

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : FISHERIES, SEA PRODUCTS & SERV.

Sub-Sector: FISH & SHELLFISH & OTHER PROD

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	1750.00 \$M	1960.00 \$M	2000.00 \$M	2100.00 \$M
Canadian Exports	190.00 \$M	195.00 \$M	200.00 \$M	200.00 \$M
Canadian Share of Market	11.00 %	10.00 %	10.00 %	10.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	40.00 %
MEXICO	13.00 %
ECUADOR	12.00 %
TAIWAN	5.00 %
PEOPLE'S REP OF CHINA	4.00 %
OTHER COUNTRIES	16.00 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. SHRIMP
2. LOBSTER
3. CRAB
4. MUSSELS
5. CLAMS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing