

**Table 23.12-- PRODUCT LINE SALES FOR RETAIL TRADE (NAICS 44-45): 2012**

Products and services code	Meaning of products and services code	Number of establishments	Sales (\$1,000)	Line sales as % of sales of establishments with line	Line sales as % of total sales of NAICS
20000	Industry total	4,643	18,901,745	(X)	100.0
20100	Groceries & other food for human consumption off the premises	1,314	3,893,586	36.1	20.6
20140	Packaged liquor, wine, & beer	790	509,365	5.8	2.7
20150	Cigars, cigarettes, etc & smokers' access, excluding sls from vending	836	380,597	4.9	2.0
20160	Drugs, health aids, beauty aids, including cosmetics	1,172	1,830,256	18.5	9.7
20180	Soaps, detergents, & household cleaners	554	197,064	2.7	1.0
20190	Paper & related products, including paper towels, toilet tissue, wraps, etc.	495	193,309	2.8	1.0
20200	Men's wear, including accessories	961	572,843	7.6	3.0
20220	Women's, juniors', & misses' wear, including accessories	1,218	1,179,243	17.7	6.2
20240	Children's wear, including boys, girls, & infants & toddlers	624	170,554	4.5	0.9
20250	Costumes & unisex clothing	167	8,834	0.7	(1/)
20260	Footwear, including accessories	834	382,191	6.4	2.0
20270	Sewing, knitting materials & supplies, needlework goods	73	25,466	2.8	0.1
20280	Curtains, draperies, blinds, slipcovers, bed & table coverings	155	99,443	2.7	0.5
20300	Major household appliances	134	150,492	5.8	0.8
20310	Small electric appliances & personal care appliances	204	46,985	0.9	0.2
20320	TVs, video recorders, video cameras, video tapes, DVDs, etc	233	148,356	3.0	0.8
20330	Audio equipment, musical instruments, radios, stereos, CDs, records, etc	323	78,029	2.4	0.4
20340	Furniture, sleep equipment & outdoor/patio furniture	266	211,317	4.1	1.1
20360	Flooring & floor coverings	101	110,784	5.1	0.6
20370	Computer hardware, software, & supplies	128	240,019	6.7	1.3
20380	Kitchenware & home furnishings	588	250,219	4.6	1.3

Continued on next page.

**Table 23.12-- PRODUCT LINE SALES FOR RETAIL TRADE (NAICS 44-45):  
2012 -- 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	1,047	774,616	15.4	4.1
20420	Books	216	32,809	1.2	0.2
20440	Photographic equipment & supplies	227	45,016	0.9	0.2
20460	Toys, hobby goods, & games	382	116,951	3.1	0.6
20490	Optical goods, including eyeglasses, contact lenses, sunglasses, etc	295	97,631	1.9	0.5
20530	Sporting goods & recreational equip.	481	229,845	6.0	1.2
20590	Boats & other sport vehicles, parts & accessories	51	35,318	4.4	0.2
20600	Hardware, tools, & plumbing & electrical supplies	360	319,219	7.4	1.7
20620	Lawn, garden, & farm equipment & supplies	451	224,573	4.4	1.2
20640	Dimensional lumber & other building/ structural materials & supplies	138	346,260	36.9	1.8
20670	Paint & sundries	115	110,357	7.1	0.6
20690	Wallpaper & other flex. wallcoverings	22	2,171	0.4	(1/)
20700	Automobiles, cars, vans, trucks, motorcycles, motor scooters, etc	148	2,007,568	82.8	10.6
20720	Automotive fuels	306	1,380,117	42.9	7.3
20730	Automotive lubricants, including oil, greases, etc	317	31,196	1.1	0.2
20740	Automotive tires, tubes, batteries, parts, accessories	440	459,061	6.6	2.4
20780	Household fuels, including oil, LP gas, wood, coal	108	96,380	8.3	0.5
20800	Pets, pet foods, & pet supplies	319	131,264	2.2	0.7
20810	Baby goods not elsewhere classified, incl. bottles, monitors, carriers, swings, etc.	42	20,550	2.3	0.1
20830	Used books, clothing, furniture, & other used items not elsewhere classified	89	35,945	21.1	0.2
20850	All other merchandise	1,440	910,109	11.2	4.8

Continued on next page.

**Table 23.12-- PRODUCT LINE SALES FOR RETAIL TRADE (NAICS 44-45):  
2012 -- 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>
21100	Meals, unpackaged snacks, sandwiches, unpackaged ice cream & yogurt, bakery items, other food items & nonalcoholic bvggs prepared for immediate consumption	445	172,096	3.1	0.9
21220	Meals, snacks, & beverages prepared for catered events	89	51,622	2.1	0.3
29810	All other merchandise	636	112,561	1.9	0.6
29900	All nonmerchandise receipts	873	473,431	5.0	2.5

X Not applicable.

1/ Less than half the unit shown.

Source: U.S. Census Bureau, *2012 Economic Census*, "Sector 44: Retail Trade: Subject Series - Product Lines: Product Lines Statistics by Kind of Business for the United States and States: 2012" (EC1244SLLS1) <<http://factfinder.census.gov>> accessed June 17, 2016.