

What We Buy...

Consumer spending on everything from Apple iPods to Axe body spray powers 70% of the U.S. economy. A look at average daily purchases of popular products



18,000
bottles of Santa Margherita Pinot Grigio

35,079,448
12-oz. servings of Bud Light



PORSCHE: BUSINESS WIRE



34 Porsche 911s



628
Toyota Camry 4-cylinder LEs



88,163
Apple iPods



125,000
Barbie dolls

150,000
Hot Wheels Basic Cars (small size)

123,287
Trojan Ultra Thin condoms

14,100
First Response pregnancy tests



50,051,507
12-oz. cans of Pepsi

8,179,726
20-oz. bottles of Aquafina water



300,000
packs of Pampers



20,826
Dell notebook computers



3,160
Men's Rogaine 5% Solution

4,760
CoverGirl Very Black LashExact mascaras



1,900,000
Krispy Kreme original glazed doughnuts



87,431 Slim-Fast Optima multi-pack shakes



234,586
cartons of 64-oz. Tropicana Pure Premium (no pulp) orange juice



153,424
lbs. of Starbucks coffee



6,000,000
Federal Express packages shipped

24,657
bags of Whiskas cat food



66,665
Pedigree Jumbone dog-bone treats



28,876
Axe Phoenix body spray

1,852,516
Dove Beauty Bars of soap



2,400,000
Burger King Whoppers

536,000
Domino's pepperoni pizzas



500,000
Hostess Twinkies