

# 14.27 Evidence on Entry and Market Structure

# Economic Census

U.S. Department of Commerce

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## Economic Census

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**Industry and Local  
Business Snapshots**

Year	Value
2002	\$147
2007	\$176

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## Fun Facts about the Industry Series

**Fun Facts**

Just released from the 2012 Economic Census

**\$28.6%** of U.S. furniture stores sales in 2012 was for upholstered furniture (\$13.9 billion) while 21.0% was for mattresses and box springs.



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**Fun Facts**

Just released from the 2012 Economic Census

The nation's **605 zoos and botanical gardens** employed 32,930 people and reported receipts of nearly **\$3.2 billion** in 2012.



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**Fun Facts**

Just released from the 2012 Economic Census

Over **\$9.2 billion** of passenger car tires and nearly **\$6.1 billion** of truck and bus tires were manufactured in the U.S. in 2012.



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**Fun Facts**

Just released from the 2012 Economic Census

The nation's **10,475 passenger car rental** businesses reported nearly **\$25.3 billion** in revenue in 2012, up 6.3% since 2007.



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**Fun Facts**

Just released from the 2012 Economic Census

**29.6%** of the revenue of insurance agencies and brokerages in 2012 was from commercial property and casualty insurance, while 27.1% was from personal.



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**Fun Facts**

Just released from the 2012 Economic Census

The nation's **24 Peanut Butter Manufacturers** shipped over **1 million pounds** in consumer sizes with a value of **\$1.7 billion** in 2012.



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**Fun Facts**

Just released from the 2012 Economic Census

Revenue from the nation's **10,151 security guards and patrol services** businesses was **\$23.1 billion** in 2012, up 23.1 percent from the **\$18.8 billion** reported in 2007.



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**Fun Facts**

Just released from the 2012 Economic Census

The nation's **172,933 Office of Lawyers** employed **1,064,281** people and reported sales of **\$249.5 billion** in 2012.



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- Fun Facts!

# How industries are classified

## NAICS Structure

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NAICS uses a hierarchical structure. A "hierarchy" is the relationship of one item to a particular category.

The organization of NAICS is as follows:

- **Sector:** 2-digit code
  - **Subsector:** 3-digit code
    - **Industry Group:** 4-digit code
      - **NAICS Industry:** 5-digit code
        - **National Industry:** 6-digit code

**Note:** Three sectors are represented by a range of 2-digit codes. These include Manufacturing (31-33), Retail Trade (44-45) and Transportation and Warehousing (48-49).

## Example

Level	NAICS Code	Title
Sector	44-45	Retail Trade
Subsector	441	Motor Vehicle and Parts Dealer
Industry Group	4412	Other Motor Vehicle Dealers
NAICS Industry	44122	Motorcycle, Boat, and Other Motor Vehicle Dealers
National Industry	441221	Motorcycle, ATV, and Personal Watercraft Dealers

**Note:** Some tables in American FactFinder also display data at the 7- and 8-digit levels. Although these codes are NAICS-based codes, they are not included in the official classification system.

# Economic Census---NAICS codes

[337](#) Furniture and Related Product Manufacturing<sup>T</sup>

[3371](#) Household and Institutional Furniture and Kitchen Cabinet Manufacturing<sup>T</sup>

