

BARNES *Reports*

Automotive Parts and Accessories Stores Industry (NAICS 44131)

- Market Reports
- Industry Trends
- Demographic Data

2008 edition

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AUTOMOTIVE PARTS AND ACCESSORIES STORES (NAICS 44131)

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USERS' GUIDE

The Barnes Reports are the leading publications on U.S. industries and estimates and forecasts on sales and employment demographics. As a way of making the most of this information, we have included a few suggestions and tips to aid you in processing and using this information.

Managers, planners, and market researchers use this information for a variety of activities:

- Sizing markets and segments – You can estimate the size of the regional markets you sell in and your company's market penetration into that market. You can do the same with the market segments in which you participate.
- Sales territory potential – You can estimate your market penetration and also the market potential in any regional area or market segment.
- Sales forecasting – With the estimates on the size of the industry, market researchers supporting a sales force can then estimate and forecast the future size of the industry.
- Advertising strategies – You can use this information for forecasting and estimating sales potential and target advertising campaigns.
- Competitive analysis – You will use the information to locate your possible competitors (if it is not already known), to estimate their size, growth and strengths and weaknesses and to see what market segments in which they participate.

We recognize that many managers today are asked to provide detailed analysis of their markets, sales territories, distribution channels, and product placements. We have organized these reports in a logical format making your market analysis and research tasks easy to accomplish.

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Printed in USA

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AUTOMOTIVE PARTS AND ACCESSORIES STORES (NAICS 44131)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 44131: Automotive Parts and Accessories Stores

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.

Related Industries

- New Car Dealers
- Used Car Dealers
- Automobile Engine Manufacturing
- Automobile Parts Manufacturing

U.S. Census Categories

NAICS 44131: Automotive Parts and Accessories Stores is 58% of SIC 5531 – Auto supplies stores and 21% of SIC 5013 – Motor vehicle supplies and new parts jobbers (retail)

Sub-Industries

- Auto and home supply stores
- Auto and truck equipment and parts
- Automobile air conditioning equipment, sale, installation
- Automotive accessories
- Automotive parts
- Batteries, automotive and truck
- Speed shops, including race car supplies
- Trailer hitches, automotive
- Truck equipment and parts
- Automotive tires
- Motor vehicle supplies and new parts
- Automotive supplies and parts