Name that industry!
Looking up NAICS codes for a startup company

A Step by Step Demo for the Brock University Community
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What is NAICS?

• The North American Industry Classification System (NAICS) was created by the statistical agencies of Canada, the US & Mexico.

• The classification system is updated every 5 years.

• It uses a hierarchical structure to divide the economy into sectors, subsectors, and industries.

• A NAICS code is up to 6 digits long.
Anatomy of a NAICS Code

- **44-45** Retail Trade (Sector)
- **453** Miscellaneous store retailers (Subsector)
- **4533** Used Merchandise Stores (Industry Group)
- **45331** Used Merchandise Stores (Industry)
- **453310** Used Merchandise Stores (National Industry)
You may **browse** or **search** for NAICS Codes on Statistics Canada’s web site.

Go to [www.statcan.gc.ca](http://www.statcan.gc.ca)

Click on **Browse by key resource** – **Definitions, data sources and methods**.

Or search for NAICS 2012 in the site search box.
From the **Standard Classifications** menu, click on **Industry**.
Choose the NAICS Canada 2012 HTML version.

Then, click on Classification structure and definitions.
You can search by keyword for your business concept (e.g., wine store) or browse by sector (e.g., 44-45 Retail trade).
Scan the results for possible matches to your business concept (e.g., 445310 and 453992).

Click on the industry code to view the description.
Here is the NAICS code and description for the beer, wine and liquor stores industry.

Note the exclusions (classified elsewhere) and examples.

445310 - Beer, wine and liquor stores

- beer stores, retail
- beer, wine and liquor stores
- brewery products, retail
- distilled spirits, retail
- duty free liquor shops
- fermented malt beverages, retail
- liquor stores, retail
- spirit (beverage), retail
- wine and liquor stores (60% or more sold to businesses)
- wine stores, retail