[33711](#) Wood Kitchen Cabinet and Countertop Manufacturing<sup>T</sup>

[337110](#) Wood Kitchen Cabinet and Countertop Manufacturing

[33712](#) Household and Institutional Furniture Manufacturing<sup>T</sup>

[337121](#) Upholstered Household Furniture Manufacturing

[337122](#) Nonupholstered Wood Household Furniture Manufacturing

[337124](#) Metal Household Furniture Manufacturing

[337125](#) Household Furniture (except Wood and Metal) Manufacturing

[337127](#) Institutional Furniture Manufacturing

[3372](#) Office Furniture (including Fixtures) Manufacturing<sup>T</sup>

[33721](#) Office Furniture (including Fixtures) Manufacturing<sup>T</sup>

[337211](#) Wood Office Furniture Manufacturing

[337212](#) Custom Architectural Woodwork and Millwork Manufacturing

[337214](#) Office Furniture (except Wood) Manufacturing

[337215](#) Showcase, Partition, Shelving, and Locker Manufacturing

[3379](#) Other Furniture Related Product Manufacturing<sup>T</sup>

[33791](#) Mattress Manufacturing<sup>T</sup>

[337910](#) Mattress Manufacturing

[33792](#) Blind and Shade Manufacturing<sup>T</sup>

[337920](#) Blind and Shade Manufacturing

# Some of activities in “Elementary and Secondary Schools,” NAICS 611110

611110	Academies, elementary or secondary
611110	Boarding schools, elementary or secondary
611110	Elementary and secondary schools
611110	Elementary schools
611110	Finishing schools, secondary
611110	Handicapped, schools for, elementary or secondary
611110	High schools
611110	High schools offering both academic and technical courses
611110	High schools offering both academic and vocational courses
611110	Junior high schools
611110	Kindergartens
611110	Middle schools
611110	Military academies, elementary or secondary
611110	Montessori schools, elementary or secondary
611110	Parochial schools, elementary or secondary
611110	Preparatory schools, elementary or secondary
611110	Primary schools
611110	Private schools, elementary or secondary
611110	School boards, elementary and secondary
611110	School districts, elementary or secondary
611110	Schools for the handicapped, elementary or secondary

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# Some of activities in “Fiber, Yarn, and Thread Mills,” NAICS 313110

313110	Beaming yarn
313110	Carded yarn manufacturing
313110	Carpet and rug yarn spinning
313110	Cotton cordage spun yarns made from purchased fiber
313110	Cotton spun yarns made from purchased fiber
313110	Cotton thread manufacturing
313110	Crochet spun yarns (e.g., cotton, manmade fiber, silk, wool) made from purchased fiber
313110	Darning thread (e.g., cotton, manmade fibers, silk, wool) manufacturing
313110	Embroidery spun yarns (e.g., cotton, manmade fiber, silk, wool) made from purchased fiber
313110	Embroidery thread (e.g., cotton, manmade fibers, silk, wool) manufacturing
313110	Flax spun yarns made from purchased fiber
313110	Hard fiber spun yarns made from purchased fiber
313110	Hard fiber thread manufacturing
313110	Hemp bags made from purchased fiber
313110	Hemp ropes made from purchased fiber
313110	Hemp spun yarns made from purchased fiber
313110	Knitting and crocheting thread manufacturing
313110	Knitting spun yarns (e.g., cotton, manmade fiber, silk, wool) made from purchased fiber
313110	Manmade fiber thread manufacturing
313110	Manmade staple spun yarns made from purchased fiber
313110	Modacrylic spun yarns made from purchased fiber
313110	Mohair yarn twisting or winding of purchased yarn
313110	Natural fiber (i.e., hemp, linen, ramie) thread manufacturing
313110	Natural fiber spun yarns (i.e., hemp, jute, ramie, flax) made from purchased fiber
313110	Nylon spun yarns made from purchased fiber
313110	Nylon thread manufacturing

**Table 2**  
**MARKET SHARE RANK OF BRANDS: 1923 VS 1983 AS**  
**PUBLISHED IN ADVERTISING AGE (1983)**

<i>Brand</i>	<i>1923 rank</i>	<i>1983 rank</i>
Swift's Premium bacon	1	1
Kellogg's corn flakes	1	3
Eastman Kodak cameras	1	1
Del Monte canned fruit	1	1
Hershey's chocolates	1	2
Crisco shortening	1	2
Carnation canned milk	1	1
Wrigley chewing gum	1	1
Nabisco biscuits	1	1
Eveready flashlight batteries	1	1
Gold Medal flour	1	1
Life Savers mint candies	1	1
Sherwin-Williams paint	1	1
Hammermill paper	1	1
Prince Albert pipe tobacco	1	1
Gillette razors	1	1
Singer sewing machines	1	1
Manhattan shirts	1	top 5
Coca-Cola soft drinks	1	1
Campbell's soup	1	1
Ivory soap	1	1
Lipton tea	1	1
Goodyear tires	1	1
Palmolive toilet soap	1	2
Colgate toothpaste	1	2

- First mover Advantage?

