

BARNES *Reports*

U.S. Industrial Design Services Industry (NAICS 54142)

- Market Reports
- Industry Trends
- Demographic Data

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INDUSTRIAL DESIGN SERVICES INDUSTRY (NAICS 54142)

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INDUSTRIAL DESIGN SERVICES INDUSTRY (NAICS 54142)

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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INDUSTRIAL DESIGN SERVICES INDUSTRY (NAICS 54142)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 54142: Industrial Design Services. This industry comprises establishments primarily engaged in creating and developing designs and specifications that optimize the use, value, and appearance of their products. These services can include the determination of the materials, construction, mechanisms, shape, color, and surface finishes of the product, taking into consideration human characteristics and needs, safety, market appeal, and efficiency in production, distribution, use, and maintenance. Establishments providing automobile or furniture industrial design services or industrial design consulting services are included in this industry.

Related Industries

- Graphic Design Services
- Computer Systems Design Services
- Automobile Manufacturing
- Furniture Manufacturing

U.S. Census Categories

NAICS 54142 – Industrial Design Services is 2% comparable to
SIC 7389 – Business Services NEC

Sub-Industries

Design, commercial and industrial