

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: APPAREL (CLOTH,FUR,SHOES) TEXT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	11170.00 \$M	11340.00 \$M	11510.00 \$M	11683.00 \$M
Canadian Exports	223.40 \$M	226.80 \$M	230.20 \$M	233.60 \$M
Canadian Share of Market	2.00 %	2.00 %	2.00 %	2.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	60.00 %
PEOPLE'S REP OF CHINA	10.00 %
TAIWAN	6.00 %
KOREA	5.00 %
HONG KONG	5.00 %
OTHER COUNTRIES	12.00 %

Current Status of Canadian
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. LADIES APPAREL
2. MENS' APPAREL

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- Non-competitive financing
- Limited Canadian capabilities
- LACK OF PREPARATION FOR EXPORTING