

BARNES *Reports*

U.S. Landscape Architectural Services Industry (NAICS 54132)

- Market Reports
- Industry Trends
- Demographic Data

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LANDSCAPE ARCHITECTURAL SERVICES INDUSTRY (NAICS 54132)

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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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LANDSCAPE ARCHITECTURAL SERVICES INDUSTRY (NAICS 54132)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 54132: Landscape Architectural Services. This industry comprises establishments primarily engaged in planning and designing the development of land areas for projects, such as parks and other recreational areas; airports; highways; hospitals; schools; land subdivisions; and commercial, industrial, and residential areas, by applying knowledge of land characteristics, location of buildings and structures, use of land areas, and design of landscape projects.

Related Industries

- Single-Family Housing Construction
- Carpentry Contractors
- Hardware Stores
- Home Improvement Retail

U.S. Census Categories

NAICS 54132 – Landscape Architectural Services is 100% comparable to
SIC 0781 – Landscape Counseling and Planning

Sub-Industries

- Landscape counseling and planning
- Horticulture services
- Garden planning services
- Horticultural counseling services
- Landscape services
- Landscape architects
- Landscape counseling services
- Landscape planning services