

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 134 LEISURE PROD. TOOLS HARDWARE

| Statistical Data On Sector/sub-sector | Next Year (Projected) | Current Year (Estimated) | 1 Year Ago | 2 Years Ago |
|---------------------------------------|-----------------------|--------------------------|-------------|-------------|
| Mkt Size(import) \$ | 36410.00M | \$34680.00M | \$33100.00M | \$31460.00M |
| Canadian Exports \$ | 0.00M NA | \$ 0.00M NA | \$ 0.00M NA | \$ 0.00M NA |
| Canadian Share of Import Market | 0.00% | 0.00% | 0.00% | 0.00% |

Major Competing Countries

Market Share

| | |
|---------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 050 % |
| ii) 434 TAIWAN | 025 % |
| iii) 268 KOREA | 010 % |
| iv) 265 JAPAN | 010 % |
| v) 128 GERMANY WEST | 003 % |
| vi) 051 UNITED KINGDOM | 002 % |

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

| | In Canadian \$ |
|---------------------|----------------|
| i) HARDWARE | \$ 47000.00 M |
| ii) HOUSEWARES | \$ 31400.00 M |
| iii) SPORTING GOODS | \$ 10000.00 M |
| iv) TOYS & GAMES | \$ 1650.00 M |

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- approval of technical standards can present problems in the case of some imported products