

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 015 CONSTRUCTION INDUSTRY

Subsector: 151 BUILDING PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	1350.00M	\$ 1300.00M	\$ 1250.00M	\$ 1200.00M
Canadian Exports \$	1012.00M	\$ 975.00M	\$ 946.00M	\$ 900.00M
Canadian Share of Import Market	75.00%	75.00%	75.00%	75.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	085 %
ii) 075 CANADA	011 %
iii) 605 ASIA OR FAR EAST	003 %

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

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

i) MANUFACTURED WOOD PRODUCTS	\$ 350.00 M
ii) OTHER FOREST PRODUCTS	\$ 450.00 M
iii) CANINETS	\$ 50.00 M
iv) HARDWARE	\$ 50.00 M
v) PLUMBING SUPPLIES	\$ 25.00 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
- non competitive pricing
- the apparent limited sectoral capability in Canada compared to other competing export countries