

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	3000.00M	\$ 2900.00M	\$ 2800.00M	\$ 1900.00M
Canadian Exports \$	249.60M	\$ 245.30M	\$ 242.20M	\$ 240.10M
Canadian Share of Import Market	8.32%	8.45%	8.65%	12.60%

Major Competing Countries

	Market Share
i) 052 ENGLAND	000 %
ii) 099 POLAND	000 %
iii) 112 FRANCE	000 %
iv) 237 ITALY	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 1-3 \$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) BISCUITS	\$ 0.00 M
ii) CONFECTIONERY	\$ 0.00 M
iii) CHEESE	\$ 0.00 M
iv) FROZEN BAKERY PRODUCTS	\$ 0.00 M

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be low

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
- non competitive pricing