

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: 008 TRANSPORT SYS, EQUIP, COMP, SERV.

Subsector: 083 MARINE INDUSTRIES

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	660.00M	\$ 616.00M	\$ 560.00M	\$ 520.00M
Canadian Exports \$	19.00M	\$ 17.00M	\$ 14.00M	\$ 12.00M
Canadian Share of Import Market	2.90%	2.70%	2.50%	2.30%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	070 %
ii) 620 EUROPE	005 %
iii) 265 JAPAN	003 %
iv) 434 TAIWAN	002 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects	Current Total Imports In Canadian \$
i) POWER BOATS	\$ 68.00 M
ii) SAILBOATS	\$ 6.00 M
iii) ACCESSORIES	\$ 5.00 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:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies