27,665.28

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 136 DIAPER SERVICE

Diaper Service in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	0.05	8.56	214.93
2002	0.05	8.61	217.24
2003	0.05	8.67	219.69
2004	0.05	8.77	223.29
2005	0.05	9.10	233.13
2006	0.05	9.48	244.48
2007	0.06	9.88	256.41
2008	0.06	10.00	268.96
2009	0.06	10.74	282.15
2010	0.06	11.20	296.02
2011	0.06	11.68	310.60

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 137 DIGESTION AIDS

Digestion Aids in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	3.15	562.84	14,276.71
2002	3.12	556.42	14,116.71
2003	3.12	556.18	14,149.62
2004	3.11	552.48	14,063.14
2005	3.15	561.42	14,314.10
2006	3.21	572.99	14,635.57
2007	3.27	584.95	14,966.98
2008	3.33	597.00	15,308.70
2009	3.39	610.03	15,661.09
2010	3.46	623.17	16,024.55
2011	3.52	636.73	16,399.48

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 138 DIGITAL CAMERAS

Digital Cameras in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	2.85	509.83	12,405.05
2002	3.06	545.82	13,499.64
2003	3.27	582.69	14,667.96
2004	3.41	605.82	15,423.08
2005	3.61	643.51	16,575.70
2006	3.85	686.57	17,896.19
2007	4.10	732.67	19,326.02
2008	4.36	782.00	20,874.57
2009	4.65	834.91	22,552.02
2010	4.95	891.52	24,369.46
2011	5.27	952.15	26,338.97

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 139 DIGITAL COLOR TELEVISIONS

## Digital Color Televisions in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.92	343.30	8,438.38
2002	1.99	356.01	8,837.06
2003	2.10	374.70	9,435.43
2004	2.19	388.95	9,901.82
2005	2.32	413.15	10,641.82
2006	2.47	440.79	11,489.59
2007	2.63	470.39	12,407.56
2008	2.80	502.00	13,401.75
2009	2.98	536.02	14,478.70
2010	3.18	572.37	15,645.52
2011	3.38	611.29	16,909.97

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 140 DIRECT MAIL ADVERTISING

## Direct Mail Advertising in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	11.21	2,005.16	50,375.26
2002	11.31	2,018.53	50,916.71
2003	11.41	2,032.53	51,490.87
2004	11.56	2,055.94	52,334.91
2005	11.98	2,132.88	54,641.08
2006	12.45	2,222.28	57,301.50
2007	12.95	2,315.97	60,098.13
2008	13.47	2,414.00	63,038.22
2009	14.01	2,517.04	66,129.47
2010	14.57	2,624.85	69,379.97
2011	15.15	2,737.81	72,798.29

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**141 DIRECT SELLING ESTABLISHMENTS****Direct Selling Establishments in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	48.10	8,602.38	216,116.37
2002	48.53	8,659.77	218,439.28
2003	48.96	8,719.84	220,902.47
2004	49.58	8,820.24	224,523.53
2005	51.38	9,150.35	234,417.29
2006	53.43	9,533.85	245,830.85
2007	55.57	9,935.80	257,828.73
2008	57.79	10,357.00	270,442.12
2009	60.10	10,798.45	283,703.95
2010	62.51	11,260.96	297,649.01
2011	65.01	11,745.55	312,314.05

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**142 DISCOUNT STORES****Discount Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	400.64	71,666.55	1,770,668.0
2002	414.50	73,977.06	1,844,339.5
2003	430.23	76,631.83	1,930,936.9
2004	445.91	79,320.50	2,019,336.2
2005	472.92	84,224.88	2,169,290.7
2006	503.47	89,827.51	2,341,061.2
2007	536.00	95,824.67	2,526,968.3
2008	570.64	102,244.00	2,728,215.0
2009	607.51	109,116.42	2,946,109.5
2010	646.76	116,473.14	3,182,075.1
2011	688.55	124,349.00	3,437,660.4

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**143 DISCOUNT SUPERSTORES****Discount Superstores in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	200.89	35,937.84	878,847.13
2002	213.60	38,123.46	946,030.40
2003	225.70	40,201.44	1,012,384.0
2004	234.54	41,721.56	1,062,147.0
2005	248.84	44,317.18	1,141,524.9
2006	265.01	47,282.31	1,232,463.4
2007	282.24	50,457.32	1,330,932.4
2008	300.58	53,857.00	1,437,576.7
2009	320.12	57,497.87	1,553,098.2
2010	340.93	61,396.66	1,678,260.7
2011	363.09	65,571.99	1,813,895.5

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**144 DISHWASHER ADDITIVES****Dishwasher Additives in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.06	11.61	300.08
2002	0.06	11.08	284.08
2003	0.06	10.57	268.90
2004	0.06	10.48	266.70
2005	0.06	10.72	273.65
2006	0.06	11.01	282.03
2007	0.06	11.31	290.72
2008	0.06	12.00	299.72
2009	0.07	11.95	309.03
2010	0.07	12.29	318.69
2011	0.07	12.64	328.69

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**145 DISHWASHERS**

<b>Dishwashers in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.96	350.06	8,831.51
2002	1.98	353.06	8,949.63
2003	1.99	354.32	9,014.45
2004	1.98	351.92	8,958.11
2005	2.01	357.56	9,116.09
2006	2.04	364.87	9,318.92
2007	2.08	372.42	9,528.01
2008	2.12	380.00	9,743.58
2009	2.16	388.26	9,965.86
2010	2.20	396.56	10,195.11
2011	2.24	405.12	10,431.58

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**146 DISHWASHING LIQUID AND SCOURING AIDS**

<b>Dishwashing Liquid and Scouring Aids in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.90	161.72	4,128.21
2002	0.89	158.37	4,035.36
2003	0.87	155.19	3,946.92
2004	0.87	154.33	3,928.43
2005	0.89	157.63	4,023.76
2006	0.91	161.70	4,139.87
2007	0.93	165.92	4,259.98
2008	0.95	170.00	4,384.23
2009	0.97	174.80	4,512.79
2010	1.00	179.48	4,645.83
2011	1.02	184.31	4,783.53

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**147 DISHWASHING PRODUCTS****Dishwashing Products in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.64	294.07	7,510.82
2002	1.62	288.31	7,352.28
2003	1.59	283.38	7,218.55
2004	1.57	279.95	7,126.14
2005	1.59	283.53	7,223.21
2006	1.62	288.40	7,355.07
2007	1.64	293.43	7,490.89
2008	1.67	299.00	7,630.83
2009	1.69	303.96	7,775.00
2010	1.72	309.47	7,923.56
2011	1.74	315.14	8,076.67

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**148 DOG FOOD AND CAT FOOD****Dog Food and Cat Food in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	12.81	2,291.68	57,700.88
2002	12.92	2,304.77	58,256.82
2003	12.99	2,313.81	58,699.32
2004	13.08	2,326.36	59,217.69
2005	13.46	2,397.27	61,318.81
2006	13.90	2,481.00	63,776.15
2007	14.36	2,568.28	66,339.73
2008	14.84	2,659.00	69,014.46
2009	15.33	2,754.02	71,805.48
2010	15.83	2,852.77	74,718.21
2011	16.36	2,955.63	77,758.32

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**149 DRAFTING SERVICES****Drafting Services in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.78	139.89	3,514.42
2002	0.79	140.82	3,552.19
2003	0.80	141.80	3,592.25
2004	0.81	143.43	3,651.13
2005	0.84	148.80	3,812.02
2006	0.87	155.04	3,997.63
2007	0.90	161.57	4,192.73
2008	0.94	168.00	4,397.85
2009	0.98	175.60	4,613.51
2010	1.02	183.12	4,840.28
2011	1.06	191.00	5,078.75

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**150 DRIED FOOD****Dried Food in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	9.85	1,760.91	44,790.08
2002	9.77	1,743.28	44,366.77
2003	9.68	1,723.26	43,865.48
2004	9.60	1,707.63	43,467.22
2005	9.74	1,734.21	44,209.21
2006	9.91	1,768.86	45,167.94
2007	10.09	1,804.65	46,156.07
2008	10.27	1,842.00	47,174.66
2009	10.46	1,879.71	48,224.78
2010	10.65	1,919.03	49,307.59
2011	10.84	1,959.56	50,424.27

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**151 DRIED PASTA**

<b>Dried Pasta in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.21	395.92	10,044.53
2002	2.20	393.30	9,990.83
2003	2.19	390.04	9,916.87
2004	2.18	388.43	9,887.41
2005	2.23	396.59	10,122.44
2006	2.28	406.67	10,409.55
2007	2.33	417.10	10,706.43
2008	2.39	428.00	11,013.46
2009	2.44	439.09	11,331.04
2010	2.50	450.66	11,659.58
2011	2.56	462.63	11,999.51

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**152 DRIED READY MEALS**

<b>Dried Ready Meals in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.89	337.49	8,608.27
2002	1.86	332.50	8,476.78
2003	1.83	325.83	8,291.72
2004	1.82	323.25	8,228.22
2005	1.85	329.24	8,398.82
2006	1.89	336.80	8,611.61
2007	1.93	344.61	8,831.25
2008	1.97	353.00	9,058.02
2009	2.01	361.04	9,292.17
2010	2.05	369.66	9,533.98
2011	2.09	378.57	9,783.74

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.34	61.52	1,541.59
2002	0.35	62.13	1,564.36
2003	0.35	62.95	1,593.99
2004	0.36	63.81	1,624.21
2005	0.37	66.28	1,698.47
2006	0.39	69.15	1,783.98
2007	0.40	72.15	1,874.01
2008	0.42	75.00	1,968.80
2009	0.44	78.62	2,068.61
2010	0.46	82.09	2,173.73
2011	0.47	85.74	2,284.44

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**154 DRINK CONCENTRATES****Drink Concentrates in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.37	244.79	6,293.42
2002	1.32	235.74	6,027.34
2003	1.28	228.54	5,818.70
2004	1.27	226.26	5,759.40
2005	1.29	230.25	5,872.53
2006	1.32	235.34	6,014.93
2007	1.35	240.59	6,161.84
2008	1.37	246.00	6,313.43
2009	1.40	251.62	6,469.88
2010	1.43	257.41	6,631.35
2011	1.46	263.38	6,798.05

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**155 DRUG STORES AND PHARMACIES****Drug Stores and Pharmacies in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	165.75	29,648.32	732,597.70
2002	171.60	30,625.10	763,731.95
2003	178.13	31,727.51	799,706.10
2004	184.37	32,797.27	834,943.68
2005	195.22	34,767.96	895,143.61
2006	207.49	37,019.47	964,063.33
2007	220.53	39,425.79	1,038,495.6
2008	234.39	41,998.00	1,118,896.1
2009	249.12	44,746.46	1,205,759.0
2010	264.78	47,684.53	1,299,620.6
2011	281.42	50,824.97	1,401,063.3

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**156 DRY CLEANING AND LAUNDRY SERVICES EXCLUDING COIN-OPERATED SERVICES****Dry Cleaning and Laundry Services Excluding Coin-Operated Services in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	9.17	1,639.82	41,197.11
2002	9.25	1,650.77	41,639.91
2003	9.33	1,662.22	42,109.46
2004	9.45	1,681.35	42,799.72
2005	9.79	1,744.28	44,685.72
2006	10.19	1,817.39	46,861.42
2007	10.59	1,894.01	49,148.51
2008	11.02	1,974.00	51,552.94
2009	11.46	2,058.45	54,080.97
2010	11.92	2,146.62	56,739.24
2011	12.39	2,238.99	59,534.76

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 157 DVD PLAYERS

DVD Players in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	2.96	529.63	12,884.76
2002	3.16	564.00	13,929.57
2003	3.40	604.98	15,225.78
2004	3.54	629.58	16,027.74
2005	3.75	668.74	17,225.55
2006	4.00	713.49	18,597.81
2007	4.26	761.40	20,083.70
2008	4.54	813.00	21,692.96
2009	4.83	867.64	23,436.17
2010	5.14	926.47	25,324.87
2011	5.48	989.48	27,371.59

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 158 ELECTRIC BULK POWER TRANSMISSION AND CONTROL

Electric Bulk Power Transmission and Control in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	1.24	221.05	5,553.36
2002	1.25	222.52	5,613.05
2003	1.26	224.07	5,676.35
2004	1.27	226.65	5,769.39
2005	1.32	235.13	6,023.62
2006	1.37	244.98	6,316.91
2007	1.43	255.31	6,625.21
2008	1.49	266.00	6,949.32
2009	1.54	277.48	7,290.10
2010	1.61	289.36	7,648.44
2011	1.67	301.82	8,025.27

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**159 ELECTRIC POWER GENERATION****Electric Power Generation in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	94.86	16,965.90	426,232.08
2002	95.70	17,079.10	430,813.42
2003	96.55	17,197.56	435,671.41
2004	97.79	17,395.57	442,812.97
2005	101.33	18,046.63	462,325.78
2006	105.38	18,802.99	484,836.00
2007	109.60	19,595.73	508,498.63
2008	113.98	20,427.00	533,375.18
2009	118.54	21,297.07	559,530.62
2010	123.28	22,209.25	587,033.56
2011	128.21	23,164.98	615,956.44

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**160 ELECTRICAL CONTRACTORS****Electrical Contractors in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	79.02	14,132.51	355,049.15
2002	79.72	14,226.80	358,865.37
2003	80.43	14,325.48	362,912.05
2004	81.46	14,490.42	368,860.94
2005	84.41	15,032.75	385,115.02
2006	87.78	15,662.80	403,865.91
2007	91.29	16,323.14	423,576.76
2008	94.94	17,015.00	444,298.80
2009	98.74	17,740.35	466,086.15
2010	102.69	18,500.19	488,995.95
2011	106.80	19,296.31	513,088.57

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**161 ELECTRONIC AND PRECISION EQUIPMENT REPAIR AND MAINTENANCE****Electronic and Precision Equipment Repair and Maintenance in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	18.82	3,366.13	84,566.77
2002	18.99	3,388.59	85,475.73
2003	19.16	3,412.09	86,439.58
2004	19.40	3,451.38	87,856.51
2005	20.10	3,580.55	91,727.96
2006	20.91	3,730.62	96,194.11
2007	21.74	3,887.90	100,888.90
2008	22.61	4,053.00	105,824.54
2009	23.52	4,225.45	111,013.93
2010	24.46	4,406.44	116,470.66
2011	25.44	4,596.06	122,209.12

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**162 ENGINEERING SERVICES****Engineering Services in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	114.00	20,389.37	512,239.47
2002	115.02	20,525.41	517,745.25
2003	116.04	20,667.78	523,583.51
2004	117.52	20,905.74	532,166.14
2005	121.77	21,688.18	555,616.35
2006	126.64	22,597.16	582,668.81
2007	131.71	23,549.86	611,106.20
2008	136.98	24,548.00	641,002.48
2009	142.46	25,594.50	672,435.71
2010	148.16	26,690.75	705,488.33
2011	154.08	27,839.33	740,247.43

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**163 ENVIRONMENTAL CONSULTING SERVICES****Environmental Consulting Services in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	6.18	1,105.47	27,772.61
2002	6.24	1,112.85	28,071.13
2003	6.29	1,120.57	28,387.67
2004	6.37	1,133.47	28,853.00
2005	6.60	1,175.89	30,124.42
2006	6.87	1,225.17	31,591.15
2007	7.14	1,276.83	33,132.97
2008	7.43	1,331.00	34,753.89
2009	7.72	1,387.68	36,458.14
2010	8.03	1,447.12	38,250.19
2011	8.35	1,509.39	40,134.76

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**164 ETHNIC HAIR CARE PRODUCTS****Ethnic Hair Care Products in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	9.35	1,672.25	42,465.57
2002	9.31	1,661.27	42,242.47
2003	9.20	1,637.91	41,630.21
2004	9.18	1,633.52	41,580.92
2005	9.39	1,672.69	42,722.44
2006	9.64	1,720.20	44,091.33
2007	9.90	1,769.50	45,510.34
2008	10.16	1,821.00	46,981.52
2009	10.43	1,873.65	48,507.01
2010	10.70	1,928.62	50,089.04
2011	10.99	1,985.59	51,729.95

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.32	57.35	1,458.15
2002	0.32	56.78	1,444.28
2003	0.32	56.16	1,428.90
2004	0.31	55.73	1,418.69
2005	0.32	56.70	1,445.95
2006	0.32	57.93	1,480.40
2007	0.33	59.20	1,515.93
2008	0.34	61.00	1,552.59
2009	0.34	61.88	1,590.41
2010	0.35	63.28	1,629.45
2011	0.36	64.72	1,669.74

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**166 EXTERMINATING AND PEST CONTROL SERVICES****Exterminating and Pest Control Services in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	6.35	1,135.53	28,527.78
2002	6.41	1,143.11	28,834.41
2003	6.46	1,151.04	29,159.55
2004	6.55	1,164.29	29,637.54
2005	6.78	1,207.86	30,943.54
2006	7.05	1,258.49	32,450.15
2007	7.34	1,311.55	34,033.89
2008	7.63	1,367.00	35,698.88
2009	7.93	1,425.42	37,449.47
2010	8.25	1,486.47	39,290.25
2011	8.58	1,550.44	41,226.06

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 167 FABRIC SOFTENERS

## Fabric Softeners in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.45	258.71	6,597.98
2002	1.42	253.20	6,444.88
2003	1.39	247.71	6,291.18
2004	1.39	247.83	6,308.41
2005	1.43	255.04	6,521.55
2006	1.48	263.60	6,771.82
2007	1.52	272.51	7,032.54
2008	1.57	282.00	7,304.19
2009	1.62	291.44	7,587.24
2010	1.67	301.49	7,882.22
2011	1.73	311.94	8,189.67

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 168 FACIAL CLEANSERS AND MOISTURIZERS

## Facial Cleansers and Moisturizers in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	4.81	859.40	21,647.36
2002	4.84	864.00	21,846.87
2003	4.86	865.72	21,960.59
2004	4.90	870.75	22,165.08
2005	5.04	898.08	22,976.24
2006	5.21	930.26	23,922.68
2007	5.39	963.83	24,910.98
2008	5.57	999.00	25,943.11
2009	5.76	1,035.34	27,021.13
2010	5.96	1,073.40	28,147.22
2011	6.16	1,113.08	29,323.67

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 169 FACIAL COSMETICS

### Facial Cosmetics in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.75	492.44	12,503.76
2002	2.74	489.43	12,444.91
2003	2.71	482.44	12,261.19
2004	2.71	481.27	12,250.64
2005	2.77	492.99	12,592.62
2006	2.84	507.18	13,001.92
2007	2.92	521.90	13,426.35
2008	3.00	537.00	13,866.54
2009	3.08	553.03	14,323.12
2010	3.16	569.46	14,796.79
2011	3.25	586.49	15,288.25

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 170 FAMILY CLOTHING STORES

### Family Clothing Stores in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	57.91	10,357.81	260,217.95
2002	58.43	10,426.92	263,014.89
2003	58.95	10,499.24	265,980.73
2004	59.70	10,620.13	270,340.71
2005	61.86	11,017.61	282,253.44
2006	64.34	11,479.37	295,996.10
2007	66.91	11,963.34	310,442.31
2008	69.59	12,471.00	325,629.64
2009	72.37	13,002.02	341,597.74
2010	75.26	13,558.92	358,388.49
2011	78.27	14,142.40	376,046.13

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**171 FEMININE SANITARY PROTECTION****Feminine Sanitary Protection in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.31	413.37	10,568.57
2002	2.28	406.24	10,375.69
2003	2.23	396.91	10,112.48
2004	2.20	391.78	9,972.65
2005	2.23	396.93	10,112.93
2006	2.26	403.89	10,302.03
2007	2.30	411.08	10,496.82
2008	2.33	418.00	10,697.49
2009	2.37	426.14	10,904.25
2010	2.41	434.01	11,117.32
2011	2.45	442.12	11,336.90

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**172 FILM CAMERAS****Film Cameras in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.26	225.75	5,680.66
2002	1.27	226.54	5,719.60
2003	1.28	228.37	5,792.65
2004	1.29	229.78	5,849.05
2005	1.33	236.77	6,056.23
2006	1.37	245.03	6,298.56
2007	1.42	253.64	6,551.36
2008	1.47	263.00	6,815.10
2009	1.51	271.96	7,090.30
2010	1.56	281.69	7,377.48
2011	1.62	291.84	7,677.20

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**173 FISH AND SHELLFISH****Fish and Shellfish in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	12.23	2,186.93	54,747.13
2002	12.39	2,211.10	55,624.28
2003	12.60	2,244.05	56,798.41
2004	12.81	2,278.69	58,005.72
2005	13.32	2,371.53	60,799.72
2006	13.89	2,478.85	64,010.81
2007	14.49	2,591.63	67,399.16
2008	15.12	2,710.00	70,974.90
2009	15.78	2,834.70	74,748.78
2010	16.46	2,965.57	78,732.19
2011	17.18	3,103.08	82,937.19

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**174 FISH MARKETS****Fish Markets in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.07	190.86	4,842.85
2002	1.06	189.26	4,806.49
2003	1.06	188.33	4,791.12
2004	1.05	187.09	4,762.33
2005	1.07	190.33	4,853.86
2006	1.09	194.46	4,969.52
2007	1.11	198.74	5,088.82
2008	1.13	203.00	5,211.90
2009	1.16	207.71	5,338.89
2010	1.18	212.42	5,469.94
2011	1.20	217.27	5,605.21

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	3.20	573.09	14,388.51
2002	3.23	576.54	14,531.32
2003	3.27	583.26	14,780.34
2004	3.31	589.22	14,998.81
2005	3.42	609.73	15,611.08
2006	3.55	633.67	16,320.29
2007	3.68	658.71	17,063.62
2008	3.82	685.00	17,842.79
2009	3.96	712.29	18,659.62
2010	4.11	740.92	19,516.02
2011	4.27	770.85	20,414.01

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**176 FLAVORED ALCOHOLIC BEVERAGES****Flavored Alcoholic Beverages in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.84	329.16	8,169.28
2002	1.96	350.26	8,837.72
2003	1.99	354.84	9,004.22
2004	2.00	356.38	9,071.57
2005	2.06	366.63	9,374.17
2006	2.12	378.80	9,729.89
2007	2.19	391.47	10,100.34
2008	2.26	405.00	10,486.16
2009	2.33	418.38	10,888.05
2010	2.40	432.66	11,306.72
2011	2.48	447.52	11,742.94

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**177 FLOOR COVERING RETAILERS****Floor Covering Retailers in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	21.30	3,808.69	95,685.11
2002	21.48	3,834.10	96,713.58
2003	21.68	3,860.69	97,804.15
2004	21.95	3,905.14	99,407.36
2005	22.75	4,051.30	103,787.81
2006	23.66	4,221.10	108,841.14
2007	24.60	4,399.06	114,153.18
2008	25.59	4,586.00	119,737.73
2009	26.61	4,780.99	125,609.38
2010	27.68	4,985.77	131,783.53
2011	28.78	5,200.32	138,276.45

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**178 FLOOR COVERINGS****Floor Coverings in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	11.42	2,041.93	51,334.94
2002	11.49	2,051.10	51,749.99
2003	11.62	2,069.30	52,459.17
2004	11.73	2,086.89	53,122.19
2005	12.11	2,156.16	55,185.20
2006	12.54	2,237.35	57,582.29
2007	12.99	2,322.16	60,090.28
2008	13.45	2,411.00	62,714.59
2009	13.93	2,503.23	65,460.90
2010	14.43	2,599.80	68,335.22
2011	14.95	2,700.63	71,343.86

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



## 179 FLOOR POLISH

Floor Polish in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	0.10	17.14	441.99
2002	0.09	16.60	426.34
2003	0.09	15.98	408.10
2004	0.09	15.62	397.59
2005	0.09	15.68	398.76
2006	0.09	15.82	401.82
2007	0.09	15.96	405.01
2008	0.09	16.00	408.36
2009	0.09	16.25	411.85
2010	0.09	16.40	415.49
2011	0.09	16.56	419.29

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 180 FOOD PROCESSORS AND PREPARATION APPLIANCES

Food Processors and Preparation Appliances in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	0.77	138.57	3,530.46
2002	0.76	136.05	3,461.83
2003	0.75	133.71	3,398.23
2004	0.75	133.37	3,394.90
2005	0.77	136.64	3,490.38
2006	0.79	140.60	3,604.56
2007	0.81	144.70	3,722.98
2008	0.83	149.00	3,845.82
2009	0.85	153.38	3,973.25
2010	0.88	157.96	4,105.47
2011	0.90	162.72	4,242.67

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**181 FOOD SPECIALTY RETAILERS****Food Specialty Retailers in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	11.80	2,110.07	53,401.31
2002	11.79	2,103.19	53,334.79
2003	11.80	2,102.09	53,451.00
2004	11.76	2,092.73	53,269.79
2005	11.97	2,132.75	54,412.97
2006	12.23	2,182.95	55,830.97
2007	12.50	2,234.89	57,295.25
2008	12.77	2,289.00	58,807.55
2009	13.04	2,344.13	60,369.69
2010	13.33	2,401.50	61,983.57
2011	13.61	2,460.77	63,651.17

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**182 FOOTWEAR****Footwear in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	44.85	8,022.20	201,796.48
2002	45.39	8,099.86	204,725.67
2003	45.90	8,174.76	207,637.83
2004	45.97	8,176.70	208,136.04
2005	46.97	8,365.80	213,631.29
2006	48.18	8,596.30	220,252.10
2007	49.41	8,835.31	227,110.24
2008	50.68	9,083.00	234,215.22
2009	51.98	9,339.85	241,577.01
2010	53.31	9,605.89	249,206.02
2011	54.68	9,881.46	257,113.14

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.34	60.35	1,516.14
2002	0.34	60.75	1,532.43
2003	0.34	61.17	1,549.71
2004	0.35	61.88	1,575.12
2005	0.36	64.19	1,644.53
2006	0.37	66.88	1,724.60
2007	0.39	69.70	1,808.77
2008	0.41	73.00	1,897.25
2009	0.42	75.76	1,990.29
2010	0.44	79.00	2,088.12
2011	0.46	82.40	2,191.00

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**184 FOSSIL FUEL POWERED ELECTRIC POWER GENERATION****Fossil Fuel Powered Electric Power Generation in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	62.47	11,173.56	280,711.95
2002	63.03	11,248.11	283,729.17
2003	63.59	11,326.13	286,928.59
2004	64.40	11,456.54	291,631.95
2005	66.73	11,885.32	304,482.88
2006	69.40	12,383.45	319,307.87
2007	72.18	12,905.54	334,891.83
2008	75.07	13,453.00	351,275.26
2009	78.07	14,026.02	368,500.96
2010	81.19	14,626.78	386,614.10
2011	84.44	15,256.21	405,662.41

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 185 FRAGRANCES

Fragrances in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	5.91	1,057.59	27,009.20
2002	5.78	1,030.67	26,244.61
2003	5.68	1,011.23	25,710.19
2004	5.66	1,007.15	25,636.67
2005	5.78	1,030.05	26,301.33
2006	5.93	1,058.03	27,103.96
2007	6.08	1,087.04	27,935.08
2008	6.23	1,117.00	28,795.83
2009	6.39	1,148.25	29,687.40
2010	6.55	1,180.52	30,611.03
2011	6.72	1,213.93	31,568.02

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 186 FRESH BEEF AND VEAL

Fresh Beef and Veal in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	28.65	5,124.59	129,065.48
2002	28.92	5,160.56	130,519.50
2003	29.20	5,200.03	132,119.47
2004	29.20	5,194.57	132,226.45
2005	29.80	5,307.81	135,500.94
2006	30.53	5,447.00	139,478.74
2007	31.27	5,591.20	143,594.54
2008	32.03	5,741.00	147,853.77
2009	32.81	5,895.22	152,262.09
2010	33.60	6,055.30	156,825.42
2011	34.42	6,220.96	161,549.94

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**187 FRESH EGGS**

<b>Fresh Eggs in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.81	680.96	17,184.47
2002	3.83	682.92	17,291.11
2003	3.84	683.82	17,367.57
2004	3.85	684.21	17,416.50
2005	3.94	701.30	17,916.23
2006	4.05	721.93	18,512.50
2007	4.16	743.35	19,131.16
2008	4.27	766.00	19,773.16
2009	4.39	788.64	20,439.45
2010	4.51	812.57	21,131.06
2011	4.63	837.39	21,849.06

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**188 FRESH FRUIT**

<b>Fresh Fruit in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	29.00	5,186.51	130,096.33
2002	29.34	5,235.31	131,926.94
2003	29.78	5,304.09	134,429.60
2004	30.11	5,355.22	136,318.70
2005	31.09	5,536.51	141,723.35
2006	32.22	5,748.65	147,994.91
2007	33.39	5,970.35	154,561.31
2008	34.61	6,202.00	161,437.16
2009	35.87	6,444.07	168,637.83
2010	37.17	6,696.93	176,179.48
2011	38.52	6,961.07	184,079.16

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.19	212.72	5,353.80
2002	1.20	213.37	5,388.02
2003	1.21	215.00	5,453.50
2004	1.22	216.29	5,505.81
2005	1.25	222.86	5,700.34
2006	1.29	230.62	5,927.93
2007	1.33	238.70	6,165.33
2008	1.38	247.00	6,412.99
2009	1.42	255.91	6,671.39
2010	1.47	265.05	6,941.02
2011	1.52	274.58	7,222.41

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**190 FRESH PORK****Fresh Pork in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	19.94	3,566.25	89,760.46
2002	20.04	3,576.55	90,311.78
2003	20.24	3,604.40	91,430.27
2004	20.38	3,625.76	92,294.02
2005	20.97	3,735.17	95,533.99
2006	21.66	3,864.49	99,326.46
2007	22.37	3,999.26	103,281.64
2008	23.10	4,140.00	107,407.00
2009	23.85	4,285.96	111,710.36
2010	24.63	4,438.32	116,199.95
2011	25.44	4,597.00	120,884.42

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**191 FRESH POTATOES**

<b>Fresh Potatoes in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.80	1,037.54	26,174.65
2002	5.84	1,041.76	26,376.18
2003	5.89	1,048.95	26,676.16
2004	5.87	1,043.64	26,565.47
2005	5.96	1,061.42	27,067.33
2006	6.08	1,084.20	27,703.42
2007	6.19	1,107.74	28,359.44
2008	6.32	1,132.00	29,036.14
2009	6.44	1,157.15	29,734.26
2010	6.56	1,183.07	30,454.61
2011	6.69	1,209.80	31,198.00

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**192 FRESH POULTRY**

<b>Fresh Poultry in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	22.28	3,984.48	100,475.11
2002	22.44	4,004.65	101,370.02
2003	22.65	4,033.52	102,560.90
2004	22.58	4,015.88	102,222.96
2005	22.95	4,087.53	104,254.90
2006	23.42	4,178.50	106,807.31
2007	23.89	4,272.56	109,440.91
2008	24.38	4,370.00	112,158.68
2009	24.87	4,470.15	114,963.76
2010	25.38	4,573.82	117,859.41
2011	25.90	4,680.83	120,849.05

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**193 FRESH PRODUCE**

<b>Fresh Produce in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	52.64	9,414.33	236,332.48
2002	53.19	9,492.26	239,335.82
2003	53.95	9,608.45	243,613.56
2004	54.45	9,685.41	246,543.70
2005	56.12	9,995.35	255,754.59
2006	58.06	10,359.75	266,485.53
2007	60.07	10,740.02	277,698.47
2008	62.14	11,137.00	289,416.36
2009	64.29	11,550.73	301,663.34
2010	66.51	11,982.51	314,464.78
2011	68.81	12,432.86	327,847.34

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**194 FRESH TOMATOES**

<b>Fresh Tomatoes in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	7.16	1,279.70	32,120.86
2002	7.21	1,287.00	32,427.13
2003	7.32	1,303.93	33,043.07
2004	7.41	1,317.25	33,530.93
2005	7.65	1,362.66	34,886.20
2006	7.93	1,415.73	36,456.99
2007	8.23	1,471.22	38,102.77
2008	8.53	1,529.00	39,827.27
2009	8.85	1,589.87	41,634.48
2010	9.18	1,653.25	43,528.57
2011	9.52	1,719.49	45,513.92

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**195 FRESH VEGETABLES****Fresh Vegetables in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	19.54	3,494.95	87,738.37
2002	19.74	3,522.02	88,796.55
2003	20.03	3,568.35	90,485.12
2004	20.21	3,594.77	91,505.32
2005	20.81	3,706.43	94,817.94
2006	21.51	3,838.07	98,686.17
2007	22.23	3,975.34	102,724.12
2008	22.98	4,118.00	106,939.71
2009	23.75	4,267.65	111,341.28
2010	24.55	4,423.17	115,937.57
2011	25.37	4,585.24	120,737.77

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**196 FRESH, CHILLED, AND FROZEN FISH****Fresh, Chilled, and Frozen Fish in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	6.73	1,203.22	30,135.38
2002	6.82	1,217.10	30,636.65
2003	6.91	1,231.32	31,160.73
2004	7.03	1,251.09	31,847.70
2005	7.32	1,303.93	33,440.19
2006	7.65	1,364.88	35,268.10
2007	7.99	1,429.02	37,200.24
2008	8.35	1,497.00	39,242.77
2009	8.73	1,567.52	41,402.21
2010	9.12	1,642.22	43,685.49
2011	9.53	1,720.82	46,099.95

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**197 FROZEN BAKERY GOODS****Frozen Bakery Goods in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.42	253.95	6,396.75
2002	1.44	256.67	6,498.24
2003	1.45	258.04	6,559.23
2004	1.45	257.24	6,548.03
2005	1.47	262.39	6,695.60
2006	1.51	268.79	6,877.28
2007	1.54	275.42	7,065.01
2008	1.57	282.00	7,259.01
2009	1.61	289.38	7,459.52
2010	1.65	296.71	7,666.80
2011	1.68	304.29	7,881.11

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**198 FROZEN DESSERTS****Frozen Desserts in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.75	134.21	3,378.50
2002	0.76	135.46	3,426.37
2003	0.76	136.08	3,455.26
2004	0.77	136.33	3,470.23
2005	0.79	139.88	3,574.48
2006	0.81	144.15	3,698.26
2007	0.83	148.59	3,826.83
2008	0.85	153.00	3,960.37
2009	0.88	157.97	4,099.12
2010	0.90	162.94	4,243.28
2011	0.93	168.10	4,393.09

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 199 FROZEN FOODS

Frozen Foods in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	25.35	4,533.04	113,935.24
2002	25.69	4,584.89	115,832.22
2003	25.85	4,603.89	116,740.65
2004	26.07	4,638.29	118,068.83
2005	26.91	4,792.01	122,646.30
2006	27.87	4,972.21	127,965.65
2007	28.86	5,160.42	133,530.76
2008	29.89	5,357.00	139,353.64
2009	30.96	5,562.22	145,446.88
2010	32.06	5,776.51	151,823.77
2011	33.21	6,000.23	158,498.25

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 200 FROZEN POTATOES

Frozen Potatoes in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	1.05	188.08	4,748.02
2002	1.06	189.36	4,800.80
2003	1.06	189.11	4,806.34
2004	1.06	188.64	4,801.67
2005	1.08	192.79	4,921.77
2006	1.11	197.88	5,067.47
2007	1.14	203.16	5,218.25
2008	1.16	209.00	5,374.32
2009	1.19	214.29	5,535.87
2010	1.22	220.15	5,703.13
2011	1.25	226.22	5,876.32

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**201 FROZEN READY MEALS****Frozen Ready Meals in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	7.75	1,386.18	34,921.83
2002	7.83	1,397.02	35,349.91
2003	7.85	1,397.96	35,476.74
2004	7.89	1,403.54	35,727.15
2005	8.11	1,444.90	36,950.12
2006	8.37	1,493.90	38,384.60
2007	8.64	1,544.94	39,879.53
2008	8.92	1,598.00	41,437.64
2009	9.20	1,653.42	43,061.80
2010	9.50	1,711.02	44,755.02
2011	9.80	1,770.98	46,520.45

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**202 FROZEN, PROCESSED FISH AND SEAFOOD****Frozen, Processed Fish and Seafood in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.06	189.88	4,728.89
2002	1.10	196.78	4,951.88
2003	1.13	200.82	5,091.07
2004	1.14	202.54	5,155.67
2005	1.17	208.97	5,346.77
2006	1.21	216.54	5,569.53
2007	1.26	224.44	5,802.23
2008	1.30	233.00	6,045.35
2009	1.34	241.27	6,299.39
2010	1.39	250.23	6,564.86
2011	1.44	259.57	6,842.31

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**203 FRUIT AND VEGETABLE JUICES****Fruit and Vegetable Juices in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	15.90	2,843.75	72,055.41
2002	15.85	2,827.70	71,754.98
2003	15.78	2,810.52	71,418.79
2004	15.77	2,805.65	71,417.16
2005	16.12	2,871.51	73,333.52
2006	16.54	2,951.64	75,637.83
2007	16.97	3,034.74	78,025.46
2008	17.41	3,121.00	80,499.78
2009	17.87	3,210.22	83,064.30
2010	18.33	3,302.78	85,722.70
2011	18.81	3,398.68	88,478.84

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**204 FRUIT JAMS, JELLIES, AND PRESERVES****Fruit Jams, Jellies, and Preserves in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.05	187.07	4,754.01
2002	1.04	185.74	4,726.04
2003	1.03	183.71	4,675.83
2004	1.02	182.14	4,636.26
2005	1.04	185.08	4,718.79
2006	1.06	188.89	4,824.57
2007	1.08	192.82	4,933.61
2008	1.10	197.00	5,046.04
2009	1.12	201.08	5,161.98
2010	1.14	205.40	5,281.56
2011	1.16	209.86	5,404.91

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**205 FUNERAL HOMES AND FUNERAL SERVICES****Funeral Homes and Funeral Services in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	12.45	2,227.36	55,957.66
2002	12.56	2,242.22	56,559.12
2003	12.68	2,257.77	57,196.90
2004	12.84	2,283.77	58,134.48
2005	13.30	2,369.24	60,696.21
2006	13.83	2,468.54	63,651.45
2007	14.39	2,572.62	66,757.99
2008	14.96	2,682.00	70,023.89
2009	15.56	2,795.97	73,457.70
2010	16.18	2,915.73	77,068.41
2011	16.83	3,041.20	80,865.53

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**206 FURNITURE****Furniture in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	43.40	7,761.96	195,171.99
2002	43.66	7,791.80	196,597.05
2003	44.13	7,860.20	199,267.92
2004	44.56	7,926.50	201,770.76
2005	45.98	8,189.13	209,591.58
2006	47.62	8,497.01	218,680.06
2007	49.32	8,818.59	228,188.39
2008	51.08	9,154.00	238,137.04
2009	52.90	9,505.10	248,547.56
2010	54.79	9,871.23	259,442.59
2011	56.75	10,253.46	270,846.00

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 207 FURNITURE AND HOME FURNISHINGS RETAILERS

### Furniture and Home Furnishings Retailers in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	102.85	18,396.35	456,979.02
2002	105.87	18,893.85	473,178.88
2003	109.05	19,422.87	490,818.86
2004	111.64	19,859.04	505,537.95
2005	116.78	20,797.72	533,965.81
2006	122.60	21,875.43	566,506.54
2007	128.72	23,014.39	601,108.10
2008	135.15	24,218.00	637,905.06
2009	141.89	25,489.96	677,041.10
2010	148.97	26,834.07	718,669.51
2011	156.41	28,254.44	762,953.97

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 208 FURNITURE POLISH

### Furniture Polish in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.27	47.84	1,203.36
2002	0.27	48.25	1,219.41
2003	0.27	48.71	1,237.05
2004	0.27	48.75	1,241.03
2005	0.28	49.92	1,275.07
2006	0.29	51.34	1,315.89
2007	0.30	52.81	1,358.20
2008	0.30	54.00	1,402.07
2009	0.31	55.92	1,447.56
2010	0.32	57.55	1,494.73
2011	0.33	59.25	1,543.65

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	31.43	5,621.03	141,367.44
2002	31.63	5,644.19	142,447.67
2003	31.94	5,688.13	144,207.64
2004	32.24	5,735.23	145,991.56
2005	33.27	5,925.33	151,652.63
2006	34.46	6,148.18	158,231.12
2007	35.69	6,380.94	165,113.61
2008	36.96	6,624.00	172,314.91
2009	38.28	6,877.85	179,850.63
2010	39.65	7,142.87	187,737.19
2011	41.06	7,419.55	195,991.86

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**210 GASOLINE****Gasoline in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	291.08	52,060.45	1,308,402.3
2002	293.00	52,288.93	1,318,812.3
2003	296.59	52,826.08	1,339,169.3
2004	299.52	53,280.81	1,356,275.0
2005	309.04	55,041.34	1,408,691.8
2006	320.04	57,105.62	1,469,616.6
2007	331.43	59,261.57	1,533,349.6
2008	343.23	61,513.00	1,600,027.3
2009	355.45	63,863.61	1,669,793.5
2010	368.10	66,317.71	1,742,799.6
2011	381.20	68,879.55	1,819,204.8

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



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

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	164.98	29,505.98	741,274.96
2002	166.44	29,702.85	749,242.51
2003	167.92	29,908.87	757,691.21
2004	170.07	30,253.24	770,111.35
2005	176.22	31,385.52	804,046.76
2006	183.27	32,700.93	843,195.06
2007	190.60	34,079.61	884,347.55
2008	198.23	35,524.00	927,611.23
2009	206.16	37,038.47	973,099.06
2010	214.40	38,624.87	1,020,930.3
2011	222.98	40,287.02	1,071,231.1

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**212 GENERAL FREIGHT TRUCKING****General Freight Trucking in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	114.32	20,446.02	513,662.67
2002	115.34	20,582.44	519,183.74
2003	116.36	20,725.20	525,038.23
2004	117.85	20,963.83	533,644.70
2005	122.11	21,748.43	557,160.07
2006	127.00	22,659.94	584,287.68
2007	132.08	23,615.29	612,804.09
2008	137.36	24,616.00	642,783.43
2009	142.85	25,665.61	674,303.99
2010	148.57	26,764.90	707,448.44
2011	154.51	27,916.68	742,304.11

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**213 GEOPHYSICAL SURVEYING AND MAPPING SERVICES****Geophysical Surveying and Mapping Services in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.41	251.57	6,320.14
2002	1.42	253.25	6,388.07
2003	1.43	255.00	6,460.11
2004	1.45	257.94	6,566.00
2005	1.50	267.59	6,855.34
2006	1.56	278.81	7,189.12
2007	1.63	290.56	7,539.99
2008	1.69	303.00	7,908.85
2009	1.76	315.79	8,296.69
2010	1.83	329.32	8,704.50
2011	1.90	343.49	9,133.36

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**214 GIFT, NOVELTY, AND SOUVENIR STORES****Gift, Novelty, and Souvenir Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	18.74	3,352.02	84,212.42
2002	18.91	3,374.39	85,117.58
2003	19.08	3,397.79	86,077.39
2004	19.32	3,436.91	87,488.38
2005	20.02	3,565.55	91,343.60
2006	20.82	3,714.98	95,791.04
2007	21.65	3,871.61	100,466.16
2008	22.52	4,036.00	105,381.12
2009	23.42	4,207.75	110,548.76
2010	24.36	4,387.97	115,982.63
2011	25.33	4,576.80	121,697.04

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**215 GLASSWARE AND CRYSTALWARE****Glassware and Crystalware in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.07	371.08	9,363.58
2002	2.09	372.76	9,441.16
2003	2.11	375.31	9,547.66
2004	2.10	372.87	9,491.27
2005	2.13	378.59	9,650.72
2006	2.16	386.07	9,857.42
2007	2.20	393.80	10,070.44
2008	2.24	402.00	10,290.00
2009	2.28	410.00	10,516.34
2010	2.32	418.49	10,749.71
2011	2.36	427.24	10,990.36

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**216 GOLD ORE AND SILVER ORE MINING****Gold Ore and Silver Ore Mining in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.27	941.77	23,659.87
2002	5.31	948.05	23,914.18
2003	5.36	954.63	24,183.85
2004	5.43	965.62	24,580.27
2005	5.62	1,001.76	25,663.41
2006	5.85	1,043.74	26,912.94
2007	6.08	1,087.75	28,226.44
2008	6.33	1,134.00	29,607.32
2009	6.58	1,182.19	31,059.19
2010	6.84	1,232.82	32,585.86
2011	7.12	1,285.87	34,191.35

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**217 GRANOLA BARS AND BREAKFAST CEREAL BARS****Granola Bars and Breakfast Cereal Bars in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.10	376.52	9,321.46
2002	2.22	396.32	9,949.10
2003	2.29	408.18	10,344.65
2004	2.32	412.24	10,493.55
2005	2.39	425.50	10,887.72
2006	2.47	441.08	11,346.76
2007	2.56	457.34	11,826.51
2008	2.65	474.00	12,327.95
2009	2.74	492.02	12,852.12
2010	2.83	510.49	13,400.12
2011	2.93	529.76	13,973.10

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**218 GRAPHIC DESIGN SERVICES****Graphic Design Services in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	9.77	1,746.88	43,886.66
2002	9.85	1,758.54	44,358.37
2003	9.94	1,770.73	44,858.57
2004	10.07	1,791.12	45,593.89
2005	10.43	1,858.16	47,603.02
2006	10.85	1,936.04	49,920.76
2007	11.28	2,017.66	52,357.17
2008	11.74	2,103.00	54,918.56
2009	12.21	2,192.84	57,611.64
2010	12.69	2,286.76	60,443.46
2011	13.20	2,385.16	63,421.48

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**219 GREEN VEGETABLES****Green Vegetables in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	6.60	1,180.46	29,497.92
2002	6.70	1,196.21	30,051.97
2003	6.84	1,218.97	30,839.28
2004	6.97	1,240.13	31,568.71
2005	7.26	1,292.65	33,151.95
2006	7.58	1,353.24	34,969.09
2007	7.93	1,416.99	36,890.12
2008	8.28	1,484.00	38,921.18
2009	8.65	1,554.68	41,068.80
2010	9.04	1,628.97	43,339.90
2011	9.45	1,707.13	45,741.83

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**220 GROCERY DISCOUNTERS****Grocery Discounters in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	130.92	23,415.75	588,393.28
2002	132.26	23,602.52	595,688.34
2003	133.96	23,860.11	605,367.18
2004	134.81	23,980.45	610,422.35
2005	138.51	24,668.29	630,726.74
2006	142.83	25,485.46	654,601.43
2007	147.29	26,336.09	679,462.26
2008	151.88	27,221.00	705,353.12
2009	156.62	28,142.51	732,320.07
2010	161.51	29,100.84	760,411.38
2011	166.55	30,097.72	789,677.69

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**221 HAIR CARE APPLIANCES****Hair Care Appliances in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.18	211.90	5,395.78
2002	1.17	209.27	5,329.21
2003	1.16	206.45	5,255.91
2004	1.15	204.45	5,204.33
2005	1.17	207.57	5,291.21
2006	1.19	211.66	5,403.97
2007	1.21	215.88	5,520.18
2008	1.23	220.00	5,639.96
2009	1.25	224.72	5,763.43
2010	1.27	229.35	5,890.73
2011	1.30	234.13	6,022.00

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**222 HAIR CONDITIONERS****Hair Conditioners in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.29	231.11	5,876.01
2002	1.29	229.38	5,838.73
2003	1.27	225.70	5,739.91
2004	1.26	224.53	5,715.36
2005	1.29	229.31	5,853.19
2006	1.32	235.20	6,021.22
2007	1.35	241.30	6,195.02
2008	1.38	248.00	6,374.79
2009	1.41	254.16	6,560.78
2010	1.45	260.93	6,753.23
2011	1.48	267.93	6,952.39

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**223 HAIR STYLING PRODUCTS****Hair Styling Products in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.45	259.12	6,549.54
2002	1.46	260.48	6,609.45
2003	1.45	259.10	6,584.96
2004	1.45	258.52	6,580.53
2005	1.48	264.45	6,752.65
2006	1.52	271.68	6,960.27
2007	1.56	279.18	7,175.29
2008	1.60	287.00	7,398.02
2009	1.64	295.01	7,628.75
2010	1.68	303.35	7,867.82
2011	1.73	311.99	8,115.57

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**224 HAIR TINTING AND COLORING PRODUCTS****Hair Tinting and Coloring Products in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.65	294.85	7,492.54
2002	1.65	294.51	7,503.64
2003	1.61	287.02	7,290.93
2004	1.61	286.94	7,304.15
2005	1.66	295.44	7,555.59
2006	1.71	305.51	7,850.38
2007	1.77	315.99	8,157.63
2008	1.82	327.00	8,477.93
2009	1.88	338.29	8,811.85
2010	1.94	350.12	9,160.03
2011	2.01	362.45	9,523.11

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	15.59	2,787.84	70,038.57
2002	15.73	2,806.44	70,791.38
2003	15.87	2,825.91	71,589.64
2004	16.07	2,858.44	72,763.15
2005	16.65	2,965.43	75,969.50
2006	17.32	3,089.71	79,668.38
2007	18.01	3,219.98	83,556.63
2008	18.73	3,356.00	87,644.36
2009	19.48	3,499.54	91,942.22
2010	20.26	3,649.43	96,461.51
2011	21.07	3,806.48	101,214.13

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**226 HAND LOTION****Hand Lotion in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.20	35.91	911.05
2002	0.20	35.61	904.24
2003	0.20	35.34	898.59
2004	0.20	35.20	896.13
2005	0.20	35.94	917.44
2006	0.21	36.86	943.47
2007	0.21	37.80	970.38
2008	0.22	39.00	998.21
2009	0.22	39.80	1,027.00
2010	0.23	40.85	1,056.79
2011	0.23	41.93	1,087.60

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**227 HANDHELD COMPUTERS AND PDAS****Handheld Computers and PDAs in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.28	587.15	14,312.09
2002	3.46	616.90	15,222.81
2003	3.72	663.34	16,691.87
2004	3.88	690.80	17,586.27
2005	4.12	733.77	18,900.55
2006	4.39	782.87	20,406.25
2007	4.67	835.44	22,036.63
2008	4.98	892.00	23,802.37
2009	5.30	952.01	25,715.09
2010	5.64	1,016.56	27,787.44
2011	6.01	1,085.69	30,033.18

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**228 HARDWARE STORES****Hardware Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	17.59	3,145.77	79,030.83
2002	17.75	3,166.76	79,880.29
2003	17.90	3,188.73	80,781.05
2004	18.13	3,225.44	82,105.22
2005	18.79	3,346.16	85,723.23
2006	19.54	3,486.40	89,897.02
2007	20.32	3,633.39	94,284.48
2008	21.13	3,787.00	98,897.03
2009	21.98	3,948.85	103,746.70
2010	22.86	4,117.98	108,846.22
2011	23.77	4,295.19	114,209.03

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**229 HEATING AND COOLING APPLIANCES****Heating and Cooling Appliances in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.75	492.21	12,535.14
2002	2.71	483.73	12,306.42
2003	2.68	476.61	12,118.10
2004	2.67	474.60	12,080.79
2005	2.72	485.14	12,385.95
2006	2.79	498.05	12,755.70
2007	2.86	511.44	13,138.39
2008	2.93	525.00	13,534.56
2009	3.00	539.67	13,944.72
2010	3.08	554.54	14,369.44
2011	3.15	569.94	14,809.31

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**230 HEAVY-DUTY TRUCK MANUFACTURING****Heavy-Duty Truck Manufacturing in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	14.69	2,625.85	69,513.65
2002	13.72	2,447.88	63,958.18
2003	12.82	2,282.49	58,862.16
2004	12.02	2,137.76	54,424.58
2005	11.55	2,056.84	51,776.93
2006	11.14	1,988.81	49,556.60
2007	10.75	1,923.57	47,485.73
2008	10.38	1,861.00	45,551.61
2009	10.01	1,800.81	43,742.73
2010	9.66	1,743.02	42,048.65
2011	9.33	1,687.45	40,459.92

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**231 HIGHWAY, STREET, BRIDGE, AND TUNNEL CONSTRUCTION****Highway, Street, Bridge, and Tunnel Construction in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	59.82	10,699.56	268,803.59
2002	60.36	10,770.95	271,692.81
2003	60.89	10,845.65	274,756.51
2004	61.67	10,970.53	279,260.34
2005	63.90	11,381.12	291,566.11
2006	66.46	11,858.12	305,762.20
2007	69.12	12,358.06	320,685.05
2008	71.88	12,882.00	336,373.47
2009	74.76	13,431.01	352,868.42
2010	77.75	14,006.28	370,213.16
2011	80.86	14,609.01	388,453.40

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**232 HOBBY, TOY, AND GAME STORES****Hobby, Toy, and Game Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	18.60	3,326.82	83,579.25
2002	18.77	3,349.02	84,477.59
2003	18.93	3,372.25	85,430.19
2004	19.18	3,411.07	86,830.57
2005	19.87	3,538.74	90,656.81
2006	20.66	3,687.05	95,070.81
2007	21.49	3,842.50	99,710.78
2008	22.35	4,005.00	104,588.79
2009	23.24	4,176.11	109,717.57
2010	24.17	4,354.98	115,110.58
2011	25.14	4,542.39	120,782.03

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**233 HOME CENTERS**

<b>Home Centers in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	66.75	11,937.52	299,904.74
2002	67.34	12,017.17	303,128.25
2003	67.94	12,100.52	306,546.42
2004	68.81	12,239.84	311,571.35
2005	71.30	12,697.94	325,300.93
2006	74.15	13,230.13	341,139.53
2007	77.11	13,787.92	357,788.99
2008	80.20	14,372.00	375,292.59
2009	83.41	14,985.01	393,696.04
2010	86.74	15,626.83	413,047.61
2011	90.21	16,299.31	433,398.29

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**234 HOME IMPROVEMENT RETAILERS**

<b>Home Improvement Retailers in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	110.23	19,716.93	490,251.93
2002	113.09	20,182.71	505,594.03
2003	116.34	20,722.13	523,643.16
2004	119.12	21,188.78	539,388.79
2005	124.63	22,196.59	569,917.99
2006	130.89	23,353.43	604,860.61
2007	137.46	24,576.31	642,029.31
2008	144.36	25,869.00	681,570.34
2009	151.61	27,235.35	723,639.81
2010	159.22	28,679.63	768,404.43
2011	167.22	30,206.24	816,042.22

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**235 HOME LAUNDRY APPLIANCES****Home Laundry Appliances in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.39	963.31	24,249.19
2002	5.43	968.34	24,469.29
2003	5.46	971.80	24,644.36
2004	5.50	978.67	24,912.32
2005	5.67	1,010.69	25,864.92
2006	5.87	1,048.25	26,972.95
2007	6.08	1,087.48	28,131.62
2008	6.30	1,128.00	29,343.40
2009	6.52	1,171.18	30,610.86
2010	6.75	1,215.80	31,936.70
2011	6.99	1,262.36	33,323.78

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**236 HOME PERMANENTS AND RELAXERS FOR HAIR****Home Permanents and Relaxers for Hair in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.10	18.75	487.58
2002	0.10	17.85	460.45
2003	0.10	16.96	433.75
2004	0.09	16.46	419.06
2005	0.09	16.44	417.34
2006	0.09	16.48	417.64
2007	0.09	16.53	418.09
2008	0.09	17.00	418.69
2009	0.09	16.65	419.45
2010	0.09	16.71	420.35
2011	0.09	16.78	421.42

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**237 HOME SATELLITE SYSTEMS****Home Satellite Systems in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.27	405.79	10,166.14
2002	2.30	409.76	10,313.48
2003	2.33	415.63	10,523.95
2004	2.37	421.36	10,726.01
2005	2.46	437.69	11,216.35
2006	2.56	456.63	11,781.06
2007	2.66	476.49	12,375.59
2008	2.78	497.00	13,001.56
2009	2.89	519.19	13,660.71
2010	3.01	542.13	14,354.87
2011	3.13	566.18	15,085.98

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**238 HONEY****Honey in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.28	50.11	1,267.98
2002	0.28	50.00	1,267.86
2003	0.28	49.78	1,264.52
2004	0.28	49.76	1,266.75
2005	0.29	51.01	1,303.11
2006	0.29	52.51	1,346.48
2007	0.30	54.07	1,391.48
2008	0.31	56.00	1,438.18
2009	0.32	57.36	1,486.65
2010	0.33	59.10	1,536.95
2011	0.34	60.91	1,589.18

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 239 HOT DRINKS

Hot Drinks in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	0.39	68.96	1,768.86
2002	0.38	67.00	1,712.44
2003	0.37	65.53	1,671.37
2004	0.36	64.39	1,639.11
2005	0.36	64.87	1,650.54
2006	0.37	65.63	1,669.77
2007	0.37	66.42	1,689.66
2008	0.38	67.00	1,710.23
2009	0.38	68.08	1,731.51
2010	0.38	68.95	1,753.50
2011	0.39	69.84	1,776.22

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 240 HOUSEHOLD AUDIO

Household Audio in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	3.49	624.53	15,724.84
2002	3.52	628.39	15,885.90
2003	3.57	634.96	16,136.13
2004	3.56	633.74	16,131.62
2005	3.63	646.52	16,498.69
2006	3.71	662.42	16,949.94
2007	3.80	678.88	17,416.26
2008	3.88	696.00	17,898.23
2009	3.97	713.52	18,396.44
2010	4.06	731.73	18,911.53
2011	4.15	750.56	19,444.16

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**241 HOUSEHOLD AUDIO SEPARATES****Household Audio Separates in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.58	283.08	7,107.25
2002	1.59	284.62	7,172.72
2003	1.62	288.21	7,304.19
2004	1.64	291.05	7,408.66
2005	1.69	300.98	7,704.83
2006	1.75	312.59	8,048.32
2007	1.82	324.73	8,408.07
2008	1.88	337.00	8,784.88
2009	1.95	350.67	9,179.61
2010	2.02	364.53	9,593.15
2011	2.10	379.00	10,026.44

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**242 HOUSEHOLD CLEANING SUPPLIES****Household Cleaning Supplies in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	16.73	2,991.37	76,279.34
2002	16.51	2,945.99	75,078.53
2003	16.29	2,901.10	73,884.74
2004	16.13	2,868.53	73,017.22
2005	16.32	2,907.51	74,085.83
2006	16.59	2,959.85	75,512.98
2007	16.85	3,013.90	76,983.15
2008	17.13	3,070.00	78,497.81
2009	17.40	3,127.13	80,058.53
2010	17.68	3,186.37	81,666.91
2011	17.96	3,247.38	83,324.62

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**243 HOUSEHOLD STEREO SYSTEMS****Household Stereo Systems in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.94	346.88	8,726.09
2002	1.96	349.24	8,821.61
2003	1.98	352.93	8,961.45
2004	1.99	353.48	8,997.88
2005	2.03	362.12	9,249.94
2006	2.09	372.57	9,551.50
2007	2.14	383.42	9,864.23
2008	2.20	395.00	10,188.59
2009	2.26	406.35	10,525.06
2010	2.32	418.45	10,874.14
2011	2.38	431.00	11,236.36

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**244 HOUSEHOLD TEXTILES AND SOFT FURNISHINGS****Household Textiles and Soft Furnishings in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	14.74	2,636.22	66,254.19
2002	14.85	2,649.64	66,838.07
2003	15.02	2,674.57	67,797.97
2004	15.17	2,698.24	68,684.48
2005	15.66	2,788.71	71,380.24
2006	16.22	2,894.66	74,510.41
2007	16.81	3,005.36	77,786.58
2008	17.41	3,121.00	81,215.94
2009	18.04	3,241.80	84,806.04
2010	18.69	3,367.95	88,564.83
2011	19.37	3,499.70	92,500.69

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**245 ICE CREAM**

<b>Ice Cream in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	13.23	2,365.46	59,697.14
2002	13.25	2,364.35	59,822.26
2003	13.29	2,366.47	60,053.94
2004	13.36	2,376.09	60,483.54
2005	13.73	2,445.67	62,540.19
2006	14.17	2,528.16	64,953.88
2007	14.62	2,614.07	67,468.81
2008	15.08	2,704.00	70,089.53
2009	15.56	2,796.62	72,820.83
2010	16.06	2,893.53	75,667.74
2011	16.57	2,994.39	78,635.52

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**246 IN-CAR ENTERTAINMENT AFTERMARKET**

<b>In-Car Entertainment Aftermarket in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.48	443.03	11,120.00
2002	2.50	446.00	11,239.77
2003	2.53	451.11	11,429.43
2004	2.56	456.10	11,610.32
2005	2.65	472.48	12,100.16
2006	2.75	491.56	12,666.50
2007	2.86	511.54	13,260.82
2008	2.97	532.00	13,884.57
2009	3.09	554.33	14,539.26
2010	3.20	577.22	15,226.52
2011	3.33	601.18	15,948.03

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**247 INDEPENDENT GROCERS****Independent Grocers in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	10.66	1,906.68	48,288.65
2002	10.64	1,898.72	48,174.85
2003	10.64	1,895.04	48,195.87
2004	10.60	1,884.95	47,980.81
2005	10.78	1,919.51	48,963.86
2006	11.00	1,963.18	50,192.42
2007	11.23	2,008.35	51,460.43
2008	11.47	2,055.00	52,769.36
2009	11.70	2,103.26	54,120.74
2010	11.95	2,153.08	55,516.18
2011	12.20	2,204.52	56,957.33

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**248 INDUSTRIAL DESIGN SERVICES****Industrial Design Services in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.76	315.16	7,917.61
2002	1.78	317.26	8,002.71
2003	1.79	319.46	8,092.95
2004	1.82	323.14	8,225.61
2005	1.88	335.23	8,588.08
2006	1.96	349.28	9,006.22
2007	2.04	364.01	9,445.77
2008	2.12	379.00	9,907.88
2009	2.20	395.61	10,393.73
2010	2.29	412.55	10,904.62
2011	2.38	430.31	11,441.89

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 249 INSECTICIDES

Insecticides in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	0.35	63.04	1,613.25
2002	0.34	61.47	1,568.76
2003	0.34	60.25	1,534.89
2004	0.33	59.48	1,514.14
2005	0.34	60.24	1,534.51
2006	0.34	61.26	1,562.27
2007	0.35	62.32	1,590.86
2008	0.35	63.00	1,620.32
2009	0.36	64.54	1,650.67
2010	0.36	65.70	1,681.94
2011	0.37	66.90	1,714.17

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 250 INSTANT NOODLES

Instant Noodles in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	1.13	202.99	5,115.32
2002	1.14	203.57	5,146.78
2003	1.15	204.03	5,175.24
2004	1.15	205.26	5,224.91
2005	1.19	211.73	5,417.09
2006	1.23	219.35	5,641.23
2007	1.27	227.30	5,875.33
2008	1.31	236.00	6,119.85
2009	1.36	244.24	6,375.28
2010	1.41	253.25	6,642.14
2011	1.45	262.65	6,920.98

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**251 INSTANT SOUP**

<b>Instant Soup in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.21	38.20	964.79
2002	0.21	38.26	969.08
2003	0.21	38.25	971.66
2004	0.22	38.25	973.61
2005	0.22	39.18	1,000.91
2006	0.23	40.32	1,033.57
2007	0.23	41.49	1,067.44
2008	0.24	43.00	1,102.57
2009	0.24	43.97	1,139.01
2010	0.25	45.28	1,176.82
2011	0.26	46.64	1,216.05

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**252 INSURANCE AGENCIES AND BROKERAGES**

<b>Insurance Agencies and Brokerages in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	89.07	15,929.56	400,196.35
2002	89.86	16,035.85	404,497.84
2003	90.66	16,147.07	409,059.08
2004	91.82	16,332.99	415,764.42
2005	95.14	16,944.28	434,085.32
2006	98.94	17,654.44	455,220.54
2007	102.90	18,398.76	477,437.77
2008	107.02	19,179.00	500,794.77
2009	111.30	19,996.17	525,352.55
2010	115.75	20,852.63	551,175.51
2011	120.38	21,749.98	578,331.68

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 253 INSURANCE CARRIERS

## Insurance Carriers in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1,287.12	230,201.64	5,783,326.0
2002	1,298.56	231,737.59	5,845,487.8
2003	1,310.10	233,344.94	5,911,403.4
2004	1,326.88	236,031.63	6,008,303.6
2005	1,374.86	244,865.53	6,273,063.0
2006	1,429.86	255,128.23	6,578,492.7
2007	1,487.05	265,884.50	6,899,558.9
2008	1,546.53	277,157.00	7,237,096.1
2009	1,608.39	288,969.05	7,591,986.0
2010	1,672.73	301,345.96	7,965,159.3
2011	1,739.64	314,313.80	8,357,599.2

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 254 INTERIOR DESIGN SERVICES

## Interior Design Services in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	6.39	1,143.39	28,725.28
2002	6.45	1,151.02	29,034.04
2003	6.51	1,159.00	29,361.43
2004	6.59	1,172.35	29,842.73
2005	6.83	1,216.23	31,157.76
2006	7.10	1,267.20	32,674.81
2007	7.39	1,320.63	34,269.52
2008	7.68	1,377.00	35,946.03
2009	7.99	1,435.28	37,708.74
2010	8.31	1,496.76	39,562.26
2011	8.64	1,561.17	41,511.48

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	15.99	2,860.21	71,856.77
2002	16.13	2,879.30	72,629.12
2003	16.28	2,899.27	73,448.11
2004	16.49	2,932.65	74,652.08
2005	17.08	3,042.41	77,941.67
2006	17.77	3,169.92	81,736.58
2007	18.48	3,303.57	85,725.77
2008	19.22	3,444.00	89,919.61
2009	19.98	3,590.39	94,329.05
2010	20.78	3,744.17	98,965.66
2011	21.61	3,905.29	103,841.65

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**256 IRON ORE MINING****Iron Ore Mining in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.51	448.11	11,257.76
2002	2.53	451.10	11,378.76
2003	2.55	454.23	11,507.07
2004	2.58	459.46	11,695.69
2005	2.68	476.65	12,211.07
2006	2.78	496.63	12,805.62
2007	2.89	517.57	13,430.60
2008	3.01	540.00	14,087.65
2009	3.13	562.50	14,778.47
2010	3.26	586.60	15,504.89
2011	3.39	611.84	16,268.81

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 257 JANITORIAL SERVICES

### Janitorial Services in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	27.31	4,885.25	122,731.60
2002	27.56	4,917.85	124,050.78
2003	27.80	4,951.96	125,449.61
2004	28.16	5,008.98	127,506.00
2005	29.18	5,196.45	133,124.62
2006	30.34	5,414.24	139,606.34
2007	31.56	5,642.50	146,419.89
2008	32.82	5,882.00	153,582.98
2009	34.13	6,132.39	161,114.32
2010	35.50	6,395.05	169,033.66
2011	36.92	6,670.25	177,361.88

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 258 JEWELRY

### Jewelry in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	38.11	6,815.23	170,912.61
2002	38.44	6,859.91	172,717.91
2003	39.14	6,970.45	176,633.59
2004	39.59	7,042.73	179,274.80
2005	40.89	7,282.62	186,429.15
2006	42.39	7,563.21	194,727.66
2007	43.94	7,856.50	203,418.31
2008	45.55	8,163.00	212,520.62
2009	47.22	8,483.31	222,055.10
2010	48.94	8,817.99	232,043.39
2011	50.74	9,167.65	242,508.24

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**259 JEWELRY STORES**

<b>Jewelry Stores in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	23.93	4,280.15	107,529.57
2002	24.14	4,308.70	108,685.34
2003	24.36	4,338.59	109,910.92
2004	24.67	4,388.54	111,712.58
2005	25.56	4,552.79	116,635.27
2006	26.59	4,743.61	122,314.13
2007	27.65	4,943.60	128,283.72
2008	28.75	5,153.00	134,559.56
2009	29.90	5,372.81	141,158.04
2010	31.10	5,602.94	148,096.47
2011	32.35	5,844.05	155,393.11

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**260 JEWELRY, LUGGAGE, AND LEATHER GOODS STORES**

<b>Jewelry, Luggage, and Leather Goods Stores in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	25.77	4,609.64	115,807.33
2002	26.00	4,640.39	117,052.08
2003	26.23	4,672.58	118,372.00
2004	26.57	4,726.38	120,312.36
2005	27.53	4,903.27	125,613.99
2006	28.63	5,108.78	131,730.02
2007	29.78	5,324.16	138,159.16
2008	30.97	5,550.00	144,918.13
2009	32.21	5,786.42	152,024.57
2010	33.50	6,034.26	159,497.12
2011	34.84	6,293.93	167,355.47

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**261 KITCHEN APPLIANCES****Kitchen Appliances in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	32.05	5,731.87	145,541.71
2002	31.92	5,695.94	144,833.90
2003	31.71	5,648.52	143,759.01
2004	31.49	5,601.28	142,578.43
2005	31.95	5,690.65	145,081.10
2006	32.54	5,806.57	148,297.12
2007	33.14	5,926.32	151,612.28
2008	33.75	6,050.00	155,030.13
2009	34.38	6,177.57	158,554.38
2010	35.01	6,309.20	162,188.92
2011	35.66	6,444.92	165,937.77

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**262 KNITWEAR****Knitwear in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	31.03	5,549.79	139,784.75
2002	31.28	5,581.28	141,130.35
2003	31.63	5,633.94	143,174.86
2004	31.61	5,622.85	143,127.89
2005	32.21	5,737.07	146,409.88
2006	32.95	5,878.97	150,440.00
2007	33.70	6,025.86	154,605.15
2008	34.47	6,178.00	158,910.49
2009	35.25	6,335.11	163,361.45
2010	36.06	6,497.71	167,963.66
2011	36.88	6,665.82	172,723.02

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**263 LAND SUBDIVISION AND LAND DEVELOPMENT****Land Subdivision and Land Development in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	13.25	2,369.56	59,530.17
2002	13.37	2,385.37	60,170.03
2003	13.49	2,401.92	60,848.53
2004	13.66	2,429.57	61,845.96
2005	14.15	2,520.50	64,571.24
2006	14.72	2,626.14	67,715.15
2007	15.31	2,736.86	71,020.02
2008	15.92	2,853.00	74,494.43
2009	16.56	2,974.48	78,147.46
2010	17.22	3,101.88	81,988.69
2011	17.91	3,235.36	86,028.23

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**264 LARGE HOUSEHOLD APPLIANCES****Large Household Appliances in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	20.58	3,680.60	93,323.39
2002	20.58	3,672.25	93,327.44
2003	20.51	3,653.19	92,995.38
2004	20.35	3,619.46	92,131.94
2005	20.61	3,671.54	93,571.10
2006	20.96	3,740.57	95,465.34
2007	21.32	3,811.86	97,416.97
2008	21.68	3,885.00	99,427.98
2009	22.04	3,961.28	101,500.46
2010	22.41	4,039.48	103,636.62
2011	22.79	4,120.05	105,838.70

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 265 LAUNDRY AND CARPET CLEANING PRODUCTS

### Laundry and Carpet Cleaning Products in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	8.47	1,514.89	38,577.74
2002	8.31	1,482.19	37,666.38
2003	8.16	1,454.01	36,892.07
2004	8.21	1,460.84	37,186.00
2005	8.48	1,510.03	38,652.21
2006	8.79	1,567.62	40,354.18
2007	9.10	1,627.80	42,135.83
2008	9.43	1,691.00	44,001.08
2009	9.78	1,756.36	45,954.06
2010	10.13	1,824.97	47,999.14
2011	10.50	1,896.62	50,140.90

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 266 LAUNDRY BOOSTERS AND ANCILLARIES

### Laundry Boosters and Ancillaries in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.03	183.91	4,702.36
2002	1.00	179.13	4,566.36
2003	0.99	176.18	4,486.73
2004	0.98	174.23	4,434.99
2005	0.99	176.64	4,501.17
2006	1.01	179.86	4,589.18
2007	1.02	183.19	4,679.83
2008	1.04	187.00	4,773.24
2009	1.06	190.16	4,869.49
2010	1.08	193.80	4,968.68
2011	1.09	197.56	5,070.92

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**267 LAUNDRY DETERGENTS****Laundry Detergents in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.54	990.31	25,310.32
2002	5.43	968.43	24,698.02
2003	5.32	946.99	24,096.38
2004	5.28	939.93	23,925.51
2005	5.38	958.13	24,446.12
2006	5.50	980.92	25,090.49
2007	5.62	1,004.49	25,756.00
2008	5.74	1,029.00	26,443.44
2009	5.87	1,054.09	27,153.66
2010	5.99	1,080.14	27,887.52
2011	6.13	1,107.06	28,645.93

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**268 LAWN AND GARDEN EQUIPMENT AND SUPPLIES STORES****Lawn and Garden Equipment and Supplies Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	40.95	7,324.64	184,016.08
2002	41.32	7,373.52	185,993.97
2003	41.69	7,424.66	188,091.30
2004	42.22	7,510.14	191,174.51
2005	43.75	7,791.23	199,598.72
2006	45.50	8,117.77	209,317.00
2007	47.32	8,460.01	219,532.81
2008	49.21	8,819.00	230,272.70
2009	51.18	9,194.53	241,564.72
2010	53.22	9,588.34	253,438.49
2011	55.35	10,000.96	265,925.29

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**269 LAWNMOWERS**

<b>Lawnmowers in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.31	592.35	14,937.03
2002	3.33	594.73	15,050.62
2003	3.36	598.43	15,208.80
2004	3.36	597.08	15,198.50
2005	3.42	609.36	15,551.86
2006	3.50	624.59	15,984.90
2007	3.58	640.36	16,432.53
2008	3.66	657.00	16,895.31
2009	3.75	673.56	17,373.84
2010	3.83	691.03	17,868.73
2011	3.92	709.08	18,380.61

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**270 LEGAL SERVICES EXCLUDING LAWYERS AND ATTORNEYS**

<b>Legal Services Excluding Lawyers and Attorneys in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.73	1,025.70	25,768.52
2002	5.79	1,032.54	26,045.50
2003	5.84	1,039.71	26,339.19
2004	5.91	1,051.68	26,770.95
2005	6.13	1,091.04	27,950.63
2006	6.37	1,136.76	29,311.52
2007	6.63	1,184.69	30,742.08
2008	6.89	1,235.00	32,246.03
2009	7.17	1,287.55	33,827.30
2010	7.45	1,342.69	35,490.03
2011	7.75	1,400.47	37,238.61

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**271 LEGUMES**

<b>Legumes in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.30	53.40	1,343.15
2002	0.30	53.60	1,352.74
2003	0.30	54.05	1,370.28
2004	0.31	54.48	1,386.86
2005	0.32	56.27	1,439.99
2006	0.33	58.36	1,501.78
2007	0.34	60.55	1,566.40
2008	0.35	63.00	1,633.99
2009	0.36	65.22	1,704.69
2010	0.38	67.71	1,778.65
2011	0.39	70.30	1,856.03

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**272 LIGHT TRUCK AND UTILITY VEHICLE MANUFACTURING**

<b>Light Truck and Utility Vehicle Manufacturing in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	92.07	16,458.73	435,708.33
2002	86.00	15,343.22	400,886.86
2003	80.33	14,306.55	368,945.30
2004	75.33	13,399.36	341,130.74
2005	72.38	12,892.17	324,535.36
2006	69.85	12,465.79	310,618.42
2007	67.40	12,056.83	297,638.31
2008	65.04	11,664.00	285,515.35
2009	62.77	11,287.38	274,177.37
2010	60.57	10,925.15	263,558.98
2011	58.45	10,576.88	253,600.88

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**273 LINEN AND UNIFORM SUPPLY****Linen and Uniform Supply in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	10.28	1,837.75	46,169.58
2002	10.37	1,850.01	46,665.83
2003	10.46	1,862.84	47,192.05
2004	10.59	1,884.29	47,965.62
2005	10.98	1,954.82	50,079.25
2006	11.41	2,036.75	52,517.57
2007	11.87	2,122.61	55,080.71
2008	12.35	2,213.00	57,775.35
2009	12.84	2,306.90	60,608.51
2010	13.35	2,405.71	63,587.63
2011	13.89	2,509.24	66,720.57

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**274 LIP AND MULTIUSE COLOR COSMETICS****Lip and Multiuse Color Cosmetics in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.15	384.72	9,705.44
2002	2.18	389.51	9,880.81
2003	2.18	387.94	9,859.29
2004	2.18	387.07	9,852.69
2005	2.22	395.94	10,110.44
2006	2.28	406.77	10,421.34
2007	2.34	418.00	10,743.33
2008	2.40	430.00	11,076.86
2009	2.46	441.71	11,422.38
2010	2.52	454.20	11,780.38
2011	2.58	467.14	12,151.38

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



## 275 LIQUID HAND SOAP

## Liquid Hand Soap in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.52	92.43	2,334.47
2002	0.52	92.26	2,335.35
2003	0.52	92.64	2,353.84
2004	0.52	92.52	2,354.95
2005	0.53	94.55	2,413.81
2006	0.54	97.05	2,485.23
2007	0.56	99.63	2,559.13
2008	0.57	102.00	2,635.63
2009	0.58	105.09	2,714.81
2010	0.60	107.96	2,796.78
2011	0.61	110.94	2,881.67

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

## Liquor Stores, Perfumeries, and Other Non-Food Retailers in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	12.15	2,173.88	54,784.23
2002	12.17	2,172.35	54,883.82
2003	12.27	2,184.74	55,421.59
2004	12.35	2,197.18	55,929.42
2005	12.71	2,263.97	57,908.27
2006	13.13	2,342.87	60,223.13
2007	13.56	2,425.10	62,637.85
2008	14.01	2,511.00	65,157.06
2009	14.47	2,600.07	67,785.59
2010	14.95	2,693.09	70,528.50
2011	15.44	2,789.97	73,391.12

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**277 LOOSE SMOKING TOBACCO****Loose Smoking Tobacco in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.36	65.28	1,641.37
2002	0.37	66.05	1,669.38
2003	0.37	66.29	1,681.45
2004	0.37	66.68	1,697.38
2005	0.39	68.76	1,759.18
2006	0.40	71.22	1,831.32
2007	0.41	73.78	1,906.63
2008	0.43	76.00	1,985.27
2009	0.44	79.23	2,067.40
2010	0.46	82.13	2,153.17
2011	0.47	85.15	2,242.76

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**278 LP VINYL RECORD ALBUMS****LP Vinyl Record Albums in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.01	2.61	66.96
2002	0.01	2.54	65.01
2003	0.01	2.49	63.50
2004	0.01	2.45	62.35
2005	0.01	2.47	62.87
2006	0.01	2.50	63.69
2007	0.01	2.53	64.53
2008	0.01	3.00	65.39
2009	0.01	2.60	66.29
2010	0.01	2.64	67.22
2011	0.01	2.68	68.17

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	9.86	1,762.86	44,568.94
2002	9.70	1,730.94	43,704.49
2003	9.82	1,749.79	44,417.39
2004	9.86	1,754.82	44,668.61
2005	10.10	1,799.22	45,967.95
2006	10.38	1,852.72	47,515.98
2007	10.67	1,908.27	49,122.63
2008	10.97	1,966.00	50,790.36
2009	11.27	2,025.81	52,521.73
2010	11.59	2,087.93	54,319.41
2011	11.91	2,152.38	56,186.21

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**280 MAGAZINES****Magazines in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	10.88	1,945.70	49,125.58
2002	10.95	1,953.87	49,512.78
2003	11.04	1,966.28	50,043.93
2004	10.96	1,949.79	49,631.10
2005	11.09	1,975.42	50,330.37
2006	11.26	2,010.11	51,272.59
2007	11.44	2,045.92	52,243.18
2008	11.62	2,083.00	53,243.10
2009	11.80	2,120.95	54,273.36
2010	11.99	2,160.19	55,335.03
2011	12.17	2,200.60	56,429.18

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 281 MANAGEMENT CONSULTING SERVICES

### Management Consulting Services in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	67.52	12,075.56	303,372.68
2002	68.12	12,156.13	306,633.47
2003	68.72	12,240.44	310,091.16
2004	69.60	12,381.38	315,174.21
2005	72.12	12,844.77	329,062.54
2006	75.01	13,383.12	345,084.30
2007	78.01	13,947.35	361,926.28
2008	81.13	14,539.00	379,632.29
2009	84.37	15,158.29	398,248.54
2010	87.75	15,807.54	417,823.88
2011	91.26	16,487.78	438,409.88

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 282 MANUFACTURED MOBILE HOME DEALERS

### Manufactured Mobile Home Dealers in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	17.26	3,086.12	77,532.12
2002	17.41	3,106.71	78,365.47
2003	17.56	3,128.26	79,249.15
2004	17.79	3,164.28	80,548.21
2005	18.43	3,282.70	84,097.61
2006	19.17	3,420.29	88,192.25
2007	19.94	3,564.49	92,496.51
2008	20.73	3,716.00	97,021.58
2009	21.56	3,873.96	101,779.29
2010	22.42	4,039.89	106,782.10
2011	23.32	4,213.74	112,043.21

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 283 MANUFACTURING INORGANIC DYES AND PIGMENTS

### Manufacturing Inorganic Dyes and Pigments in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.17	387.27	9,988.86
2002	2.10	374.91	9,627.87
2003	2.04	363.02	9,281.06
2004	1.98	353.04	8,986.50
2005	1.98	352.02	8,935.82
2006	1.98	352.58	8,928.46
2007	1.98	353.23	8,924.55
2008	1.97	354.00	8,924.05
2009	1.97	354.79	8,926.94
2010	1.97	355.69	8,933.19
2011	1.97	356.67	8,942.79

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 284 MANUFACTURING PAPER BAGS AND COATED OR LAMINATED PAPER

### Manufacturing Paper Bags and Coated or Laminated Paper in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	18.76	3,355.58	85,855.84
2002	18.42	3,287.18	83,959.97
2003	18.08	3,220.97	82,120.93
2004	17.82	3,169.80	80,686.24
2005	17.96	3,197.98	81,399.24
2006	18.16	3,240.52	82,498.38
2007	18.37	3,284.46	83,632.73
2008	18.58	3,330.00	84,803.36
2009	18.79	3,376.50	86,011.35
2010	19.00	3,424.61	87,257.85
2011	19.22	3,474.10	88,544.05

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 285 MANUFACTURING PHARMACEUTICAL PREPARATIONS

### Manufacturing Pharmaceutical Preparations in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	103.91	18,587.92	459,515.09
2002	107.92	19,261.18	480,893.89
2003	111.40	19,842.90	500,066.01
2004	115.39	20,525.19	522,530.09
2005	122.42	21,802.12	561,580.59
2006	130.37	23,260.84	606,318.35
2007	138.85	24,822.80	654,760.80
2008	147.87	26,495.00	707,225.18
2009	157.49	28,286.45	764,056.72
2010	167.72	30,204.48	825,631.19
2011	178.62	32,258.56	892,357.64

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 286 MANUFACTURING VEHICULAR LIGHTING FIXTURES

### Manufacturing Vehicular Lighting Fixtures in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.43	433.96	11,383.38
2002	2.30	409.91	10,645.85
2003	2.17	387.29	9,957.68
2004	2.07	367.52	9,355.94
2005	2.01	357.96	9,036.69
2006	1.96	350.30	8,776.75
2007	1.92	342.90	8,531.34
2008	1.87	336.00	8,299.49
2009	1.83	328.80	8,080.29
2010	1.79	322.09	7,872.89
2011	1.74	315.58	7,676.51

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**287 MARGARINE**

<b>Margarine in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.28	50.00	1,283.99
2002	0.27	48.54	1,241.71
2003	0.27	47.24	1,204.33
2004	0.26	46.49	1,183.32
2005	0.26	46.95	1,195.39
2006	0.27	47.63	1,213.16
2007	0.27	48.33	1,231.48
2008	0.27	49.00	1,250.36
2009	0.28	49.79	1,269.84
2010	0.28	50.56	1,289.91
2011	0.28	51.34	1,310.61

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**288 MARKETING RESEARCH AND PUBLIC OPINION POLLING**

<b>Marketing Research and Public Opinion Polling in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	10.19	1,822.03	45,774.57
2002	10.28	1,834.18	46,266.57
2003	10.37	1,846.91	46,788.29
2004	10.50	1,868.17	47,555.25
2005	10.88	1,938.09	49,650.80
2006	11.32	2,019.32	52,068.25
2007	11.77	2,104.45	54,609.46
2008	12.24	2,194.00	57,281.04
2009	12.73	2,287.17	60,089.97
2010	13.24	2,385.13	63,043.60
2011	13.77	2,487.77	66,149.73

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**289 MASONRY, DRYWALL, INSULATION, AND TILE CONTRACTORS****Masonry, Drywall, Insulation, and Tile Contractors in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	45.05	8,056.46	202,401.42
2002	45.45	8,110.22	204,576.93
2003	45.85	8,166.47	206,883.80
2004	46.44	8,260.50	210,275.06
2005	48.12	8,569.66	219,540.95
2006	50.04	8,928.83	230,230.20
2007	52.04	9,305.27	241,466.68
2008	54.12	9,700.00	253,279.61
2009	56.29	10,113.17	265,699.84
2010	58.54	10,546.33	278,759.93
2011	60.88	11,000.17	292,494.31

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**290 MEAL REPLACEMENT PRODUCTS****Meal Replacement Products in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.91	342.21	8,497.12
2002	1.97	351.47	8,798.11
2003	2.02	359.95	9,083.26
2004	2.08	370.22	9,424.67
2005	2.19	390.86	10,053.86
2006	2.32	414.47	10,773.52
2007	2.46	439.61	11,546.66
2008	2.60	466.00	12,377.38
2009	2.75	494.86	13,270.09
2010	2.92	525.20	14,229.56
2011	3.09	557.51	15,260.95

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**291 MEAT AND POULTRY****Meat and Poultry in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	85.97	15,376.18	386,105.00
2002	86.71	15,474.15	390,105.04
2003	87.84	15,645.05	396,494.70
2004	88.82	15,799.47	402,180.33
2005	91.77	16,344.20	418,436.99
2006	95.17	16,980.75	437,278.78
2007	98.69	17,646.33	457,019.97
2008	102.35	18,342.00	477,705.69
2009	106.14	19,069.54	499,383.47
2010	110.07	19,829.82	522,103.34
2011	114.14	20,624.42	545,918.04

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**292 MEAT MARKETS AND DELICATESSENS****Meat Markets and Delicatessens in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.62	1,005.12	25,251.53
2002	5.67	1,011.83	25,522.94
2003	5.72	1,018.85	25,810.75
2004	5.79	1,030.58	26,233.84
2005	6.00	1,069.15	27,389.85
2006	6.24	1,113.96	28,723.44
2007	6.49	1,160.92	30,125.30
2008	6.75	1,210.00	31,599.07
2009	7.02	1,261.72	33,148.61
2010	7.30	1,315.76	34,777.99
2011	7.60	1,372.38	36,491.48

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**293 MEDIA BUYING AGENCIES****Media Buying Agencies in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.37	244.40	6,140.07
2002	1.38	246.03	6,206.06
2003	1.39	247.74	6,276.04
2004	1.41	250.59	6,378.92
2005	1.46	259.97	6,660.01
2006	1.52	270.87	6,984.28
2007	1.58	282.29	7,325.15
2008	1.64	294.00	7,683.51
2009	1.71	306.79	8,060.29
2010	1.78	319.93	8,456.48
2011	1.85	333.70	8,873.13

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**294 MEDIA SALES REPRESENTATIVES****Media Sales Representatives in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	4.28	765.11	19,221.83
2002	4.32	770.22	19,428.44
2003	4.35	775.56	19,647.52
2004	4.41	784.49	19,969.58
2005	4.57	813.85	20,849.55
2006	4.75	847.96	21,864.70
2007	4.94	883.71	22,931.82
2008	5.14	921.00	24,053.68
2009	5.35	960.44	25,233.21
2010	5.56	1,001.57	26,473.51
2011	5.78	1,044.67	27,777.85

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**295 MEDICATED SKIN CARE****Medicated Skin Care in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.02	540.56	13,673.61
2002	3.01	538.00	13,631.36
2003	3.02	537.60	13,657.17
2004	3.02	537.35	13,678.06
2005	3.09	550.20	14,052.72
2006	3.17	565.81	14,502.12
2007	3.25	581.99	14,967.96
2008	3.34	599.00	15,450.90
2009	3.43	616.19	15,951.64
2010	3.52	634.23	16,470.93
2011	3.61	652.94	17,009.51

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**296 MEN'S AFTER SHAVE****Men's after Shave in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.10	18.38	462.19
2002	0.10	18.69	473.02
2003	0.11	18.76	476.50
2004	0.11	18.78	478.15
2005	0.11	19.27	492.27
2006	0.11	19.85	509.05
2007	0.11	20.45	526.48
2008	0.12	21.00	544.58
2009	0.12	21.72	563.37
2010	0.12	22.40	582.89
2011	0.13	23.09	603.17

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**297 MEN'S AND BOYS' OUTERWEAR****Men's and Boys' Outerwear in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	62.98	11,262.71	284,214.10
2002	63.38	11,310.44	286,462.80
2003	63.87	11,376.30	289,338.17
2004	63.61	11,314.51	288,006.89
2005	64.60	11,504.79	293,368.40
2006	65.84	11,749.07	300,182.04
2007	67.11	12,001.51	307,208.50
2008	68.41	12,262.00	314,455.51
2009	69.73	12,531.44	321,931.16
2010	71.08	12,809.25	329,643.86
2011	72.45	13,095.84	337,602.41

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**298 MEN'S CLOTHING STORES****Men's Clothing Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	12.75	2,281.00	57,305.34
2002	12.87	2,296.22	57,921.29
2003	12.98	2,312.15	58,574.42
2004	13.15	2,338.77	59,534.58
2005	13.62	2,426.30	62,158.01
2006	14.17	2,527.99	65,184.42
2007	14.73	2,634.57	68,365.78
2008	15.32	2,746.00	71,710.34
2009	15.94	2,863.31	75,226.84
2010	16.57	2,985.95	78,924.51
2011	17.24	3,114.45	82,813.09

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	3.62	647.39	16,178.54
2002	3.69	658.38	16,555.24
2003	3.76	669.78	16,953.94
2004	3.82	679.90	17,307.34
2005	3.97	707.12	18,125.77
2006	4.14	738.61	19,067.03
2007	4.32	771.69	20,059.42
2008	4.50	806.00	21,105.85
2009	4.69	842.91	22,209.35
2010	4.89	881.22	23,373.16
2011	5.10	921.45	24,600.70

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**300 MEN'S SHAVING PREPARATIONS****Men's Shaving Preparations in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.30	53.74	1,363.21
2002	0.30	53.49	1,358.98
2003	0.30	53.03	1,348.46
2004	0.30	52.77	1,343.20
2005	0.30	53.84	1,373.84
2006	0.31	55.16	1,411.49
2007	0.32	56.53	1,450.40
2008	0.32	58.00	1,490.61
2009	0.33	59.42	1,532.18
2010	0.34	60.94	1,575.16
2011	0.35	62.51	1,619.61

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**301 METAL ORE MINING****Metal Ore Mining in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	14.48	2,590.61	65,083.53
2002	14.61	2,607.89	65,783.08
2003	14.74	2,625.98	66,524.87
2004	14.93	2,656.22	67,615.35
2005	15.47	2,755.63	70,594.86
2006	16.09	2,871.12	74,032.06
2007	16.73	2,992.17	77,645.23
2008	17.40	3,119.00	81,443.76
2009	18.10	3,251.96	85,437.56
2010	18.82	3,391.24	89,637.12
2011	19.58	3,537.18	94,053.51

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**302 METAL POLISH****Metal Polish in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.06	11.06	279.15
2002	0.06	11.07	280.35
2003	0.06	11.07	281.04
2004	0.06	11.09	282.21
2005	0.06	11.38	290.87
2006	0.07	11.73	301.13
2007	0.07	12.10	311.80
2008	0.07	12.00	322.88
2009	0.07	12.88	334.40
2010	0.07	13.29	346.38
2011	0.08	13.72	358.83

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**303 MICROWAVE OVENS****Microwave Ovens in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.12	378.31	9,747.37
2002	2.04	364.11	9,328.77
2003	1.97	351.56	8,961.19
2004	1.95	346.34	8,815.84
2005	1.97	350.67	8,933.26
2006	2.00	356.61	9,093.65
2007	2.03	362.74	9,258.87
2008	2.06	369.00	9,429.09
2009	2.09	375.58	9,604.46
2010	2.12	382.30	9,785.17
2011	2.15	389.21	9,971.41

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**304 MILD DETERGENTS****Mild Detergents in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.21	38.06	968.38
2002	0.21	37.57	955.83
2003	0.21	37.12	944.66
2004	0.21	36.84	937.82
2005	0.21	37.48	955.98
2006	0.21	38.30	978.89
2007	0.22	39.15	1,002.52
2008	0.22	40.00	1,026.90
2009	0.23	40.93	1,052.06
2010	0.23	41.86	1,078.03
2011	0.24	42.82	1,104.83

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**305 MILK**

<b>Milk in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	23.03	4,117.65	105,180.18
2002	22.46	4,007.54	102,040.03
2003	22.17	3,948.54	100,481.62
2004	22.02	3,917.43	99,716.82
2005	22.37	3,984.42	101,608.05
2006	22.81	4,070.15	104,003.37
2007	23.26	4,158.76	106,473.87
2008	23.71	4,250.00	109,022.30
2009	24.18	4,344.81	111,651.50
2010	24.65	4,442.36	114,364.48
2011	25.13	4,543.01	117,164.35

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**306 MINI-DISC PLAYERS**

<b>Mini-Disc Players in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.50	89.95	2,307.94
2002	0.49	86.64	2,211.11
2003	0.46	81.79	2,067.32
2004	0.47	83.47	2,125.00
2005	0.50	88.66	2,283.81
2006	0.53	94.60	2,465.75
2007	0.56	100.95	2,662.75
2008	0.60	108.00	2,876.11
2009	0.64	115.03	3,107.23
2010	0.68	122.83	3,357.64
2011	0.73	131.19	3,629.00

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**307 MINI-DISCS**

<b>Mini-Discs in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.30	53.75	1,312.50
2002	0.32	57.94	1,440.43
2003	0.34	60.71	1,529.31
2004	0.35	62.93	1,602.14
2005	0.38	66.85	1,721.88
2006	0.40	71.32	1,859.05
2007	0.43	76.11	2,007.58
2008	0.45	81.00	2,168.44
2009	0.48	86.73	2,342.69
2010	0.51	92.61	2,531.49
2011	0.55	98.91	2,736.08

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**308 MODEMS**

<b>Modems in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.80	321.21	8,043.46
2002	1.81	323.88	8,145.22
2003	1.85	330.29	8,367.11
2004	1.88	334.15	8,505.94
2005	1.94	345.84	8,855.04
2006	2.01	359.48	9,259.28
2007	2.09	373.76	9,683.06
2008	2.17	389.00	10,127.35
2009	2.25	404.29	10,593.21
2010	2.33	420.61	11,081.74
2011	2.42	437.68	11,594.09

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**309 MONOCHROMATIC TELEVISION SETS****Monochromatic Television Sets in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.04	7.48	190.69
2002	0.04	7.39	188.65
2003	0.04	7.19	182.73
2004	0.04	7.15	182.06
2005	0.04	7.33	187.17
2006	0.04	7.54	193.29
2007	0.04	7.76	199.63
2008	0.04	8.00	206.20
2009	0.05	8.22	213.02
2010	0.05	8.47	220.10
2011	0.05	8.72	227.45

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**310 MOTOR HOME MANUFACTURING****Motor Home Manufacturing in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.20	572.23	15,148.57
2002	2.99	533.45	13,937.91
2003	2.79	497.41	12,827.37
2004	2.62	465.86	11,860.32
2005	2.52	448.23	11,283.34
2006	2.43	433.41	10,799.48
2007	2.34	419.19	10,348.19
2008	2.26	406.00	9,926.71
2009	2.18	392.44	9,532.51
2010	2.11	379.84	9,163.33
2011	2.03	367.73	8,817.11

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 311 MOTOR VEHICLE BODY AND TRAILER MANUFACTURING

#### Motor Vehicle Body and Trailer Manufacturing in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	24.58	4,394.52	113,680.16
2002	23.74	4,235.99	108,997.67
2003	22.93	4,084.17	104,519.89
2004	22.23	3,954.80	100,670.17
2005	22.05	3,927.04	99,587.12
2006	21.95	3,917.02	99,002.67
2007	21.85	3,908.04	98,465.79
2008	21.75	3,900.00	97,975.28
2009	21.66	3,892.95	97,530.02
2010	21.56	3,886.74	97,128.95
2011	21.46	3,881.35	96,771.07

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 312 MOUTHWASHES AND DENTAL RINSES

#### Mouthwashes and Dental Rinses in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.75	134.43	3,419.97
2002	0.75	132.98	3,384.59
2003	0.74	131.36	3,343.19
2004	0.73	130.25	3,315.38
2005	0.74	132.40	3,375.84
2006	0.76	135.17	3,452.96
2007	0.77	138.03	3,532.49
2008	0.79	141.00	3,614.49
2009	0.80	144.04	3,699.08
2010	0.82	147.19	3,786.33
2011	0.83	150.43	3,876.35

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 313 MP3 PLAYERS

MP3 Players in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	0.17	29.75	725.69
2002	0.18	31.52	779.85
2003	0.19	33.60	845.71
2004	0.20	34.93	889.24
2005	0.21	37.10	955.70
2006	0.22	39.59	1,031.84
2007	0.24	42.24	1,114.28
2008	0.25	45.00	1,203.56
2009	0.27	48.14	1,300.28
2010	0.29	51.40	1,405.06
2011	0.30	54.90	1,518.62

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 314 MUSIC AND VIDEO GAME STORES

Music and Video Game Stores in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	31.05	5,553.38	137,808.31
2002	31.96	5,704.42	142,717.30
2003	32.97	5,872.80	148,301.89
2004	33.86	6,022.78	153,319.87
2005	35.54	6,329.30	162,629.56
2006	37.44	6,680.43	173,277.44
2007	39.45	7,052.68	184,649.03
2008	41.56	7,447.00	196,795.03
2009	43.79	7,865.67	209,769.79
2010	46.13	8,309.18	223,631.57
2011	48.60	8,779.36	238,442.87

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	15.34	2,744.12	68,962.31
2002	15.53	2,772.27	70,012.06
2003	15.80	2,813.83	71,509.92
2004	15.79	2,807.95	71,475.41
2005	16.07	2,861.78	73,013.70
2006	16.42	2,929.29	74,920.93
2007	16.77	2,999.14	76,890.47
2008	17.14	3,071.00	78,924.67
2009	17.51	3,146.03	81,025.98
2010	17.89	3,223.19	83,196.96
2011	18.27	3,302.89	85,440.28

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**316 MUSICAL INSTRUMENT AND SUPPLIES STORES****Musical Instrument and Supplies Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	4.91	878.87	22,079.84
2002	4.96	884.74	22,317.16
2003	5.00	890.87	22,568.82
2004	5.07	901.13	22,938.77
2005	5.25	934.86	23,949.58
2006	5.46	974.04	25,115.66
2007	5.68	1,015.11	26,341.44
2008	5.90	1,058.00	27,630.11
2009	6.14	1,103.24	28,985.02
2010	6.39	1,150.49	30,409.74
2011	6.64	1,200.00	31,908.01

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**317 MUSICAL INSTRUMENTS****Musical Instruments in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.98	712.35	17,906.02
2002	4.02	718.09	18,129.48
2003	4.07	724.44	18,377.60
2004	4.10	728.52	18,544.64
2005	4.21	750.22	19,186.50
2006	4.35	775.89	19,938.67
2007	4.49	802.64	20,722.79
2008	4.63	830.00	21,540.31
2009	4.78	859.51	22,392.75
2010	4.94	889.72	23,281.72
2011	5.10	921.17	24,208.89

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**318 NAIL POLISH AND HOME MANICURE PRODUCTS****Nail Polish and Home Manicure Products in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.69	124.05	3,176.65
2002	0.68	121.65	3,110.62
2003	0.66	118.42	3,018.23
2004	0.66	116.71	2,970.81
2005	0.66	118.11	3,008.46
2006	0.67	120.05	3,060.54
2007	0.68	122.05	3,114.19
2008	0.69	124.00	3,169.46
2009	0.70	126.24	3,226.42
2010	0.71	128.43	3,285.10
2011	0.72	130.69	3,345.59

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	23.62	4,223.73	106,112.18
2002	23.83	4,251.91	107,252.72
2003	24.04	4,281.40	108,462.14
2004	24.35	4,330.70	110,240.06
2005	25.23	4,492.78	115,097.85
2006	26.23	4,681.08	120,701.86
2007	27.28	4,878.44	126,592.77
2008	28.38	5,085.00	132,785.89
2009	29.51	5,301.99	139,297.39
2010	30.69	5,529.08	146,144.35
2011	31.92	5,767.01	153,344.82

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**320 NEW CAR DEALERS****New Car Dealers in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	670.94	119,997.64	3,014,685.0
2002	676.90	120,798.28	3,047,088.2
2003	682.92	121,636.15	3,081,448.1
2004	691.67	123,036.65	3,131,959.5
2005	716.68	127,641.51	3,269,971.2
2006	745.34	132,991.16	3,429,183.1
2007	775.16	138,598.10	3,596,545.8
2008	806.16	144,474.00	3,772,494.5
2009	838.41	150,631.43	3,957,488.6
2010	871.95	157,083.17	4,152,013.3
2011	906.83	163,842.90	4,356,581.2

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**321 NEWS SYNDICATES****News Syndicates in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.44	436.20	10,833.12
2002	2.50	446.86	11,181.86
2003	2.57	457.90	11,552.16
2004	2.65	471.46	12,002.23
2005	2.80	498.33	12,821.35
2006	2.97	529.03	13,758.44
2007	3.14	561.76	14,766.64
2008	3.33	597.00	15,851.51
2009	3.53	633.81	17,019.07
2010	3.74	673.44	18,275.82
2011	3.96	715.67	19,628.79

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**322 NEWSSTANDS****Newsstands in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	18.24	3,262.71	82,529.31
2002	18.24	3,255.50	82,532.25
2003	18.28	3,255.49	82,764.77
2004	18.23	3,243.43	82,560.59
2005	18.57	3,308.15	84,417.08
2006	18.99	3,388.78	86,703.36
2007	19.42	3,472.24	89,065.63
2008	19.85	3,559.00	91,506.77
2009	20.30	3,647.86	94,029.82
2010	20.76	3,740.18	96,637.93
2011	21.22	3,835.60	99,334.40

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**323 NON-CITRUS FRUIT****Non-Citrus Fruit in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	22.92	4,100.15	102,831.24
2002	23.21	4,141.59	104,366.06
2003	23.56	4,195.77	106,338.59
2004	23.82	4,236.44	107,839.75
2005	24.59	4,380.25	112,127.92
2006	25.49	4,548.51	117,103.00
2007	26.42	4,724.36	122,312.50
2008	27.39	4,908.00	127,768.08
2009	28.39	5,100.14	133,481.97
2010	29.42	5,300.76	139,467.06
2011	30.50	5,510.33	145,736.93

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**324 NON-DEPOSITORY CREDIT INTERMEDIATION****Non-Depository Credit Intermediation in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	306.57	54,830.55	1,377,500.7
2002	309.30	55,196.39	1,392,306.7
2003	312.05	55,579.23	1,408,006.8
2004	316.04	56,219.16	1,431,087.0
2005	327.47	58,323.26	1,494,148.7
2006	340.57	60,767.68	1,566,897.4
2007	354.19	63,329.66	1,643,370.5
2008	368.36	66,015.00	1,723,766.8
2009	383.10	68,828.06	1,808,296.2
2010	398.42	71,776.05	1,897,180.4
2011	414.36	74,864.80	1,990,653.7

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**325 NON-FOOD RETAIL SALES****Non-Food Retail Sales in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2,074.65	371,084.35	9,238,741.6
2002	2,123.50	378,971.50	9,501,357.7
2003	2,181.18	388,499.31	9,822,063.2
2004	2,228.53	396,421.47	10,091,350.
2005	2,326.33	414,320.35	10,632,408.
2006	2,437.48	434,906.76	11,252,302.
2007	2,553.93	456,623.43	11,909,800.
2008	2,675.95	479,531.00	12,607,255.
2009	2,803.80	503,694.90	13,347,175.
2010	2,937.76	529,182.29	14,132,229.
2011	3,078.12	556,065.60	14,965,259.

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**326 NON-METALLIC MINERAL MINING AND QUARRYING****Non-Metallic Mineral Mining and Quarrying in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	21.49	3,843.14	96,550.64
2002	21.68	3,868.78	97,588.41
2003	21.87	3,895.61	98,688.85
2004	22.15	3,940.47	100,306.57
2005	22.95	4,087.95	104,726.64
2006	23.87	4,259.28	109,825.68
2007	24.83	4,438.85	115,185.77
2008	25.82	4,627.00	120,820.84
2009	26.85	4,824.24	126,745.60
2010	27.93	5,030.87	132,975.60
2011	29.04	5,247.36	139,527.25

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**327 NON-RESIDENTIAL BUILDING CONSTRUCTION****Non-Residential Building Construction in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	114.36	20,452.72	513,831.13
2002	115.37	20,589.19	519,354.01
2003	116.40	20,732.00	525,210.42
2004	117.89	20,970.70	533,819.71
2005	122.15	21,755.57	557,342.79
2006	127.04	22,667.38	584,479.30
2007	132.12	23,623.04	613,005.06
2008	137.40	24,625.00	642,994.23
2009	142.90	25,674.03	674,525.13
2010	148.62	26,773.68	707,680.45
2011	154.56	27,925.84	742,547.56

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**328 NUCLEAR ELECTRIC POWER GENERATION****Nuclear Electric Power Generation in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	18.06	3,229.47	81,133.68
2002	18.22	3,251.02	82,005.74
2003	18.38	3,273.57	82,930.46
2004	18.61	3,311.26	84,289.86
2005	19.29	3,435.19	88,004.15
2006	20.06	3,579.17	92,288.99
2007	20.86	3,730.07	96,793.19
2008	21.70	3,888.00	101,528.47
2009	22.56	4,053.92	106,507.18
2010	23.47	4,227.55	111,742.39
2011	24.41	4,409.48	117,247.89

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

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

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	35.69	6,383.80	160,379.44
2002	36.01	6,426.40	162,103.27
2003	36.33	6,470.97	163,931.20
2004	36.80	6,545.48	166,618.38
2005	38.13	6,790.45	173,960.51
2006	39.65	7,075.05	182,430.49
2007	41.24	7,373.34	191,334.09
2008	42.89	7,686.00	200,694.45
2009	44.60	8,013.50	210,536.03
2010	46.39	8,356.73	220,884.63
2011	48.24	8,716.35	231,767.51

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**330 OFFICE SUPPLIES AND STATIONERY STORES****Office Supplies and Stationery Stores in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	22.08	3,948.34	99,193.72
2002	22.27	3,974.69	100,259.90
2003	22.47	4,002.26	101,390.46
2004	22.76	4,048.34	103,052.46
2005	23.58	4,199.85	107,593.53
2006	24.52	4,375.88	112,832.16
2007	25.51	4,560.36	118,338.98
2008	26.53	4,754.00	124,128.31
2009	27.59	4,956.30	130,215.26
2010	28.69	5,168.59	136,615.81
2011	29.84	5,391.01	143,346.81

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**331 OILS AND FATS****Oils and Fats in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	4.61	823.95	21,105.59
2002	4.51	804.25	20,548.80
2003	4.40	784.50	19,987.48
2004	4.35	774.34	19,710.65
2005	4.40	784.49	19,987.12
2006	4.47	798.22	20,360.04
2007	4.54	812.40	20,744.19
2008	4.61	827.00	21,139.94
2009	4.69	842.11	21,547.70
2010	4.76	857.65	21,967.89
2011	4.83	873.64	22,400.94

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**332 OLIVE OIL****Olive Oil in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.45	80.56	2,032.27
2002	0.46	81.36	2,062.51
2003	0.46	81.38	2,069.05
2004	0.46	81.07	2,063.60
2005	0.46	82.69	2,110.10
2006	0.47	84.71	2,167.34
2007	0.49	86.80	2,226.49
2008	0.50	89.00	2,287.61
2009	0.51	91.19	2,350.79
2010	0.52	93.51	2,416.10
2011	0.53	95.89	2,483.62

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**333 OPTICAL GOODS STORES****Optical Goods Stores in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	8.32	1,487.22	37,363.20
2002	8.39	1,497.14	37,764.80
2003	8.46	1,507.53	38,190.64
2004	8.57	1,524.88	38,816.67
2005	8.88	1,581.95	40,527.15
2006	9.24	1,648.26	42,500.38
2007	9.61	1,717.75	44,574.63
2008	9.99	1,791.00	46,755.29
2009	10.39	1,866.89	49,048.05
2010	10.81	1,946.85	51,458.94
2011	11.24	2,030.63	53,994.30

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**334 ORAL HYGIENE PRODUCTS****Oral Hygiene Products in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	4.23	756.38	19,289.44
2002	4.19	748.41	19,095.79
2003	4.11	732.08	18,638.09
2004	4.08	724.93	18,452.95
2005	4.14	737.16	18,797.55
2006	4.22	752.85	19,235.23
2007	4.30	769.06	19,686.59
2008	4.38	786.00	20,152.14
2009	4.47	803.09	20,632.38
2010	4.56	820.93	21,127.86
2011	4.64	839.34	21,639.15

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**335 ORGANIC FOODS****Organic Foods in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	15.54	2,781.03	65,801.49
2002	18.12	3,234.23	79,162.59
2003	20.19	3,595.94	90,428.31
2004	21.11	3,755.56	95,609.04
2005	22.40	3,989.21	102,754.24
2006	23.86	4,256.11	110,940.06
2007	25.41	4,541.91	119,803.73
2008	27.06	4,848.00	129,403.31
2009	28.82	5,175.66	139,801.97
2010	30.69	5,526.61	151,068.45
2011	32.68	5,902.46	163,277.61

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**336 OUTDOOR POWER EQUIPMENT STORES****Outdoor Power Equipment Stores in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	5.26	940.84	23,636.64
2002	5.31	947.12	23,890.70
2003	5.35	953.69	24,160.09
2004	5.42	964.67	24,556.13
2005	5.62	1,000.77	25,638.21
2006	5.84	1,042.72	26,886.51
2007	6.08	1,086.68	28,198.72
2008	6.32	1,133.00	29,578.24
2009	6.57	1,181.03	31,028.69
2010	6.84	1,231.61	32,553.86
2011	7.11	1,284.61	34,157.78

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**337 OVENS AND STOVES****Ovens and Stoves in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	4.94	883.80	22,325.53
2002	4.95	882.50	22,346.13
2003	4.95	881.46	22,375.70
2004	4.97	883.89	22,499.31
2005	5.10	908.78	23,233.31
2006	5.26	938.41	24,097.88
2007	5.42	969.25	24,997.70
2008	5.59	1,001.00	25,934.30
2009	5.76	1,034.69	26,909.33
2010	5.94	1,069.39	27,924.48
2011	6.12	1,105.46	28,981.56

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**338 OVER-THE-COUNTER HEALTH CARE PRODUCTS****Over-The-Counter Health Care Products in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	29.13	5,208.88	131,722.88
2002	29.02	5,178.99	131,154.90
2003	29.17	5,195.77	132,050.35
2004	29.14	5,183.67	131,948.75
2005	29.71	5,291.62	135,057.81
2006	30.40	5,425.22	138,860.64
2007	31.11	5,563.56	142,792.39
2008	31.84	5,707.00	146,858.04
2009	32.58	5,854.94	151,062.81
2010	33.34	6,008.22	155,412.13
2011	34.12	6,166.74	159,911.67

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**339 PACKAGED NUTS**

<b>Packaged Nuts in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.84	329.56	8,375.61
2002	1.83	326.40	8,300.54
2003	1.81	322.92	8,214.92
2004	1.80	320.81	8,166.09
2005	1.83	326.74	8,335.03
2006	1.87	334.23	8,545.83
2007	1.91	341.97	8,763.42
2008	1.95	350.00	8,988.06
2009	1.99	358.25	9,220.00
2010	2.04	366.79	9,459.53
2011	2.08	375.62	9,706.93

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**340 PACKAGING AND LABELING SERVICES**

<b>Packaging and Labeling Services in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.19	928.36	23,322.95
2002	5.24	934.55	23,573.64
2003	5.28	941.03	23,839.46
2004	5.35	951.87	24,230.24
2005	5.54	987.49	25,297.96
2006	5.77	1,028.88	26,529.70
2007	6.00	1,072.26	27,824.49
2008	6.24	1,118.00	29,185.71
2009	6.49	1,165.35	30,616.91
2010	6.75	1,215.27	32,121.84
2011	7.02	1,267.56	33,704.46

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 341 PAGERS

<b>Pagers in Malawi</b> (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	0.94	167.41	4,148.20
2002	0.96	171.47	4,280.65
2003	1.00	177.67	4,483.75
2004	1.03	182.73	4,651.79
2005	1.08	192.43	4,946.77
2006	1.14	203.53	5,284.11
2007	1.20	215.31	5,645.33
2008	1.27	228.00	6,032.17
2009	1.34	241.13	6,446.50
2010	1.42	255.26	6,890.34
2011	1.50	270.26	7,365.84

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 342 PAINT AND WALLPAPER STORES

<b>Paint and Wallpaper Stores in Malawi</b> (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	10.27	1,836.59	46,140.53
2002	10.36	1,848.85	46,636.47
2003	10.45	1,861.67	47,162.36
2004	10.59	1,883.11	47,935.45
2005	10.97	1,953.59	50,047.75
2006	11.41	2,035.46	52,484.53
2007	11.86	2,121.28	55,046.06
2008	12.34	2,211.00	57,739.00
2009	12.83	2,305.45	60,570.38
2010	13.35	2,404.20	63,547.63
2011	13.88	2,507.66	66,678.60

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 343 PAINTING AND WALL COVERING CONTRACTORS

#### Painting and Wall Covering Contractors in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	15.58	2,786.22	69,997.91
2002	15.72	2,804.81	70,750.28
2003	15.86	2,824.27	71,548.08
2004	16.06	2,856.79	72,720.90
2005	16.64	2,963.71	75,925.39
2006	17.31	3,087.92	79,622.13
2007	18.00	3,218.11	83,508.12
2008	18.72	3,355.00	87,593.47
2009	19.47	3,497.51	91,888.85
2010	20.25	3,647.31	96,405.51
2011	21.06	3,804.27	101,155.37

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 344 PAPER MILLS

#### Paper Mills in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	56.06	10,026.11	252,658.35
2002	56.30	10,046.56	253,956.95
2003	56.54	10,069.66	255,375.65
2004	56.99	10,138.21	258,069.92
2005	58.77	10,467.05	267,850.46
2006	60.83	10,853.23	279,233.61
2007	62.95	11,256.38	291,133.63
2008	65.16	11,677.00	303,575.34
2009	67.44	12,116.29	316,584.89
2010	69.79	12,574.51	330,189.73
2011	72.24	13,052.61	344,418.75

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**345 PAPER NAPKINS AND TABLECLOTHS****Paper Napkins and Tablecloths in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.68	121.38	3,118.67
2002	0.66	117.12	2,993.88
2003	0.63	112.88	2,869.77
2004	0.63	112.47	2,862.81
2005	0.65	115.45	2,950.46
2006	0.67	119.03	3,054.33
2007	0.69	122.74	3,162.26
2008	0.71	127.00	3,274.43
2009	0.73	130.62	3,391.01
2010	0.75	134.79	3,512.20
2011	0.77	139.11	3,638.19

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**346 PAPER TOWELS****Paper Towels in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	3.15	563.46	14,380.16
2002	3.12	556.62	14,207.50
2003	3.05	543.42	13,834.13
2004	3.03	538.24	13,700.77
2005	3.07	547.66	13,967.35
2006	3.14	559.66	14,303.45
2007	3.20	572.07	14,650.18
2008	3.26	585.00	15,007.92
2009	3.33	598.13	15,377.09
2010	3.39	611.80	15,758.09
2011	3.46	625.90	16,151.39

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**347 PAPERBOARD MILLS****Paperboard Mills in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	29.42	5,263.25	130,326.68
2002	30.35	5,416.33	135,252.60
2003	31.30	5,575.39	140,506.93
2004	32.42	5,767.10	146,818.81
2005	34.40	6,125.89	157,791.09
2006	36.63	6,535.75	170,361.37
2007	39.01	6,974.63	183,972.57
2008	41.55	7,445.00	198,713.84
2009	44.25	7,947.83	214,682.18
2010	47.13	8,486.76	231,983.18
2011	50.19	9,063.91	250,731.76

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**348 PARKING LOTS, GARAGES, AND VALET PARKING SERVICES****Parking Lots, Garages, and Valet Parking Services in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	6.69	1,196.57	30,061.34
2002	6.75	1,204.56	30,384.46
2003	6.81	1,212.91	30,727.08
2004	6.90	1,226.88	31,230.76
2005	7.15	1,272.79	32,606.96
2006	7.43	1,326.14	34,194.57
2007	7.73	1,382.05	35,863.45
2008	8.04	1,441.00	37,617.94
2009	8.36	1,502.04	39,462.64
2010	8.69	1,566.38	41,402.37
2011	9.04	1,633.78	43,442.24

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**349 PASSENGER CAR TIRES AND CAR AFTERMARKET PRODUCTS****Passenger Car Tires and Car Aftermarket Products in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	96.62	17,280.80	434,309.50
2002	97.35	17,372.20	438,243.22
2003	98.38	17,522.35	444,119.01
2004	99.43	17,686.94	450,226.44
2005	102.72	18,294.94	468,368.35
2006	106.52	19,005.59	489,399.15
2007	110.45	19,748.58	511,431.38
2008	114.53	20,525.00	534,515.15
2009	118.76	21,337.13	558,703.27
2010	123.14	22,185.63	584,051.34
2011	127.69	23,072.35	610,617.90

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**350 PERSONAL CARE SERVICES****Personal Care Services in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	18.41	3,292.83	82,725.33
2002	18.57	3,314.80	83,614.50
2003	18.74	3,337.79	84,557.36
2004	18.98	3,376.22	85,943.43
2005	19.67	3,502.58	89,730.58
2006	20.45	3,649.38	94,099.48
2007	21.27	3,803.24	98,692.05
2008	22.12	3,964.00	103,520.22
2009	23.01	4,133.45	108,596.60
2010	23.93	4,310.49	113,934.51
2011	24.88	4,495.98	119,548.02

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 351 PERSONAL CD AND MINI-DISC PLAYERS

#### Personal CD and Mini-Disc Players in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.92	344.02	8,652.16
2002	1.94	345.56	8,722.04
2003	1.95	347.94	8,820.13
2004	1.97	351.00	8,934.81
2005	2.04	362.93	9,290.41
2006	2.11	376.88	9,702.95
2007	2.19	391.46	10,134.95
2008	2.27	407.00	10,587.36
2009	2.35	422.62	11,061.21
2010	2.44	439.25	11,557.57
2011	2.53	456.63	12,077.56

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 352 PERSONAL STATIONERY

#### Personal Stationery in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	5.67	1,014.61	25,505.62
2002	5.74	1,024.04	25,862.81
2003	5.80	1,033.43	26,227.42
2004	5.83	1,037.31	26,404.65
2005	5.98	1,065.77	27,242.19
2006	6.16	1,099.73	28,231.30
2007	6.35	1,135.06	29,259.97
2008	6.54	1,172.00	30,329.93
2009	6.73	1,209.98	31,442.98
2010	6.94	1,249.66	32,601.00
2011	7.14	1,290.91	33,805.97

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**353 PERSONAL STEREOS****Personal Stereos in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.32	594.27	15,009.42
2002	3.33	594.01	15,041.97
2003	3.34	594.57	15,101.59
2004	3.34	594.79	15,140.33
2005	3.42	609.49	15,569.74
2006	3.52	627.26	16,082.76
2007	3.61	645.69	16,614.92
2008	3.71	665.00	17,167.01
2009	3.81	684.68	17,739.86
2010	3.91	705.27	18,334.33
2011	4.02	726.62	18,951.33

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**354 PERSONAL STEREOS WITHOUT CD PLAYERS****Personal Stereos without CD Players in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.41	252.60	6,404.28
2002	1.41	250.85	6,367.49
2003	1.40	249.34	6,338.26
2004	1.40	248.53	6,326.23
2005	1.43	253.89	6,481.01
2006	1.46	260.48	6,669.34
2007	1.49	267.32	6,864.17
2008	1.53	274.00	7,065.74
2009	1.57	281.72	7,274.33
2010	1.61	289.30	7,490.22
2011	1.64	297.14	7,713.69

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



### 355 PET AND PET SUPPLIES STORES

#### Pet and Pet Supplies Stores in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	7.10	1,270.10	31,908.59
2002	7.16	1,278.58	32,251.56
2003	7.23	1,287.44	32,615.24
2004	7.32	1,302.27	33,149.87
2005	7.59	1,351.01	34,610.64
2006	7.89	1,407.63	36,295.80
2007	8.20	1,466.98	38,067.23
2008	8.53	1,529.00	39,929.54
2009	8.87	1,594.34	41,887.59
2010	9.23	1,662.63	43,946.51
2011	9.60	1,734.18	46,111.74

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 356 PET CARE PRODUCTS

#### Pet Care Products in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	5.14	918.81	23,087.37
2002	5.18	925.13	23,341.78
2003	5.23	932.10	23,622.53
2004	5.29	941.27	23,960.39
2005	5.47	974.42	24,950.90
2006	5.68	1,013.10	26,097.41
2007	5.89	1,053.57	27,299.64
2008	6.11	1,096.00	28,560.43
2009	6.35	1,140.18	29,882.76
2010	6.59	1,186.48	31,269.80
2011	6.83	1,234.91	32,724.86

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 357 PET FOOD AND PET CARE PRODUCTS

#### Pet Food and Pet Care Products in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	18.40	3,290.54	82,784.15
2002	18.55	3,309.93	83,598.11
2003	18.68	3,326.79	84,352.76
2004	18.85	3,352.47	85,337.77
2005	19.45	3,463.35	88,639.23
2006	20.14	3,593.35	92,476.30
2007	20.86	3,729.12	96,490.36
2008	21.60	3,871.00	100,690.03
2009	22.37	4,018.96	105,084.39
2010	23.17	4,173.53	109,682.97
2011	23.99	4,334.88	114,495.82

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 358 PHARMACIES AND DRUG STORES

#### Pharmacies and Drug Stores in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	127.51	22,805.64	572,943.05
2002	128.65	22,957.80	579,101.30
2003	129.79	23,117.04	585,631.43
2004	131.45	23,383.20	595,231.16
2005	136.21	24,258.36	621,460.37
2006	141.65	25,275.07	651,718.70
2007	147.32	26,340.67	683,526.11
2008	153.21	27,457.00	716,965.28
2009	159.34	28,627.61	752,123.54
2010	165.71	29,853.77	789,093.11
2011	172.34	31,138.47	827,971.38

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 359 PHOTOFINISHING

Photofinishing in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	7.14	1,276.34	32,065.43
2002	7.20	1,284.86	32,410.09
2003	7.26	1,293.77	32,775.55
2004	7.36	1,308.67	33,312.81
2005	7.62	1,357.65	34,780.76
2006	7.93	1,414.55	36,474.20
2007	8.24	1,474.19	38,254.34
2008	8.57	1,537.00	40,125.81
2009	8.92	1,602.18	42,093.48
2010	9.27	1,670.80	44,162.52
2011	9.65	1,742.70	46,338.39

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 360 PHOTOGRAPHIC FILM

Photographic Film in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	4.13	737.76	18,541.89
2002	4.15	740.96	18,688.35
2003	4.20	748.79	18,983.53
2004	4.24	754.99	19,218.40
2005	4.38	779.59	19,950.27
2006	4.53	808.47	20,801.78
2007	4.69	838.62	21,692.10
2008	4.85	870.00	22,623.09
2009	5.03	902.94	23,596.73
2010	5.20	937.23	24,615.08
2011	5.38	973.00	25,680.31

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**361 PHOTOGRAPHIC SERVICES****Photographic Services in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	7.20	1,288.14	32,361.69
2002	7.27	1,296.73	32,709.53
2003	7.33	1,305.73	33,078.37
2004	7.42	1,320.76	33,620.59
2005	7.69	1,370.19	35,102.10
2006	8.00	1,427.62	36,811.19
2007	8.32	1,487.81	38,607.78
2008	8.65	1,551.00	40,496.53
2009	9.00	1,616.98	42,482.39
2010	9.36	1,686.24	44,570.55
2011	9.73	1,758.80	46,766.52

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**362 PLAIN NOODLES****Plain Noodles in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.15	26.94	682.53
2002	0.15	26.79	679.85
2003	0.15	26.65	677.46
2004	0.15	26.58	676.57
2005	0.15	27.17	693.52
2006	0.16	27.88	714.08
2007	0.16	28.63	735.36
2008	0.16	29.00	757.38
2009	0.17	30.20	780.17
2010	0.17	31.03	803.77
2011	0.18	31.88	828.21

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**363 PLASTIC HOUSEWARES****Plastic Housewares in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.24	401.07	10,080.03
2002	2.26	403.06	10,167.04
2003	2.28	406.87	10,313.67
2004	2.31	410.48	10,448.96
2005	2.38	424.26	10,859.48
2006	2.47	440.39	11,336.11
2007	2.56	457.25	11,835.00
2008	2.65	475.00	12,357.23
2009	2.75	493.25	12,903.96
2010	2.84	512.46	13,476.40
2011	2.95	532.52	14,075.82

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**364 PLUMBING, HEATING, AND AIR CONDITIONING CONTRACTORS****Plumbing, Heating, and Air Conditioning Contractors in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	101.48	18,149.99	455,979.74
2002	102.38	18,271.09	460,880.82
2003	103.29	18,397.82	466,077.86
2004	104.62	18,609.64	473,717.85
2005	108.40	19,306.14	494,592.50
2006	112.74	20,115.29	518,673.76
2007	117.24	20,963.36	543,987.85
2008	121.93	21,852.00	570,600.59
2009	126.81	22,783.44	598,581.48
2010	131.88	23,759.28	628,003.90
2011	137.16	24,781.71	658,945.37

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**365 POLISHING SUPPLIES****Polishing Supplies in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.80	142.34	3,597.16
2002	0.80	142.72	3,618.91
2003	0.80	142.68	3,627.89
2004	0.80	142.06	3,616.05
2005	0.81	144.81	3,694.79
2006	0.83	148.26	3,792.24
2007	0.85	151.82	3,892.89
2008	0.87	156.00	3,996.86
2009	0.89	159.32	4,104.27
2010	0.91	163.26	4,215.25
2011	0.93	167.33	4,329.95

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**366 PORTABLE CASSETTE, RADIO, AND CD PLAYERS****Portable Cassette, Radio, and CD Players in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.22	218.80	5,551.10
2002	1.22	217.71	5,532.91
2003	1.21	215.75	5,487.14
2004	1.21	214.61	5,462.92
2005	1.23	218.86	5,584.58
2006	1.26	224.15	5,734.64
2007	1.28	229.64	5,889.66
2008	1.31	235.00	6,049.84
2009	1.34	241.17	6,215.37
2010	1.37	247.23	6,386.46
2011	1.40	253.49	6,563.32

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**367 PORTABLE RADIOS****Portable Radios in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.02	2.85	72.14
2002	0.02	2.84	72.10
2003	0.02	2.81	71.56
2004	0.02	2.80	71.29
2005	0.02	2.86	72.92
2006	0.02	2.93	74.92
2007	0.02	3.00	76.99
2008	0.02	3.00	79.12
2009	0.02	3.15	81.33
2010	0.02	3.24	83.62
2011	0.02	3.32	85.98

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**368 POTATO CHIPS****Potato Chips in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	4.84	865.35	22,029.73
2002	4.78	852.54	21,692.05
2003	4.73	841.87	21,419.45
2004	4.70	835.97	21,279.38
2005	4.78	851.02	21,706.52
2006	4.88	870.09	22,242.18
2007	4.98	889.82	22,794.92
2008	5.08	910.00	23,365.39
2009	5.18	931.26	23,954.24
2010	5.29	953.00	24,562.16
2011	5.40	975.45	25,189.86

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**369 POWER TOOTHBRUSHES****Power Toothbrushes in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.46	82.34	2,017.68
2002	0.49	87.91	2,188.44
2003	0.52	91.83	2,314.86
2004	0.53	94.88	2,415.44
2005	0.56	100.40	2,583.75
2006	0.60	106.70	2,776.34
2007	0.63	113.43	2,983.84
2008	0.67	121.00	3,207.44
2009	0.71	128.26	3,448.43
2010	0.76	136.42	3,708.20
2011	0.80	145.14	3,988.27

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**370 PRE-RECORDED CASSETTES****Pre-Recorded Cassettes in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.93	166.67	4,266.77
2002	0.91	162.72	4,155.32
2003	0.90	159.45	4,064.27
2004	0.88	157.06	3,997.96
2005	0.89	158.64	4,038.98
2006	0.90	160.93	4,099.22
2007	0.91	163.30	4,161.33
2008	0.92	166.00	4,225.36
2009	0.94	168.26	4,291.39
2010	0.95	170.85	4,359.46
2011	0.96	173.52	4,429.64

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**371 PRERECORDED TAPE, COMPACT DISC, AND RECORD STORES****Prerecorded Tape, Compact Disc, and Record Stores in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	9.52	1,703.41	42,794.57
2002	9.61	1,714.78	43,254.55
2003	9.69	1,726.67	43,742.30
2004	9.82	1,746.55	44,459.33
2005	10.17	1,811.92	46,418.45
2006	10.58	1,887.86	48,678.53
2007	11.00	1,967.45	51,054.30
2008	11.44	2,051.00	53,551.96
2009	11.90	2,138.27	56,178.02
2010	12.38	2,229.85	58,939.37
2011	12.87	2,325.81	61,843.29

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**372 PRESCRIPTION EYEGLASS FRAMES****Prescription Eyeglass Frames in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	6.72	1,201.43	30,123.93
2002	6.79	1,212.47	30,539.16
2003	6.89	1,226.55	31,059.59
2004	6.99	1,242.92	31,639.17
2005	7.25	1,291.11	33,085.97
2006	7.55	1,346.97	34,752.20
2007	7.86	1,405.58	36,506.42
2008	8.19	1,467.00	38,353.45
2009	8.52	1,531.58	40,298.41
2010	8.88	1,599.25	42,346.70
2011	9.24	1,670.23	44,504.03

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**373 PRESCRIPTION EYEGLASSES****Prescription Eyeglasses in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	21.10	3,773.67	94,406.68
2002	21.41	3,820.30	96,068.51
2003	21.78	3,879.79	98,174.56
2004	22.17	3,944.00	100,397.88
2005	23.08	4,109.78	105,393.62
2006	24.11	4,301.07	111,128.80
2007	25.18	4,502.34	117,189.61
2008	26.31	4,714.00	123,595.21
2009	27.48	4,936.82	130,365.89
2010	28.71	5,171.13	137,523.20
2011	29.99	5,417.61	145,089.99

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**374 PRINTERS****Printers in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	6.35	1,135.39	28,368.47
2002	6.45	1,151.18	28,920.61
2003	6.59	1,173.08	29,678.30
2004	6.71	1,193.45	30,380.24
2005	6.98	1,243.99	31,903.86
2006	7.30	1,302.29	33,652.56
2007	7.63	1,363.64	35,501.24
2008	7.97	1,428.00	37,455.81
2009	8.33	1,496.15	39,522.54
2010	8.70	1,567.64	41,708.10
2011	9.09	1,642.86	44,019.56

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**375 PUBLIC RELATIONS AGENCIES****Public Relations Agencies in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	6.17	1,103.39	27,720.33
2002	6.22	1,110.75	28,018.28
2003	6.28	1,118.46	28,334.23
2004	6.36	1,131.33	28,798.68
2005	6.59	1,173.68	30,067.72
2006	6.85	1,222.87	31,531.69
2007	7.13	1,274.42	33,070.60
2008	7.41	1,328.00	34,688.47
2009	7.71	1,385.07	36,389.51
2010	8.02	1,444.40	38,178.18
2011	8.34	1,506.55	40,059.20

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**376 PULP MILLS****Pulp Mills in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	4.66	833.55	20,640.12
2002	4.81	857.80	21,420.25
2003	4.96	882.99	22,252.39
2004	5.13	913.35	23,252.02
2005	5.45	970.17	24,989.72
2006	5.80	1,035.08	26,980.50
2007	6.18	1,104.59	29,136.14
2008	6.58	1,179.00	31,470.75
2009	7.01	1,258.72	33,999.69
2010	7.46	1,344.07	36,739.69
2011	7.95	1,435.47	39,708.94

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**377 READY-TO-DRINK COFFEE****Ready-To-Drink Coffee in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.74	131.88	3,280.75
2002	0.76	136.14	3,419.19
2003	0.78	139.27	3,525.45
2004	0.79	141.33	3,597.73
2005	0.82	146.85	3,763.51
2006	0.86	153.25	3,954.38
2007	0.89	159.96	4,155.40
2008	0.93	167.00	4,367.12
2009	0.97	174.40	4,590.13
2010	1.01	182.15	4,825.08
2011	1.05	190.29	5,072.60

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**378 REAL ESTATE INVESTMENT TRUSTS****Real Estate Investment Trusts in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	21.47	3,840.13	96,475.13
2002	21.66	3,865.75	97,512.08
2003	21.85	3,892.57	98,611.66
2004	22.13	3,937.39	100,228.11
2005	22.93	4,084.75	104,644.72
2006	23.85	4,255.95	109,739.78
2007	24.81	4,435.38	115,095.68
2008	25.80	4,623.00	120,726.34
2009	26.83	4,820.47	126,646.47
2010	27.90	5,026.93	132,871.60
2011	29.02	5,243.26	139,418.12

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**379 REAL JEWELRY**

<b>Real Jewelry in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	31.50	5,633.06	141,330.97
2002	31.75	5,666.22	142,709.76
2003	32.30	5,753.21	145,811.01
2004	32.66	5,809.00	147,869.45
2005	33.70	6,002.83	153,643.61
2006	34.91	6,229.92	160,350.45
2007	36.17	6,467.16	167,368.89
2008	37.47	6,715.00	174,714.20
2009	38.81	6,973.75	182,402.46
2010	40.21	7,244.01	190,450.57
2011	41.65	7,526.21	198,876.34

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**380 RECORDED MUSIC**

<b>Recorded Music in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	17.12	3,062.55	76,728.45
2002	17.32	3,090.05	77,764.63
2003	17.62	3,137.80	79,460.84
2004	17.87	3,179.20	80,928.11
2005	18.52	3,299.30	84,529.36
2006	19.27	3,438.74	88,681.87
2007	20.05	3,584.93	93,048.70
2008	20.86	3,738.00	97,641.38
2009	21.70	3,898.82	102,472.08
2010	22.58	4,067.19	107,553.68
2011	23.49	4,243.65	112,899.75

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**381 RECREATIONAL VEHICLE DEALERS****Recreational Vehicle Dealers in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	13.02	2,328.40	58,496.18
2002	13.13	2,343.94	59,124.92
2003	13.25	2,360.20	59,791.63
2004	13.42	2,387.37	60,771.74
2005	13.91	2,476.72	63,449.69
2006	14.46	2,580.53	66,538.99
2007	15.04	2,689.32	69,786.46
2008	15.64	2,803.00	73,200.52
2009	16.27	2,922.81	76,790.10
2010	16.92	3,048.00	80,564.61
2011	17.60	3,179.17	84,533.99

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**382 REFRIGERATION APPLIANCES****Refrigeration Appliances in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	6.38	1,141.71	28,900.84
2002	6.40	1,141.38	28,970.90
2003	6.38	1,135.64	28,872.74
2004	6.36	1,131.20	28,794.48
2005	6.48	1,154.76	29,472.77
2006	6.63	1,183.91	30,302.45
2007	6.79	1,214.09	31,160.26
2008	6.95	1,245.00	32,047.27
2009	7.11	1,277.66	32,964.64
2010	7.28	1,311.10	33,913.53
2011	7.45	1,345.69	34,895.20

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**383 REMEDIATION SERVICES****Remediation Services in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	7.36	1,315.65	33,052.95
2002	7.42	1,324.43	33,408.22
2003	7.49	1,333.62	33,784.94
2004	7.58	1,348.97	34,338.75
2005	7.86	1,399.46	35,851.91
2006	8.17	1,458.11	37,597.50
2007	8.50	1,519.59	39,432.47
2008	8.84	1,584.00	41,361.56
2009	9.19	1,651.52	43,389.84
2010	9.56	1,722.26	45,522.60
2011	9.94	1,796.37	47,765.48

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://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 Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	6.43	1,150.56	28,905.36
2002	6.49	1,158.24	29,216.05
2003	6.55	1,166.27	29,545.50
2004	6.63	1,179.70	30,029.81
2005	6.87	1,223.85	31,353.09
2006	7.15	1,275.14	32,879.65
2007	7.43	1,328.90	34,484.35
2008	7.73	1,385.00	36,171.38
2009	8.04	1,444.28	37,945.14
2010	8.36	1,506.14	39,810.28
2011	8.69	1,570.96	41,771.71

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**385 RESIDENTIAL BUILDING CONSTRUCTION****Residential Building Construction in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	129.44	23,150.85	581,615.82
2002	130.59	23,305.32	587,867.29
2003	131.75	23,466.96	594,496.27
2004	133.44	23,737.16	604,241.31
2005	138.27	24,625.56	630,867.55
2006	143.80	25,657.66	661,583.92
2007	149.55	26,739.39	693,872.80
2008	155.53	27,873.00	727,818.15
2009	161.75	29,060.95	763,508.61
2010	168.22	30,305.67	801,037.79
2011	174.95	31,609.82	840,504.57

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**386 RETAIL COOPERATIVES****Retail Cooperatives in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	114.84	20,538.87	517,945.48
2002	115.34	20,582.07	520,670.61
2003	116.09	20,677.14	525,091.82
2004	116.36	20,699.48	526,902.02
2005	119.12	21,215.92	541,998.98
2006	122.39	21,839.25	560,015.09
2007	125.75	22,486.38	578,707.41
2008	129.21	23,158.00	598,103.98
2009	132.76	23,855.00	618,234.12
2010	136.40	24,578.03	639,128.54
2011	140.15	25,327.99	660,819.37

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**387 RETAIL DISPOSABLE PAPER PRODUCTS****Retail Disposable Paper Products in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	20.70	3,702.08	94,523.01
2002	20.45	3,649.42	93,146.88
2003	20.07	3,575.31	91,086.92
2004	19.84	3,529.88	89,851.78
2005	20.07	3,575.18	91,082.98
2006	20.38	3,636.85	92,753.11
2007	20.69	3,700.50	94,473.49
2008	21.01	3,766.00	96,245.84
2009	21.33	3,833.84	98,071.94
2010	21.66	3,903.56	99,953.64
2011	21.99	3,975.36	101,892.87

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**388 RETAIL FOOD SALES****Retail Food Sales in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	743.71	133,024.66	3,312,629.8
2002	763.78	136,306.93	3,420,971.1
2003	785.25	139,863.81	3,540,678.2
2004	797.83	141,921.02	3,612,676.4
2005	827.13	147,313.24	3,774,406.4
2006	860.69	153,571.50	3,960,841.0
2007	895.61	160,133.79	4,156,946.4
2008	931.94	167,014.00	4,363,245.1
2009	969.75	174,227.51	4,580,289.1
2010	1,009.10	181,789.31	4,808,661.6
2011	1,050.04	189,716.00	5,048,979.0

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**389 RETAIL SALES**

<b>Retail Sales in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2,821.15	504,607.99	12,561,350.
2002	2,890.14	515,789.77	12,932,484.
2003	2,969.72	528,949.11	13,375,040.
2004	3,032.15	539,372.23	13,730,277.
2005	3,162.48	563,238.43	14,451,106.
2006	3,310.69	590,711.77	15,277,371.
2007	3,465.86	619,671.18	16,152,823.
2008	3,628.29	650,195.00	17,080,487.
2009	3,798.34	682,367.58	18,063,580.
2010	3,976.36	716,275.69	19,105,522.
2011	4,162.72	752,012.60	20,209,954.

