

# **BARNES** *Reports*

## **U.S. Financial Transactions Processing Industry (NAICS 52232)**

- Market Reports
- Industry Trends
- Demographic Data

– Edition **2008**

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# FINANCIAL TRANSACTIONS PROCESSING INDUSTRY (NAICS 52232)

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# FINANCIAL TRANSACTIONS PROCESSING INDUSTRY (NAICS 52232)

## 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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# FINANCIAL TRANSACTIONS PROCESSING INDUSTRY (NAICS 52232)

## INDUSTRY DEFINITION AND RELATED INDUSTRIES

**NAICS 52232: Financial Transaction Processing.** This industry comprises establishments primarily engaged in providing one or more of the following: (1) financial transaction processing (except central banks); (2) reserve and liquidity services (except central banks); and (3) check or other financial instrument clearinghouse services (except central banks).

### Related Industries

- Packaged Foods Manufacturing
- Frozen Foods Manufacturing
- Beverage Manufacturing
- Snack Foods Manufacturing

### U.S. Census Categories

NAICS 52232 – Financial Transaction Processing is almost comparable to:  
50% of SIC 6099 – Electronic Funds Transfer  
23% of SIC 6153 – Credit Card Service

### Sub-Industries

- Functions related to deposit banking
- Check clearing services
- Automated clearinghouses
- Clearinghouse associations, bank or check
- Regional clearinghouse associations
- Deposit brokers
- Electronic funds transfer network, including switching
- Escrow institutions other than real estate
- Fiduciary agencies other than real estate or trust