# First Mover Advantage?

<i>Category</i>	<i>Product pioneer</i>	<i>Market pioneer</i>	<i>Current leader</i>
<i>Sample 1</i>			
1. Video recorders	Ampex (1956)	Ampex (1963)	RCA/Matsushita (1977)
2. Microwave ovens	Raytheon (1946)	Amana (1966)	GE/Samsung (1979)
3. Dishwasher	Crescent Washing Machine Co. (1900)	Crescent Washing Machine Co. (1900)	GE (1935)
4. Laundry dryers	Canton clothes dryer (1925)	Canton clothes dryer (1925)	Whirlpool (1950)
5. Facsimile machines	Xerox (1964)	Xerox (1964)	Sharp (1982)
6. Personal computer	MIT (1975)	MIT (1975)	IBM (1981)
7. Camcorder	Sony, JVC (1982)	Kodak/Matsushita (1984)	RCA/Matsushita (1985)
8. Color TV set	Bell Labs (1929)	RCA (1954)	RCA/Thomson (1954)
9. Wine cooler	California Cooler (1979)	California Cooler (1981)	Seagram, Bartles & Jaymes (1984)
10. Laundry detergent	Reychler (1913)	Dreft (1933)	Tide (1946)
11. Disposable diapers	Chux (1950)	Chux (1950)	P&G/Pampers and Luvs (1961)
12. Frozen dinners	Swanson (1946)	Swanson (1946)	Stouffer (1956)
13. Liquid dishwashing detergent	Liquid Lux (1948)	Liquid Lux (1948)	Ivory Liquid (1957)
14. Light beer	Trommer's Red Letter (1961)	Trommer's Red Letter (1961)	Miller Lite (1975)
15. Diet cola	Kirsch's No-cal cola (1952)	Kirsch's No-cal cola (1952)	Diet Coke (1982)
16. Liquid laundry detergent	Wisk (1956)	Wisk (1956)	Liquid Tide (1984)
17. Dandruff shampoo	Fitch's (1919)	Fitch's (1919)	Head & Shoulders (1961)

# First Mover Advantage?

## Supplementary Categories

	<i>Long-lived market leader</i>	<i>Pioneer/early entrant</i>
37. Bacon	Swift (1887)	Largest hog packers sold from Cincinnati prior to Civil War; Armour largest in Chicago in 1870s
38. Crackers	Nabisco (1890s)	Cracker bakery in Massachusetts in 1792; first brand to become No. 1 for Nabisco was Uneeda, and Ritz later became No. 1
39. Flour	Gold Medal (1880)	Largest flour mills in New York City and Chesapeake Bay area in 1700s
40. Mint candy	Life Savers (1913)	Large-scale U.S. production from mid-1800s
41. Paint	Sherwin Williams (1870)	Paints have been sold for hundreds of years
42. Paper	Hammermill (1898)	Rittenhouse Mill in Philadelphia in 1690
43. Pipe tobacco	Prince Albert (1907)	Bull Durham, Lone Jack, and Killickinnick brands since 1860s
44. Shirts	Manhattan (1857)	Ready-made clothing in U.S. since late 1700s
45. Soup	Campbell (1897)	Soup dates back hundreds of years; Campbell dominated market with condensed soups
46. Soap	Ivory (1879)	Soap dates back hundreds of years; Pears since 1789; Colgate Cashmere Bouquet since 1872
47. Tea	Lipton (1893)	Sold in Boston by two dealers in 1690; forerunner of Great Atlantic and Pacific Tea Co. (A&P) formed in 1859
48. Toothpaste	Crest (1955)	Colgate dominated market before P&G entered with Gleem (1952) and Crest
49. Beer	Annheuser-Busch (1852)	Brewery in North America in 1637
50. Toilet tissue	Scott (1890)	First sold by Joseph Gayetty in 1857; Charmin (1957) is current leader

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