

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 014 EDUCATION, MEDICAL, HEALTH PROD

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1000.00M	\$ 900.00M	\$ 800.00M	\$ 750.00M
Canadian Exports \$	30.00M	\$ 29.90M	\$ 29.07M	\$ 35.17M
Canadian Share of Import Market	0.03%	0.03%	0.03%	0.04%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	092 %
ii) 128 GERMANY WEST	003 %
iii) 051 UNITED KINGDOM	002 %
iv) 507 SWEDEN	002 %
v) 112 FRANCE	001 %
vi) 093 DENMARK	001 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Market share declining

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) SURGICAL GLOVES	\$ 0.00 M
ii) ALL DISPOSABLE PRODUCTS	\$ 0.00 M
iii) ARAGNOSTIC ELECTRO MEDICAL INSTRUMENTS	\$ 0.00 M
iv) MEDICAL AND SURGICAL INSTRUMENTS	\$ 0.00 M

The Trade Office reports that the following factors influence Canadian
export performance in this market for this sector (sub-sector).In the Trade Office's opinion, Canadian export performance in this sector
(sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters