

# Mail-Order House Revenues Africa Report & Database

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## Abstracts

### MAIL-ORDER HOUSE REVENUES AFRICA REPORT + DATABASE

The Mail-Order House Revenues Africa Report & Database gives Market Consumption/Products/Services for 54 countries by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Cote d'Ivoire, Democratic Republic Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Sao Tome/Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe. NB: Data Caveats apply to some countries.

59 MARKET RESEARCH CHAPTERS. SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

AFRICA & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS.  
FINANCIAL SPREADSHEETS & DATABASES. INDUSTRY SPREADSHEETS & DATABASES.

Data includes Market Consumption by individual Product/Service, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users & Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data.

The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for your own reports, spreadsheet calculations & modeling.

75 Products/Markets covered, 1978 pages, 3999 spreadsheets, 3974 database tables, 263 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 454113\_L.

## Contents

### MAIL-ORDER HOUSE REVENUES AFRICA REPORT + DATABASE

The Market for Mail-Order House Revenues in each country by Products & Services.

This database covers NAICS code: 454113\_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Mail-Order House Revenues Africa Report & Database covers:

TIME SERIES - Historic: 1997- 2019/Current time series: 2020- 2027/Long Term Projection: 2027-2046. Consumption given at industry/distribution channel/service or product line level.

### PRODUCTS & MARKETS COVERED:

#### MAIL-ORDER HOUSE REVENUES

1. Mail-order houses Lines
2. Groceries & other foods for human consumption off the premises
3. Bottled, canned, or packaged soft drinks
4. All other foods
5. Meals, unpack snacks, sandwiches, etc for immediate consump
6. Packaged liquor, wine, & beer
7. Miscellaneous consumables
8. Drugs, health aids, beauty aids, including cosmetics
9. Prescriptions
10. Nonprescription medicines
11. Vitamins, minerals, & other dietary supplements
12. Health aids, incl first-aid prod; foot prod; ortho equip; etc
13. Cosmetics, incl face cream, make-up, perfumes & colognes etc
14. Oth hygiene needs, incl deodorants; hair & shaving products, etc
15. Hearing aids & supplies
16. Soaps, detergents, & household cleaners
17. Paper & related prod, incl paper towels, toilet tissue, wraps,etc
18. Men's wear
19. Women's, juniors', & misses' wear

20. Children's wear, incl boys, girls, & infants & toddlers
21. Footwear, including accessories
22. Sewing, knitting materials & supplies, needlework goods
23. Curtains, draperies, blinds, slipcovers, bed & table coverings
24. Major household appliances
25. Small electric appliances & personal care appliances
26. TVs, video recorders, video cameras, videos, DVDs, etc
27. Televisions
28. Video recorders, cameras, tapes&electr game/DVD comb dev
29. Audio equip, musical instr, radios, stereos, CDs, media, etc
30. Audio equipment, components, parts & accessories
31. Recorded media, audio media books, CD & DVD
32. Musical instruments, sheet music, & related items
33. Furniture, sleep equipment & outdoor/patio furniture
34. Flooring & floor coverings
35. Computer hardware, software, & supplies
36. Computer & peripheral equipment
37. Prepackaged (off-the-shelf) computer software
38. Kitchenware & home furnishings
39. Jewelry, incl watches, watch attach, novelty jewelry, etc
40. Books
41. Photographic equipment & supplies
42. Toys, hobby goods, & games
43. Toys, including wheel goods
44. Games, including video & electronic games
45. Hobby goods
46. Optical goods, incl eyeglasses, contact lenses, sunglasses, etc
47. Sporting goods
48. Boats, motors, parts & accessories
49. All other sporting goods
50. Hardware, tools, & plumbing & electrical supplies
51. Lawn, garden, & farm equipment & supplies
52. Dimensional lumber & oth bldg/structural materials & supplies
53. Paint & sundries
54. Automobiles, cars, vans, trucks, motorcycles, motor scooters, etc
55. Automotive fuels
56. Automotive lubricants, including oil, greases, etc
57. Automotive tires, tubes, batteries, parts, accessories
58. Pets, pet foods, & pet supplies

59. All other merchandise
60. Stationery products
61. Office paper, incl computer, copier, fax & typewriter paper
62. Office & school supplies
63. Office equip, incl fax machines, dictaphones, copier, calculators
64. Greeting cards
65. Magazines & newspapers
66. Luggage & leather goods
67. Antiques, items over 100 years old
68. Collectibles, incl items which are old, but less than 100 yrs old
69. Art goods, including original pictures & sculptures
70. Souvenirs & novelty items
71. Artificial/silk flowers, plants, & trees
72. All other merchandise
73. All nonmerchandise receipts
74. All other nonmerchandise receipts

#### 59 MARKET RESEARCH CHAPTERS:

1 Administration, 2 Advertising, 3 Buyers - Commercial Operations, 4 Buyers - Competitors, 5 Buyers - Major City, 6 Buyers - Products, 7 Buyers - Trade Cell, 8 Competitive Industry Analysis, 9 Competitor Analysis, 10 Country Focus, 11 Distribution, 12 Business Decision Scenarios, 13 Capital Costs Scenarios, 14 Cashflow Option Scenarios, 15 Cost Structure Scenarios, 16 Historic Industry Balance Sheet, 17 Historic Marketing Costs & Margins, 18 Investment + Cost Reduction Scenarios, 19 Market Climate Scenarios, 20 Marketing Costs, 21 Marketing Expenditure Scenarios, 22 Marketing Margins, 23 Strategic Options Scenarios, 24 Survival Scenarios, 25 Tactical Options Scenarios, 26 Geographic Data, 27 Industry Norms, 28 Major City Market Analysis, 29 Capital Access Scenarios, 30 Market Cashflow Scenarios, 31 Economic Climate Scenarios, 32 Market Investment + Costs Scenarios, 33 Marketing Expenditure Scenarios, 34 Market Risk Scenarios, 35 Market Strategic Options, 36 Market Survival Options, 37 Market Tactical Options, 38 Marketing Expenditure -v- Market Share, 39 Marketing Strategy Development, 40 Markets, 41 Operational Analysis, 42 Overseas Development, 43 Personnel Management, 44 Physical Distribution + Customer Handling, 45 Pricing, 46 Process + Order Handling, 47 Product Analysis, 48 Product Development, 49 Product Marketing Factors, 50 Product Mix, 51 Product Summary, 52 Profit Risk Scenarios, 53 Promotional Mix, 54 Salesforce Decisions, 55 Sales Promotion, 56 Surveys, 57 Targets -Product + Market, 58 Technology, 59 Trade Cell Analysis.

**SPREADSHEET CHAPTERS:**

**PRODUCT CONSUMPTION** - in US\$ by Country by Product/Service by Year: 1997-2019, Forecast 2020- 2027, Forecast 2027-2046. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

**AFRICAN & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS:** 1332 African Database tables & Spreadsheets covering business scenarios. 1435 African Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 National Database tables & Spreadsheets covering business scenarios. **FINANCIAL SPREADSHEETS & DATABASES:** 188 Balance Sheet, Financial Margins & Ratios for each of 103 Business Scenarios - by Country by Year - Forecast 2020-2027, Forecast 2027-2046.

**INDUSTRY SPREADSHEETS & DATABASES:** 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - Forecast 2020- 2027, Forecast 2027-2046.

**NATIONAL DATA** - by Country by Year.

The report is produced on a DVD containing the entire report web and databases, and it is also supplied online as a zipped file. Readers can access & reproduce the information for their own documents or reports. Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.

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