

**Table 23.15-- PRODUCT LINE SALES FOR RETAIL TRADE  
(NAICS 44-45): 2007**

<b>Products and services code</b>	<b>Meaning of products and services code</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Line sales as % of sales of establishments with line</b>	<b>Line sales as % of total sales of NAICS</b>
20000	Industry total	5,012	17,611,851	(X)	100.0
20100	Groceries & other food for human consumption off the premises	1,289	2,932,814	33.5	16.7
20140	Packaged liquor, wine, & beer	757	442,705	7.0	2.5
20150	Cigars, cigarettes, etc & smokers' access, excluding sls from vending	979	308,999	4.0	1.8
20160	Drugs, health aids, beauty aids, including cosmetics	1,151	1,464,275	18.0	8.3
20180	Soaps, detergents, & household cleaners	702	145,769	2.0	0.8
20190	Paper & related products, including paper towels, toilet tissue, wraps, etc	668	167,679	2.6	1.0
20200	Men's wear, including accessories	885	503,736	12.4	2.9
20220	Women's, juniors', & misses' wear, including accessories	1,168	910,412	23.7	5.2
20240	Children's wear, including boys, girls, & infants & toddlers	475	173,319	5.2	1.0
20260	Footwear, including accessories	764	259,642	9.4	1.5
20270	Sewing, knitting materials & supplies, needlework goods	86	12,620	0.6	0.1
20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	153	97,826	2.7	0.6
20300	Major household appliances	118	170,270	4.2	1.0
20310	Small electric appliances & personal care appliances	187	47,857	1.0	0.3
20320	TVs, video recorders, video cameras, video tapes, DVDs, etc	251	277,853	5.8	1.6
20330	Audio equipment, musical instruments, radios, stereos, CDs, records, etc	233	119,202	3.5	0.7
20340	Furniture, sleep equipment & outdoor/patio furniture	278	263,322	7.0	1.5
20360	Flooring & floor coverings	135	186,970	7.0	1.1
20370	Computer hardware, software, & supplies	122	308,634	10.6	1.8
20380	Kitchenware & home furnishings	497	191,261	3.1	1.1

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**Table 23.15-- PRODUCT LINE SALES FOR RETAIL TRADE  
(NAICS 44-45): 2007 -- Con.**

<b>Products and services code</b>	<b>Meaning of products and services code</b>	<b>Number of establishments</b>	<b>Sales (\$1,000)</b>	<b>Line sales as % of sales of establishments with line</b>	<b>Line sales as % of total sales of NAICS</b>
20400	Jewelry, including watches, watch attach, novelty jewelry, etc	1,111	631,613	16.3	3.6
20420	Books	297	79,022	2.1	0.4
20440	Photographic equipment & supplies	133	54,327	1.5	0.3
20460	Toys, hobby goods, & games	350	155,276	3.9	0.9
20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc	335	74,394	2.1	0.4
20500	Sporting goods	353	222,075	8.5	1.3
20600	Hardware, tools, & plumbing & electrical supplies	334	411,791	8.2	2.3
20620	Lawn, garden, & farm equipment & supplies	431	244,619	4.9	1.4
20640	Dimensional lumber & other building/ structural materials & supplies	149	582,001	48.4	3.3
20670	Paint & sundries	130	132,822	6.1	0.8
20690	Wallpaper & other flexible wallcoverings	26	2,230	0.3	(1/)
20700	Automobiles, cars, vans, trucks, motorcycles, motor scooters, etc	141	2,366,443	83.6	13.4
20720	Automotive fuels	304	1,251,797	53.2	7.1
20730	Automotive lubricants, including oil, greases, etc	319	34,233	0.8	0.2
20740	Automotive tires, tubes, batteries, parts, accessories	435	383,189	6.7	2.2
20780	Household fuels, including oil, LP gas, wood, coal	57	59,005	27.1	0.3
20800	Pets, pet foods, & pet supplies	292	95,758	2.1	0.5
20850	All other merchandise	1,604	864,584	10.8	4.9
29810	All other merchandise	567	257,584	4.9	1.5
29900	All nonmerchandise receipts	893	496,944	5.2	2.8

X Not applicable.

1/ Less than half the unit shown.

Source: U.S. Census Bureau, Economic Census 2002, Subject series: Product lines, extracted from American FactFinder, <[http://factfinder.census.gov/servlet/IBQTable?\\_bm=y&-ds\\_name=EC0744SLLS1&-geo\\_id=04000US15&-search\\_results=01000US&-\\_lang=en&-fds\\_name=EC0700A1](http://factfinder.census.gov/servlet/IBQTable?_bm=y&-ds_name=EC0744SLLS1&-geo_id=04000US15&-search_results=01000US&-_lang=en&-fds_name=EC0700A1)> accessed February 8, 2011.