

ELECTRONIC SHOPPING & MAIL-ORDER HOUSES (NAICS 45411)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 45411: Electronic Shopping and Mail-Order Houses This industry comprises establishments primarily engaged in retailing all types of merchandise by means of mail or by electronic media, such as interactive television or computer. Included in this industry are establishments primarily engaged in retailing from catalogue showrooms of mail-order houses.

Related Industries

- Department Stores
- Discount Stores
- Pharmacies
- Warehouse Clubs & Superstores

U.S. Census Categories

NAICS 45411: Electronic Shopping and Mail-Order Houses is:
100% comparable to SIC 5961 – Electronic Shopping and Mail-Order Houses

Sub-Industries

- Catalog and mail-order houses
- Food, mail order
- Cheese, mail order
- Fruit, mail order
- Computer equipment and electronics, mail order
- Computer software, mail order
- Computers and peripheral equipment, mail order
- Electronic kits and parts, mail order
- Book and record clubs
- Book club, mail order
- Magazines, mail order
- Record and/or tape (music or video) club, mail order
- Stamps, coins, and other collectibles, mail order
- Coins, mail order
- Collectibles and antiques, mail order
- Stamps, mail order
- Arts and crafts equipment and supplies, mail order
- Automotive supplies and equipment, mail order
- Books, mail order (except book clubs)

Cards, mail order
Catalog sales
Clothing, mail order (except women's)
Cosmetics and perfumes, mail order
Educational supplies and equipment, mail order
Fishing, hunting and camping equipment and supplies: by mail
Fitness and sporting goods, mail order
Flowers, plants and bulbs: mail order
Furniture and furnishings, mail order
General merchandise, mail order
Gift items, mail order
Jewelry, mail order
Mail order house, nec
Mail order house, order taking office only
Novelty merchandise, mail order
Religious merchandise, mail order
Television, home shopping
Tools and hardware, mail order
Toys and games (including dolls and models), mail order
Women's apparel, mail order
Pharmaceuticals, mail order