

Mission: Sydney**Market:** Australia**Sector:** Fisheries, Sea Products & Services**Sub-Sector:** Fish, Shellfish and Other Products

<u>Market Data</u>	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	421.00\$M	426.00\$M	414.00\$M	420.00\$M
CDN Exports	47.00\$M	46.00\$M	28.00\$M	50.00\$M
Market Share	11.2%	10.8%	6.8%	11.9%

**Cumulative 3 Year Export Potential for
Canadian Products in this Sector/Sub-Sector** 100+M

Major Competing Countries**Market Share**

New Zealand	13.7%
Thailand	12.5%
Malaysia	7.7%
United States of America	6.5%
Korea	5.0%
Japan	3.8%

**Current Status of Canadian Exports
in this Sector/Sub-Sector:**

Market share declining.

Specific Product Opportunities:

1. Hake Fillets
2. Smoked Hake
3. Canned Sardines
4. Prawn Meat
5. Squid Tubes

For Further Information:

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