

# **BARNES** *Reports*

**Radio, Television & Electronics Stores  
Industry (NAICS 443112)**

- Market Reports
- Industry Trends
- Demographic Data

**-2008 edition**

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# **RADIO, TELEVISION & ELECTRONICS STORES (NAICS 443112)**

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# **RADIO, TELEVISION & ELECTRONICS STORES (NAICS 443112)**

## **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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# **RADIO, TELEVISION & ELECTRONICS STORES (NAICS 443112)**

## **INDUSTRY DEFINITION AND RELATED INDUSTRIES**

**NAICS 443112: Radio, Television & Electronics Stores** This U.S. industry comprises: (1) establishments known as consumer electronics stores primarily engaged in retailing a general line of new consumer-type electronic products; (2) establishments specializing in retailing a single line of consumer-type electronic products (except computers); or (3) establishments primarily engaged in retailing these new electronic products in combination with repair services.

### **Related Industries**

- Department Stores
- Warehouse Clubs & Supercenters
- Major Appliance Manufacturers

### **U.S. Census Categories**

NAICS 443112: Radio, Television & Electronics Stores is almost comparable to SIC 5731 Other radio, television, and electronics stores

### **Sub-Industries**

- Radio, television, and electronic stores
- Antennas
- Antennas, satellite dish
- Video cameras, recorders, and accessories
- Video cameras and accessories
- Video recorders, players, disc players, and accessories
- Video tapes, blank
- Automotive sound equipment
- Consumer electronic equipment, nec
- High fidelity stereo equipment
- Marine radios and radar equipment
- Radios, receiver type
- Radios, two-way, citizens band, weather, short-wave, etc.