

BARNES *Reports*

U.S. Commodity Contracts Dealing Industry (NAICS 52313)

- Market Reports
- Industry Trends
- Demographic Data

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COMMODITY CONTRACTS DEALING INDUSTRY (NAICS 52313)

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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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COMMODITY CONTRACTS DEALING INDUSTRY (NAICS 52313)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 52313: Commodity Contracts Dealing. This industry comprises establishments primarily engaged in acting as principals (i.e., investors who buy or sell for their own account) in buying or selling spot or futures commodity contracts or options, such as precious metals, foreign currency, oil, or agricultural products, generally on a spread basis.

Related Industries

- Securities Dealing
- Investment Advisers
- Commercial Banking

U.S. Census Categories

NAICS 52313 – Commodity Contracts Dealing is almost comparable to:
29% of SIC 6221 – Commodity Contracts Dealing
5% of SIC 6799 – Commodity Contracts Trading

Sub-Industries

- Commodity contracts brokers, dealers
- Commodity brokers, contracts
- Commodity dealers, contracts
- Commodity traders, contracts
- Futures brokers and dealers, commodity