

2018 U.S. Mail-Order Houses-Industry and Market Report

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Abstracts

The 2018 U.S. Mail-Order Houses-Industry and Market Report, published annually by Barnes Reports, contains timely and accurate industry statistics, forecasts and demographics.

The report features 2018 current and 2019 forecast estimates on the size of the industry (sales, establishments, employment) nationally and for all 50 U.S. States and over 900 metro areas. Other data include financial ratios, number of firms, payroll, industry definition, 5-year historical trends on industry sales, establishments and employment, a breakdown of establishments, sales and employment by employee size of establishment (9 categories), and estimates on up to 10 sub-industries, including computer equipment, books, clothes, jewelry and collectibles.

This industry comprises establishments primarily engaged in retailing all types of merchandise using mail catalogs or television to generate clients and display merchandise. Included in this industry are establishments primarily engaged in retailing from catalog showrooms of mail-order houses as well as establishments providing a combination of Internet and mail-order sales.

Barnes Reports' Industry & Market reports are an essential part of any GAP analysis, benchmarking project, SWOT analysis, business plan, risk analysis, or growth-share matrix.

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