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**390 RETAILERS OF CLOTHING, CLOTHING ACCESSORIES, LEATHERWEAR, AND FOOTWEAR**

<b>Retailers of Clothing, Clothing Accessories, Leatherwear, and Footwear in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	150.20	26,862.14	676,980.72
2002	150.15	26,795.84	676,734.90
2003	151.74	27,026.99	685,830.33
2004	152.59	27,143.76	690,943.55
2005	156.67	27,903.36	713,329.73
2006	161.45	28,808.11	739,714.60
2007	166.38	29,749.43	767,169.94
2008	171.45	30,729.00	795,742.77
2009	176.68	31,746.85	825,482.35
2010	182.07	32,805.67	856,440.33
2011	187.63	33,906.46	888,670.87

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 391 REUPHOLSTERY AND FURNITURE REPAIR

#### Reupholstery and Furniture Repair in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.54	275.85	6,930.08
2002	1.56	277.69	7,004.57
2003	1.57	279.61	7,083.56
2004	1.59	282.83	7,199.67
2005	1.65	293.42	7,516.93
2006	1.71	305.72	7,882.92
2007	1.78	318.61	8,267.65
2008	1.85	332.00	8,672.12
2009	1.93	346.27	9,097.38
2010	2.00	361.10	9,544.55
2011	2.08	376.64	10,014.80

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

### 392 REWRITABLE COMPACT DISC MEDIA (CD-RWS)

#### Rewritable Compact Disc Media (CD-RWs) in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.08	15.11	362.06
2002	0.09	16.53	404.08
2003	0.10	18.42	462.92
2004	0.11	19.27	490.48
2005	0.11	20.46	527.13
2006	0.12	21.83	569.13
2007	0.13	23.30	614.60
2008	0.14	25.00	663.85
2009	0.15	26.55	717.19
2010	0.16	28.35	774.99
2011	0.17	30.28	837.62

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**393 RICE**

<b>Rice in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.03	363.06	9,252.75
2002	2.00	357.42	9,103.06
2003	1.98	352.66	8,979.66
2004	1.96	349.00	8,883.69
2005	1.99	353.97	9,020.89
2006	2.02	360.58	9,201.93
2007	2.05	367.40	9,388.45
2008	2.09	374.00	9,580.64
2009	2.12	381.69	9,778.69
2010	2.16	389.17	9,982.82
2011	2.20	396.88	10,193.25

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**394 ROOFING, SIDING, AND SHEET METAL CONTRACTORS**

<b>Roofing, Siding, and Sheet Metal Contractors in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	28.41	5,081.33	127,657.60
2002	28.66	5,115.23	129,029.72
2003	28.92	5,150.71	130,484.70
2004	29.29	5,210.02	132,623.62
2005	30.35	5,405.01	138,467.75
2006	31.56	5,631.54	145,209.62
2007	32.82	5,868.97	152,296.64
2008	34.14	6,118.00	159,747.23
2009	35.50	6,378.53	167,580.85
2010	36.92	6,651.73	175,818.05
2011	38.40	6,937.97	184,480.53

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**395 SALON HAIR CARE PRODUCTS****Salon Hair Care Products in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.80	501.00	12,700.45
2002	2.80	498.91	12,670.90
2003	2.78	495.11	12,587.42
2004	2.77	493.21	12,554.64
2005	2.83	503.72	12,857.83
2006	2.90	516.68	13,227.40
2007	2.96	530.10	13,609.64
2008	3.04	544.00	14,005.05
2009	3.11	558.38	14,414.13
2010	3.18	573.26	14,837.44
2011	3.26	588.66	15,275.52

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**396 SANDWICH SPREADS****Sandwich Spreads in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.68	478.61	12,123.92
2002	2.68	478.65	12,158.99
2003	2.68	477.38	12,153.67
2004	2.66	472.71	12,032.54
2005	2.69	478.94	12,202.57
2006	2.73	487.36	12,431.51
2007	2.77	496.06	12,667.35
2008	2.82	505.00	12,910.31
2009	2.86	514.29	13,160.65
2010	2.91	523.82	13,418.62
2011	2.95	533.63	13,684.48

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**397 SAUCES, SALAD DRESSINGS, AND CONDIMENTS****Sauces, Salad Dressings, and Condiments in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	14.35	2,567.21	64,933.72
2002	14.38	2,565.70	65,064.87
2003	14.38	2,561.45	65,114.98
2004	14.35	2,552.78	64,980.36
2005	14.63	2,605.66	66,502.46
2006	14.97	2,671.15	68,365.77
2007	15.32	2,738.97	70,292.09
2008	15.67	2,809.00	72,283.84
2009	16.04	2,881.78	74,343.56
2010	16.41	2,956.90	76,473.91
2011	16.79	3,034.58	78,677.66

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**398 SAVORY SNACKS****Savory Snacks in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.83	506.66	12,697.77
2002	2.90	518.35	13,091.74
2003	2.95	524.70	13,326.19
2004	2.95	524.99	13,363.62
2005	3.02	537.28	13,721.02
2006	3.09	552.23	14,150.95
2007	3.18	567.74	14,596.39
2008	3.26	584.00	15,057.97
2009	3.34	600.49	15,536.36
2010	3.43	617.76	16,032.22
2011	3.52	635.65	16,546.29

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**399 SAWMILLS**

<b>Sawmills in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	19.17	3,427.81	89,767.81
2002	18.19	3,245.70	84,201.29
2003	17.26	3,073.97	78,991.45
2004	16.44	2,924.03	74,436.18
2005	16.03	2,854.39	72,097.68
2006	15.69	2,799.54	70,214.16
2007	15.36	2,746.48	68,432.91
2008	15.03	2,695.00	66,747.39
2009	14.71	2,645.33	65,151.53
2010	14.40	2,597.06	63,639.65
2011	14.10	2,550.23	62,206.49

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**400 SCANNERS**

<b>Scanners in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.75	313.90	7,814.04
2002	1.79	320.11	8,021.50
2003	1.84	328.50	8,302.90
2004	1.89	335.58	8,542.51
2005	1.97	351.09	9,011.84
2006	2.07	368.91	9,549.28
2007	2.17	387.73	10,120.05
2008	2.27	408.00	10,726.27
2009	2.39	428.58	11,370.23
2010	2.50	450.73	12,054.34
2011	2.62	474.11	12,781.18

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**401 SECURITY SYSTEMS SERVICES****Security Systems Services in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	10.44	1,866.88	46,901.50
2002	10.53	1,879.34	47,405.62
2003	10.62	1,892.38	47,940.18
2004	10.76	1,914.16	48,726.02
2005	11.15	1,985.81	50,873.16
2006	11.60	2,069.03	53,350.13
2007	12.06	2,156.26	55,953.91
2008	12.54	2,248.00	58,691.26
2009	13.04	2,343.48	61,569.34
2010	13.57	2,443.85	64,595.69
2011	14.11	2,549.02	67,778.29

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**402 SELF-TANNING PRODUCTS****Self-Tanning Products in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.22	39.41	995.53
2002	0.22	39.86	1,012.28
2003	0.22	39.60	1,006.99
2004	0.22	39.44	1,003.84
2005	0.23	40.26	1,027.54
2006	0.23	41.28	1,056.52
2007	0.24	42.33	1,086.48
2008	0.24	43.00	1,117.46
2009	0.25	44.55	1,149.51
2010	0.25	45.72	1,182.65
2011	0.26	46.93	1,216.94

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**403 SET-TOP TELEVISION RECEIVER BOXES****Set-Top Television Receiver Boxes in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.31	56.14	1,389.45
2002	0.32	57.52	1,434.19
2003	0.34	59.88	1,510.75
2004	0.35	61.62	1,568.75
2005	0.36	64.89	1,668.20
2006	0.38	68.63	1,781.93
2007	0.41	72.61	1,903.71
2008	0.43	77.00	2,034.12
2009	0.45	81.31	2,173.80
2010	0.48	86.07	2,323.42
2011	0.50	91.13	2,483.72

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**404 SEWAGE TREATMENT FACILITIES****Sewage Treatment Facilities in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.77	137.81	3,462.14
2002	0.78	138.73	3,499.35
2003	0.78	139.69	3,538.81
2004	0.79	141.30	3,596.82
2005	0.82	146.59	3,755.31
2006	0.86	152.73	3,938.16
2007	0.89	159.17	4,130.36
2008	0.93	166.00	4,332.42
2009	0.96	172.99	4,544.88
2010	1.00	180.40	4,768.27
2011	1.04	188.16	5,003.20

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**405 SEWING, NEEDLEWORK, AND PIECE GOODS STORES****Sewing, Needlework, and Piece Goods Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	4.12	735.98	18,489.90
2002	4.15	740.89	18,688.64
2003	4.19	746.03	18,899.38
2004	4.24	754.62	19,209.18
2005	4.40	782.86	20,055.65
2006	4.57	815.67	21,032.14
2007	4.75	850.06	22,058.62
2008	4.94	886.00	23,137.76
2009	5.14	923.86	24,272.38
2010	5.35	963.43	25,465.46
2011	5.56	1,004.89	26,720.13

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**406 SHAVING RAZORS AND DEPILATORS****Shaving Razors and Depilators in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.71	126.09	3,231.45
2002	0.69	122.26	3,120.75
2003	0.67	118.97	3,026.54
2004	0.66	118.19	3,008.48
2005	0.68	120.70	3,081.00
2006	0.69	123.80	3,169.42
2007	0.71	127.01	3,260.86
2008	0.73	130.00	3,355.46
2009	0.74	133.78	3,453.32
2010	0.76	137.34	3,554.58
2011	0.78	141.03	3,659.38

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**407 SHELLFISH**

<b>Shellfish in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.16	922.05	23,067.31
2002	5.22	931.71	23,420.13
2003	5.33	949.59	24,039.53
2004	5.42	963.44	24,524.92
2005	5.62	1,000.79	25,646.43
2006	5.85	1,044.09	26,938.03
2007	6.09	1,089.53	28,297.83
2008	6.35	1,137.00	29,729.58
2009	6.61	1,187.20	31,237.24
2010	6.88	1,239.65	32,824.99
2011	7.17	1,294.68	34,497.28

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**408 SHOE POLISH**

<b>Shoe Polish in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.37	66.21	1,670.73
2002	0.37	66.73	1,691.62
2003	0.38	66.87	1,700.63
2004	0.37	66.51	1,693.12
2005	0.38	67.71	1,726.96
2006	0.39	69.22	1,769.44
2007	0.40	70.79	1,813.27
2008	0.40	72.00	1,858.50
2009	0.41	74.07	1,905.19
2010	0.42	75.80	1,953.39
2011	0.43	77.58	2,003.15

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**409 SKIN CARE PRODUCTS****Skin Care Products in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	6.65	1,188.48	29,977.19
2002	6.69	1,193.49	30,212.67
2003	6.70	1,192.98	30,280.22
2004	6.73	1,196.82	30,465.04
2005	6.91	1,231.12	31,477.41
2006	7.13	1,271.87	32,667.88
2007	7.35	1,314.28	33,907.50
2008	7.58	1,358.00	35,198.44
2009	7.82	1,404.36	36,543.00
2010	8.06	1,452.15	37,943.58
2011	8.31	1,501.85	39,402.71

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**410 SMALL COOKING APPLIANCES****Small Cooking Appliances in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.98	353.95	8,979.25
2002	1.98	353.54	8,992.10
2003	1.97	351.12	8,941.89
2004	1.95	347.26	8,839.36
2005	1.97	351.63	8,957.84
2006	2.00	357.61	9,119.43
2007	2.03	363.78	9,285.88
2008	2.06	370.00	9,457.37
2009	2.10	376.71	9,634.05
2010	2.13	383.47	9,816.11
2011	2.16	390.43	10,003.74

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**411 SMALL ELECTRICAL APPLIANCES****Small Electrical Appliances in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	11.42	2,041.42	52,021.55
2002	11.29	2,014.05	51,315.22
2003	11.14	1,984.68	50,540.08
2004	11.04	1,963.29	49,974.70
2005	11.18	1,990.99	50,738.34
2006	11.36	2,027.88	51,748.31
2007	11.55	2,065.97	52,788.81
2008	11.75	2,105.00	53,860.91
2009	11.94	2,145.79	54,965.70
2010	12.14	2,187.56	56,104.36
2011	12.34	2,230.59	57,278.08

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**412 SMALL PET FOOD****Small Pet Food in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.42	75.63	1,907.53
2002	0.42	75.58	1,911.35
2003	0.43	75.90	1,926.62
2004	0.43	76.14	1,938.27
2005	0.44	78.24	1,999.88
2006	0.45	80.74	2,072.63
2007	0.47	83.33	2,148.30
2008	0.48	86.00	2,227.00
2009	0.49	88.84	2,308.88
2010	0.51	91.76	2,394.08
2011	0.52	94.80	2,482.73

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 413 SNACKS

Snacks in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	22.78	4,073.94	102,966.08
2002	22.81	4,071.19	103,158.78
2003	22.79	4,059.60	103,083.91
2004	22.85	4,065.37	103,483.69
2005	23.44	4,174.21	106,681.50
2006	24.12	4,304.47	110,467.57
2007	24.83	4,439.89	114,402.53
2008	25.56	4,581.00	118,492.78
2009	26.31	4,726.83	122,745.01
2010	27.08	4,878.73	127,166.21
2011	27.87	5,036.51	131,763.73

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 414 SOCKS, STOCKINGS, AND TIGHTS

Socks, Stockings, and Tights in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	4.36	779.53	19,686.91
2002	4.38	782.01	19,817.57
2003	4.41	786.18	20,004.85
2004	4.39	780.27	19,861.47
2005	4.44	791.49	20,171.60
2006	4.52	806.37	20,579.83
2007	4.60	821.73	21,000.42
2008	4.67	838.00	21,433.82
2009	4.75	853.94	21,880.46
2010	4.83	870.79	22,340.82
2011	4.91	888.16	22,815.39

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**415 SOFT CHEESE**

<b>Soft Cheese in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.18	211.82	5,357.20
2002	1.18	211.11	5,349.61
2003	1.18	210.49	5,345.09
2004	1.18	210.73	5,364.19
2005	1.21	216.31	5,527.80
2006	1.25	222.99	5,721.77
2007	1.29	229.93	5,923.30
2008	1.32	237.00	6,132.71
2009	1.36	244.63	6,350.36
2010	1.40	252.42	6,576.58
2011	1.44	260.50	6,811.75

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**416 SOFT DRINKS**

<b>Soft Drinks in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	71.05	12,706.48	319,760.94
2002	71.60	12,777.34	322,785.45
2003	72.01	12,826.63	325,205.18
2004	72.68	12,929.20	329,116.25
2005	75.04	13,364.85	342,101.06
2006	77.76	13,874.85	357,173.28
2007	80.58	14,407.77	372,951.39
2008	83.50	14,965.00	389,470.24
2009	86.53	15,546.22	406,766.48
2010	89.66	16,153.80	424,878.70
2011	92.91	16,788.40	443,847.54

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**417 SOLAR, WIND, AND TIDAL POWERED ELECTRIC POWER GENERATION****Solar, Wind, and Tidal Powered Electric Power Generation in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	10.36	1,852.32	46,535.54
2002	10.45	1,864.68	47,035.72
2003	10.54	1,877.61	47,566.11
2004	10.68	1,899.23	48,345.82
2005	11.06	1,970.31	50,476.21
2006	11.51	2,052.89	52,933.85
2007	11.97	2,139.44	55,517.31
2008	12.44	2,230.00	58,233.30
2009	12.94	2,325.19	61,088.92
2010	13.46	2,424.78	64,091.66
2011	14.00	2,529.13	67,249.43

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**418 SOLID AND SEMI-SOLID COOKING FATS****Solid and Semi-Solid Cooking Fats in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.16	28.57	742.33
2002	0.15	27.26	703.03
2003	0.15	26.14	669.79
2004	0.14	25.20	641.55
2005	0.14	24.92	631.23
2006	0.14	24.75	624.22
2007	0.14	24.58	617.61
2008	0.14	24.00	611.38
2009	0.14	24.28	605.52
2010	0.13	24.13	600.02
2011	0.13	24.00	594.86

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**419 SPECIALIZED FREIGHT TRUCKING****Specialized Freight Trucking in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	68.26	12,208.51	306,712.83
2002	68.87	12,289.97	310,009.52
2003	69.48	12,375.21	313,505.28
2004	70.37	12,517.70	318,644.29
2005	72.91	12,986.20	332,685.54
2006	75.83	13,530.47	348,883.69
2007	78.86	14,100.91	365,911.11
2008	82.02	14,699.00	383,812.06
2009	85.30	15,325.18	402,633.28
2010	88.71	15,981.58	422,424.15
2011	92.26	16,669.31	443,236.80

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**420 SPECIALTY FOOD STORES****Specialty Food Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	14.00	2,504.13	62,910.98
2002	14.13	2,520.84	63,587.18
2003	14.25	2,538.32	64,304.21
2004	14.43	2,567.55	65,358.29
2005	14.96	2,663.65	68,238.34
2006	15.55	2,775.28	71,560.80
2007	16.18	2,892.29	75,053.36
2008	16.82	3,015.00	78,725.09
2009	17.50	3,143.40	82,585.58
2010	18.20	3,278.04	86,644.95
2011	18.92	3,419.10	90,913.91

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**421 SPORTING GOODS RETAILERS****Sporting Goods Retailers in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	27.98	5,004.75	125,702.71
2002	28.19	5,030.40	126,819.01
2003	28.53	5,080.82	128,733.76
2004	28.87	5,136.06	130,740.61
2005	29.88	5,321.14	136,276.86
2006	31.03	5,536.71	142,676.52
2007	32.23	5,762.39	149,393.28
2008	33.47	5,999.00	156,443.58
2009	34.76	6,245.90	163,844.74
2010	36.11	6,504.68	171,615.05
2011	37.50	6,775.50	179,773.81

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**422 SPORTING GOODS, HOBBY, AND MUSICAL INSTRUMENT STORES****Sporting Goods, Hobby, and Musical Instrument Stores in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	53.54	9,576.05	240,577.88
2002	54.02	9,639.94	243,163.72
2003	54.50	9,706.81	245,905.71
2004	55.20	9,818.57	249,936.62
2005	57.19	10,186.05	260,950.22
2006	59.48	10,612.96	273,655.65
2007	61.86	11,060.40	287,011.53
2008	64.33	11,529.00	301,052.58
2009	66.91	12,020.69	315,815.48
2010	69.58	12,535.55	331,338.94
2011	72.37	13,074.99	347,663.86

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**423 SPORTS AND ENERGY DRINKS****Sports and Energy Drinks in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.61	1,003.44	24,771.57
2002	5.84	1,041.87	25,988.24
2003	6.06	1,079.92	27,229.26
2004	6.27	1,114.71	28,377.80
2005	6.62	1,179.64	30,359.17
2006	7.03	1,253.84	32,626.47
2007	7.46	1,333.01	35,069.60
2008	7.91	1,417.00	37,702.64
2009	8.39	1,507.63	40,540.84
2010	8.91	1,603.82	43,600.68
2011	9.45	1,706.46	46,900.02

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**424 SPREADABLE OILS AND FATS****Spreadable Oils and Fats in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.18	211.53	5,397.03
2002	1.17	208.00	5,302.03
2003	1.15	204.15	5,196.52
2004	1.14	202.34	5,150.41
2005	1.16	205.78	5,247.44
2006	1.18	210.18	5,370.48
2007	1.20	214.74	5,497.37
2008	1.22	219.00	5,628.26
2009	1.25	224.30	5,763.30
2010	1.27	229.31	5,902.62
2011	1.30	234.48	6,046.40

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 425 STEAM AND AIR CONDITIONING SUPPLY

### Steam and Air Conditioning Supply in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.74	132.49	3,328.53
2002	0.75	133.37	3,364.31
2003	0.75	134.30	3,402.24
2004	0.76	135.85	3,458.01
2005	0.79	140.93	3,610.39
2006	0.82	146.84	3,786.18
2007	0.86	153.03	3,970.97
2008	0.89	160.00	4,165.23
2009	0.93	166.31	4,369.49
2010	0.96	173.44	4,584.26
2011	1.00	180.90	4,810.13

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 426 STONE MINING AND QUARRYING

### Stone Mining and Quarrying in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	9.55	1,707.57	42,899.13
2002	9.63	1,718.97	43,360.23
2003	9.72	1,730.89	43,849.18
2004	9.84	1,750.82	44,567.96
2005	10.20	1,816.35	46,531.87
2006	10.61	1,892.47	48,797.46
2007	11.03	1,972.26	51,179.04
2008	11.47	2,056.00	53,682.80
2009	11.93	2,143.49	56,315.28
2010	12.41	2,235.30	59,083.38
2011	12.90	2,331.49	61,994.39

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**427 SUGAR CANDY****Sugar Candy in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	8.89	1,589.04	40,510.19
2002	8.77	1,565.65	39,894.90
2003	8.66	1,542.61	39,285.73
2004	8.58	1,525.46	38,830.12
2005	8.68	1,546.25	39,400.16
2006	8.82	1,574.15	40,160.92
2007	8.96	1,602.95	40,944.62
2008	9.11	1,633.00	41,752.05
2009	9.26	1,663.29	42,584.02
2010	9.40	1,694.86	43,441.41
2011	9.56	1,727.37	44,325.11

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**428 SUN CARE PRODUCTS****Sun Care Products in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.06	189.07	4,802.15
2002	1.06	188.76	4,806.18
2003	1.03	184.02	4,671.95
2004	1.04	184.41	4,694.19
2005	1.07	190.39	4,872.04
2006	1.11	197.41	5,079.03
2007	1.15	204.74	5,295.43
2008	1.19	212.00	5,521.67
2009	1.23	220.38	5,758.23
2010	1.27	228.71	6,005.62
2011	1.31	237.41	6,264.35

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**429 SUN PROTECTION PRODUCTS****Sun Protection Products in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.81	144.38	3,678.86
2002	0.81	143.66	3,667.22
2003	0.78	139.15	3,536.51
2004	0.78	138.79	3,532.81
2005	0.80	142.67	3,647.24
2006	0.83	147.29	3,782.12
2007	0.85	152.11	3,922.48
2008	0.88	157.00	4,068.54
2009	0.90	162.32	4,220.57
2010	0.93	167.73	4,378.82
2011	0.96	173.36	4,543.58

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**430 SUNGLASSES****Sunglasses in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	4.56	814.82	20,275.99
2002	4.66	830.83	20,810.89
2003	4.78	852.13	21,525.72
2004	4.91	872.59	22,213.06
2005	5.14	915.78	23,523.57
2006	5.41	965.30	25,022.78
2007	5.69	1,017.73	26,621.20
2008	5.99	1,073.00	28,325.61
2009	6.30	1,132.04	30,143.24
2010	6.63	1,194.28	32,081.85
2011	6.98	1,260.18	34,149.74

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 431 SUPERMARKETS

Supermarkets in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	531.86	95,132.35	2,364,243.2
2002	546.35	97,505.02	2,442,026.1
2003	562.18	100,132.43	2,529,836.9
2004	576.05	102,470.85	2,608,542.6
2005	603.32	107,451.73	2,759,556.2
2006	634.25	113,165.04	2,932,348.9
2007	666.76	119,209.99	3,116,379.4
2008	700.94	125,606.00	3,312,401.2
2009	736.88	132,372.22	3,521,219.8
2010	774.65	139,531.17	3,743,696.2
2011	814.36	147,105.20	3,980,751.1

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 432 SUPERMARKETS AND GROCERY STORES EXCLUDING CONVENIENCE STORES

Supermarkets and Grocery Stores Excluding Convenience Stores in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	454.30	81,252.03	2,041,284.2
2002	458.34	81,794.16	2,063,224.9
2003	462.41	82,361.49	2,086,490.4
2004	468.34	83,309.79	2,120,692.4
2005	485.27	86,427.80	2,214,141.9
2006	504.68	90,050.13	2,321,946.5
2007	524.87	93,846.66	2,435,270.1
2008	545.86	97,825.00	2,554,407.3
2009	567.70	101,994.59	2,679,669.3
2010	590.41	106,363.15	2,811,384.7
2011	614.02	110,940.30	2,949,900.4

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**433 SUPPORT ACTIVITIES FOR AIR TRANSPORTATION****Support Activities for Air Transportation in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	11.83	2,116.37	53,169.37
2002	11.94	2,130.49	53,740.85
2003	12.04	2,145.27	54,346.85
2004	12.20	2,169.97	55,237.71
2005	12.64	2,251.19	57,671.79
2006	13.15	2,345.54	60,479.78
2007	13.67	2,444.43	63,431.52
2008	14.22	2,548.00	66,534.69
2009	14.79	2,656.65	69,797.39
2010	15.38	2,770.44	73,228.19
2011	15.99	2,889.66	76,836.11

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**434 SURVEYING AND MAPPING SERVICES EXCLUDING GEOPHYSICAL SERVICES****Surveying and Mapping Services Excluding Geophysical Services in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	3.93	703.38	17,670.84
2002	3.97	708.07	17,860.78
2003	4.00	712.98	18,062.18
2004	4.05	721.19	18,358.26
2005	4.20	748.18	19,167.22
2006	4.37	779.54	20,100.46
2007	4.54	812.40	21,081.47
2008	4.73	847.00	22,112.81
2009	4.91	882.94	23,197.17
2010	5.11	920.76	24,337.39
2011	5.32	960.38	25,536.48

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



## 435 TALCUM POWDER

**Talcum Powder in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.21	37.89	982.85
2002	0.20	35.73	917.43
2003	0.19	34.24	873.24
2004	0.19	33.65	856.44
2005	0.19	34.00	865.71
2006	0.19	34.51	879.10
2007	0.20	35.03	892.90
2008	0.20	36.00	907.13
2009	0.20	36.12	921.79
2010	0.20	36.70	936.90
2011	0.21	37.29	952.49

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 436 TEA

**Tea in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.37	244.47	6,172.69
2002	1.37	244.00	6,174.69
2003	1.37	244.43	6,205.06
2004	1.38	245.05	6,237.65
2005	1.41	251.71	6,433.51
2006	1.46	259.66	6,665.04
2007	1.50	267.94	6,905.76
2008	1.54	277.00	7,156.09
2009	1.59	285.48	7,416.43
2010	1.64	294.77	7,687.22
2011	1.68	304.42	7,968.92

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**437 TELECOMMUNICATIONS EQUIPMENT****Telecommunications Equipment in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	7.68	1,374.46	34,501.30
2002	7.75	1,383.36	34,862.88
2003	7.86	1,400.08	35,478.96
2004	7.95	1,414.50	36,006.61
2005	8.22	1,463.75	37,477.20
2006	8.53	1,521.26	39,180.59
2007	8.84	1,581.41	40,965.96
2008	9.18	1,644.00	42,837.45
2009	9.52	1,710.08	44,799.44
2010	9.87	1,778.84	46,856.51
2011	10.24	1,850.73	49,013.51

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**438 TELEVISIONS****Televisions in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	10.62	1,898.68	47,555.59
2002	10.74	1,917.18	48,242.02
2003	10.93	1,946.60	49,287.30
2004	11.09	1,973.62	50,239.54
2005	11.51	2,049.94	52,530.81
2006	11.98	2,138.43	55,169.87
2007	12.48	2,231.27	57,947.98
2008	12.99	2,329.00	60,872.76
2009	13.53	2,430.83	63,952.25
2010	14.09	2,537.99	67,194.98
2011	14.67	2,650.39	70,609.96

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**439 TESTING LABORATORIES****Testing Laboratories in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	8.33	1,489.76	37,427.10
2002	8.40	1,499.70	37,829.38
2003	8.48	1,510.10	38,255.96
2004	8.59	1,527.49	38,883.05
2005	8.90	1,584.66	40,596.46
2006	9.25	1,651.08	42,573.06
2007	9.62	1,720.69	44,650.86
2008	10.01	1,794.00	46,835.25
2009	10.41	1,870.08	49,131.94
2010	10.83	1,950.18	51,546.95
2011	11.26	2,034.10	54,086.64

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**440 TIRE DEALERS****Tire Dealers in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	25.42	4,545.59	114,198.25
2002	25.64	4,575.92	115,425.70
2003	25.87	4,607.66	116,727.28
2004	26.20	4,660.71	118,640.68
2005	27.15	4,835.14	123,868.66
2006	28.23	5,037.79	129,899.71
2007	29.36	5,250.19	136,239.52
2008	30.54	5,473.00	142,904.57
2009	31.76	5,706.02	149,912.27
2010	33.03	5,950.41	157,280.99
2011	34.35	6,206.48	165,030.16

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**441 TISSUES**

<b>Tissues in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.66	297.46	7,583.77
2002	1.63	291.34	7,414.47
2003	1.62	288.26	7,339.02
2004	1.60	285.41	7,265.05
2005	1.62	289.41	7,375.05
2006	1.65	294.74	7,520.84
2007	1.68	300.24	7,671.03
2008	1.71	306.00	7,825.77
2009	1.73	311.77	7,985.24
2010	1.76	317.80	8,149.58
2011	1.79	324.02	8,318.98

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**442 TOBACCO PRODUCTS**

<b>Tobacco Products in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	86.28	15,431.20	387,024.30
2002	87.68	15,647.52	394,675.56
2003	88.53	15,768.10	399,496.79
2004	89.63	15,943.09	405,838.84
2005	92.83	16,532.73	423,500.26
2006	96.50	17,218.28	443,887.20
2007	100.32	17,936.54	465,307.13
2008	104.28	18,689.00	487,814.66
2009	108.41	19,477.18	511,467.48
2010	112.70	20,302.74	536,326.45
2011	117.15	21,167.40	562,455.84

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**443 TOILET CLEANING PRODUCTS****Toilet Cleaning Products in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.48	85.39	2,152.08
2002	0.49	86.93	2,206.03
2003	0.49	86.76	2,207.05
2004	0.48	86.23	2,194.99
2005	0.49	87.79	2,239.17
2006	0.50	89.76	2,294.54
2007	0.51	91.80	2,351.69
2008	0.52	94.00	2,410.66
2009	0.53	96.08	2,471.54
2010	0.55	98.33	2,534.39
2011	0.56	100.65	2,599.29

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**444 TOILET PAPER****Toilet Paper in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	5.41	967.48	24,575.98
2002	5.40	963.70	24,527.38
2003	5.32	947.05	24,075.52
2004	5.31	943.74	24,022.65
2005	5.42	966.05	24,672.09
2006	5.57	993.16	25,452.31
2007	5.71	1,021.28	26,260.86
2008	5.86	1,050.00	27,098.88
2009	6.01	1,080.68	27,967.58
2010	6.17	1,112.02	28,868.21
2011	6.33	1,144.49	29,802.08

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**445 TOOTHBRUSHES**

<b>Toothbrushes in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	0.69	123.93	3,203.66
2002	0.66	117.25	3,002.69
2003	0.62	110.66	2,805.91
2004	0.63	111.46	2,837.40
2005	0.65	116.41	2,986.83
2006	0.68	122.10	3,158.10
2007	0.72	128.11	3,339.60
2008	0.75	134.00	3,531.95
2009	0.79	141.10	3,735.83
2010	0.82	148.13	3,951.95
2011	0.86	155.54	4,181.07

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**446 TOOTHPASTE**

<b>Toothpaste in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	1.97	352.85	9,013.27
2002	1.95	347.63	8,875.94
2003	1.91	339.79	8,655.33
2004	1.89	335.71	8,545.29
2005	1.91	340.46	8,676.34
2006	1.94	346.78	8,849.52
2007	1.98	353.31	9,027.93
2008	2.01	360.00	9,211.77
2009	2.04	366.99	9,401.22
2010	2.08	374.15	9,596.47
2011	2.11	381.53	9,797.74

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 447 TOY STORES

Toy Stores in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	47.29	8,457.52	211,741.87
2002	48.04	8,572.83	215,816.82
2003	48.89	8,708.06	220,610.37
2004	49.51	8,807.65	224,202.03
2005	51.22	9,122.26	233,608.79
2006	53.18	9,488.93	244,488.04
2007	55.22	9,872.71	255,902.34
2008	57.33	10,274.00	267,879.22
2009	59.52	10,694.60	280,447.76
2010	61.80	11,134.33	293,638.56
2011	64.17	11,594.38	307,483.94

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 448 TOYS AND GAMES

Toys and Games in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	33.29	5,954.80	149,322.37
2002	33.62	5,999.35	151,068.61
2003	34.16	6,084.79	154,139.12
2004	34.61	6,156.64	156,719.76
2005	35.82	6,379.92	163,401.28
2006	37.21	6,639.88	171,122.05
2007	38.66	6,912.09	179,227.48
2008	40.16	7,197.00	187,737.62
2009	41.72	7,495.43	196,673.61
2010	43.34	7,807.74	206,057.76
2011	45.02	8,134.65	215,913.58

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 449 TRADITIONAL TOYS

## Traditional Toys in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	25.75	4,606.14	115,709.78
2002	25.94	4,629.40	116,722.87
2003	26.28	4,681.09	118,653.19
2004	26.56	4,723.96	120,249.51
2005	27.41	4,882.45	124,972.39
2006	28.40	5,068.05	130,456.09
2007	29.43	5,261.98	136,195.72
2008	30.49	5,465.00	142,203.85
2009	31.59	5,676.19	148,493.75
2010	32.73	5,897.20	155,079.37
2011	33.91	6,128.02	161,975.37

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 450 TRANSLATION AND INTERPRETATION SERVICES

## Translation and Interpretation Services in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.54	95.96	2,410.72
2002	0.54	96.60	2,436.63
2003	0.55	97.27	2,464.10
2004	0.55	98.39	2,504.50
2005	0.57	102.07	2,614.86
2006	0.60	106.35	2,742.17
2007	0.62	110.83	2,876.01
2008	0.64	116.00	3,016.70
2009	0.67	120.45	3,164.64
2010	0.70	125.61	3,320.19
2011	0.73	131.02	3,483.77

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



**451 TRAVEL TRAILER AND CAMPER MANUFACTURING****Travel Trailer and Camper Manufacturing in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	6.46	1,154.57	29,307.80
2002	6.41	1,144.40	29,072.97
2003	6.37	1,134.61	28,848.50
2004	6.35	1,129.86	28,760.37
2005	6.48	1,153.50	29,441.47
2006	6.63	1,182.74	30,273.96
2007	6.78	1,213.01	31,134.74
2008	6.94	1,244.00	32,024.90
2009	7.11	1,276.78	32,945.59
2010	7.27	1,310.33	33,897.99
2011	7.44	1,345.03	34,883.37

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**452 TRUCK TRAILER MANUFACTURING****Truck Trailer Manufacturing in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.29	946.50	24,738.56
2002	5.04	898.75	23,285.57
2003	4.79	853.61	21,920.83
2004	4.58	814.26	20,728.21
2005	4.47	796.99	20,143.44
2006	4.39	783.74	19,680.27
2007	4.31	770.90	19,241.55
2008	4.23	758.00	18,825.81
2009	4.15	746.42	18,431.70
2010	4.07	734.73	18,057.95
2011	4.00	723.37	17,703.35

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**453 UNDERWEAR, NIGHTWEAR, AND SWIMWEAR****Underwear, Nightwear, and Swimwear in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	13.71	2,452.91	61,521.45
2002	13.88	2,476.22	62,395.07
2003	14.13	2,515.90	63,804.10
2004	14.24	2,533.40	64,487.94
2005	14.65	2,609.32	66,735.08
2006	15.13	2,699.11	69,366.98
2007	15.62	2,792.67	72,111.20
2008	16.13	2,890.00	74,972.88
2009	16.65	2,991.65	77,957.38
2010	17.19	3,097.37	81,070.38
2011	17.75	3,207.46	84,317.79

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**454 USED CAR DEALERS****Used Car Dealers in Malawi**

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	44.84	8,018.77	201,454.56
2002	45.23	8,072.27	203,619.89
2003	45.64	8,128.26	205,915.97
2004	46.22	8,221.85	209,291.36
2005	47.89	8,529.57	218,513.91
2006	49.81	8,887.06	229,153.15
2007	51.80	9,261.74	240,337.07
2008	53.87	9,654.00	252,094.74
2009	56.03	10,065.86	264,456.86
2010	58.27	10,496.99	277,455.86
2011	60.60	10,948.71	291,125.99

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 455 VACUUM CLEANERS

## Vacuum Cleaners in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	2.70	482.00	12,309.72
2002	2.63	469.30	11,948.00
2003	2.57	457.88	11,624.80
2004	2.58	458.82	11,679.45
2005	2.66	473.24	12,107.52
2006	2.75	490.22	12,606.93
2007	2.84	507.94	13,128.46
2008	2.94	526.00	13,673.13
2009	3.04	545.67	14,242.06
2010	3.14	565.76	14,836.38
2011	3.25	586.69	15,457.31

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 456 VEGETABLE AND SEED OILS

## Vegetable and Seed Oils in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	1.11	199.27	5,096.47
2002	1.09	194.57	4,964.01
2003	1.07	190.73	4,857.50
2004	1.06	188.57	4,800.05
2005	1.07	191.26	4,874.19
2006	1.09	194.83	4,972.01
2007	1.11	198.51	5,072.79
2008	1.13	202.00	5,176.63
2009	1.15	206.24	5,283.64
2010	1.17	210.28	5,393.94
2011	1.19	214.44	5,507.64

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**457 VIDEO CASSETTE RECORDERS (VCRS)****Video Cassette Recorders (VCRs) in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	3.05	544.52	14,047.20
2002	2.85	508.89	12,974.47
2003	2.78	495.73	12,599.69
2004	2.78	494.44	12,585.95
2005	2.84	506.50	12,937.87
2006	2.92	521.10	13,358.99
2007	3.00	536.25	13,795.69
2008	3.08	552.00	14,248.61
2009	3.16	568.27	14,718.43
2010	3.25	585.17	15,205.84
2011	3.33	602.70	15,711.57

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**458 VIDEO GAMES AND VIDEO GAME CONSOLES****Video Games and Video Game Consoles in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	7.53	1,346.90	33,577.57
2002	7.67	1,368.46	34,316.20
2003	7.87	1,402.20	35,454.46
2004	8.04	1,430.11	36,405.04
2005	8.39	1,493.71	38,326.23
2006	8.78	1,566.90	40,528.15
2007	9.20	1,644.07	42,861.75
2008	9.63	1,725.00	45,335.18
2009	10.08	1,811.18	47,957.08
2010	10.56	1,901.58	50,736.67
2011	11.05	1,996.88	53,683.72

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**459 VIDEO TAPE AND DISC RENTALS****Video Tape and Disc Rentals in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	9.70	1,733.97	43,767.95
2002	9.71	1,733.23	43,862.15
2003	9.73	1,732.94	43,974.40
2004	9.78	1,740.40	44,301.94
2005	10.06	1,792.26	45,836.55
2006	10.39	1,853.64	47,634.79
2007	10.72	1,917.58	49,509.45
2008	11.07	1,984.00	51,464.01
2009	11.43	2,053.54	53,502.11
2010	11.80	2,125.77	55,627.59
2011	12.18	2,200.97	57,844.47

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**460 VITAMINS AND DIETARY SUPPLEMENTS****Vitamins and Dietary Supplements in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	12.70	2,270.77	57,460.68
2002	12.65	2,257.87	57,217.49
2003	12.68	2,258.78	57,407.06
2004	12.67	2,253.45	57,361.03
2005	12.92	2,301.63	58,751.87
2006	13.23	2,361.02	60,446.28
2007	13.55	2,422.54	62,198.89
2008	13.87	2,486.00	64,011.97
2009	14.20	2,552.17	65,887.89
2010	14.54	2,620.41	67,829.12
2011	14.89	2,691.00	69,838.26

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**461 WATCHES**

<b>Watches in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.25	938.56	23,515.15
2002	5.30	946.66	23,822.84
2003	5.40	962.11	24,368.20
2004	5.48	974.11	24,796.48
2005	5.67	1,009.85	25,866.63
2006	5.89	1,051.43	27,102.45
2007	6.12	1,094.98	28,400.46
2008	6.36	1,141.00	29,763.92
2009	6.61	1,188.37	31,196.30
2010	6.87	1,238.39	32,701.22
2011	7.14	1,290.77	34,282.54

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**462 WATER SUPPLY AND IRRIGATION SYSTEMS**

<b>Water Supply and Irrigation Systems in Malawi</b> (US \$ mln: 2001 - 2011)			
<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	5.76	1,029.86	25,873.09
2002	5.81	1,036.73	26,151.18
2003	5.86	1,043.92	26,446.07
2004	5.94	1,055.94	26,879.58
2005	6.15	1,095.46	28,064.04
2006	6.40	1,141.38	29,430.45
2007	6.65	1,189.50	30,866.82
2008	6.92	1,240.00	32,376.87
2009	7.20	1,292.77	33,964.56
2010	7.48	1,348.14	35,634.04
2011	7.78	1,406.16	37,389.71

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**463 WATER WELL DRILLING CONTRACTORS****Water Well Drilling Contractors in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.76	492.96	12,384.69
2002	2.78	496.25	12,517.81
2003	2.81	499.70	12,658.96
2004	2.84	505.45	12,866.47
2005	2.94	524.37	13,433.44
2006	3.06	546.34	14,087.50
2007	3.18	569.38	14,775.05
2008	3.31	594.00	15,497.87
2009	3.44	618.81	16,257.84
2010	3.58	645.32	17,056.98
2011	3.73	673.09	17,897.36

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**464 WINE****Wine in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	11.69	2,090.19	52,869.32
2002	11.74	2,095.22	53,173.54
2003	11.75	2,093.58	53,272.69
2004	11.68	2,077.83	52,890.50
2005	11.85	2,110.41	53,800.81
2006	12.06	2,152.82	54,975.11
2007	12.28	2,196.62	56,185.48
2008	12.51	2,242.00	57,433.19
2009	12.73	2,288.50	58,719.61
2010	12.97	2,336.63	60,046.12
2011	13.20	2,386.25	61,414.19

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 465 WIPES

Wipes in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	1.56	279.47	7,019.10
2002	1.62	288.47	7,317.48
2003	1.62	287.71	7,314.01
2004	1.61	286.72	7,298.35
2005	1.64	292.94	7,478.10
2006	1.68	300.59	7,696.62
2007	1.73	308.51	7,922.71
2008	1.77	317.00	8,156.65
2009	1.81	325.22	8,398.76
2010	1.85	334.01	8,649.36
2011	1.90	343.12	8,908.80

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 466 WOMEN'S AND GIRLS' OUTERWEAR

Women's and Girls' Outerwear in Malawi (US \$ mln: 2001 - 2011)			
Year	Malawi	Africa	The World
2001	63.77	11,405.29	287,750.43
2002	64.20	11,457.41	290,142.97
2003	64.72	11,527.29	293,153.72
2004	64.47	11,468.86	291,935.92
2005	65.50	11,666.21	297,510.96
2006	66.79	11,918.46	304,563.33
2007	68.11	12,179.19	311,837.43
2008	69.45	12,449.00	319,341.38
2009	70.82	12,726.68	327,083.64
2010	72.22	13,013.78	335,073.05
2011	73.64	13,310.01	343,318.80

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)



## 467 WOMEN'S CLOTHING STORES

### Women's Clothing Stores in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	35.24	6,302.64	158,340.50
2002	35.55	6,344.70	160,042.41
2003	35.87	6,388.70	161,847.10
2004	36.33	6,462.26	164,500.12
2005	37.64	6,704.12	171,748.91
2006	39.15	6,985.10	180,111.21
2007	40.71	7,279.60	188,901.61
2008	42.34	7,588.00	198,142.97
2009	44.04	7,911.62	207,859.43
2010	45.80	8,250.49	218,076.47
2011	47.63	8,605.53	228,821.00

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 468 WOMEN'S HAIR REMOVAL PRODUCTS

### Women's Hair Removal Products in Malawi

(US \$ mln: 2001 - 2011)

Year	Malawi	Africa	The World
2001	0.83	148.69	3,772.29
2002	0.84	149.58	3,810.73
2003	0.83	147.51	3,756.69
2004	0.82	145.86	3,712.90
2005	0.83	147.86	3,767.84
2006	0.84	150.55	3,841.02
2007	0.86	153.31	3,916.42
2008	0.87	156.00	3,994.10
2009	0.89	159.12	4,074.14
2010	0.90	162.15	4,156.63
2011	0.91	165.28	4,241.65

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

**469 WOOD PRESERVATION****Wood Preservation in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	4.05	724.74	18,839.57
2002	3.89	693.65	17,906.75
2003	3.73	664.06	17,022.04
2004	3.59	638.47	16,252.76
2005	3.54	629.66	15,942.32
2006	3.50	623.81	15,718.01
2007	3.46	618.18	15,505.63
2008	3.42	613.00	15,304.66
2009	3.38	607.52	15,114.58
2010	3.34	602.46	14,934.91
2011	3.30	597.57	14,765.21

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)**470 WRITING INSTRUMENTS****Writing Instruments in Malawi**

(US \$ mln: 2001 - 2011)

<b>Year</b>	<b>Malawi</b>	<b>Africa</b>	<b>The World</b>
2001	2.79	498.76	12,539.84
2002	2.82	503.15	12,707.97
2003	2.85	507.65	12,883.56
2004	2.86	509.58	12,971.37
2005	2.94	523.61	13,384.28
2006	3.03	540.34	13,871.74
2007	3.12	557.75	14,378.75
2008	3.21	576.00	14,906.16
2009	3.31	594.67	15,454.85
2010	3.41	614.23	16,025.76
2011	3.51	634.56	16,619.88

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://www.icongrouponline.com)

## 471 YOGURT

Year	Yogurt in Malawi (US \$ mln: 2001 - 2011)		
	Malawi	Africa	The World
2001	3.59	641.26	15,959.06
2002	3.70	660.29	16,578.64
2003	3.77	672.30	16,994.49
2004	3.86	686.41	17,473.60
2005	4.04	719.08	18,463.26
2006	4.24	756.58	19,595.98
2007	4.45	796.22	20,800.91
2008	4.68	838.00	22,082.79
2009	4.91	882.42	23,446.69
2010	5.16	929.25	24,898.02
2011	5.42	978.74	26,442.56

Source: Philip M. Parker, INSEAD, copyright 2005, [www.icongrouponline.com](http://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, Staggy 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 purchases and installed after a new car has been sold (e.g. products such as Delphi Roady 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 premastered 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.

**pagers.** We define "pagers" 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.

**sauces, 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 barbeque (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 fraise, 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, Cuaba 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).

## 473 DISCLAIMERS, WARRANTEES, AND USER AGREEMENT PROVISIONS

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