

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

19

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: APPAREL (CLOTH, FUR, SHOES) TEXT

| Market Data                 | 2 Years Ago | 1 Year Ago   | Current Year<br>(Estimated) | Next Year<br>(Projected) |
|-----------------------------|-------------|--------------|-----------------------------|--------------------------|
| Market Size                 | 9000.00 \$M | 10800.00 \$M | 11700.00 \$M                | 12000.00 \$M             |
| Canadian Exports            | 10.00 \$M   | 12.03 \$M    | 14.00 \$M                   | 16.00 \$M                |
| Canadian Share<br>of Market | 0.11 %      | 0.11 %       | 0.12 %                      | 0.13 %                   |

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

| Major Competing Countries | Market Share |
|---------------------------|--------------|
| UNITED STATES OF AMERICA  | 75.00 %      |
| HONG KONG                 | 0.00 %       |
| KOREA                     | 0.00 %       |
| ASIA OR FAR EAST          | 0.00 %       |
| OTHER COUNTRIES           | 0.00 %       |

Current Status of Canadian  
exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. FURS
2. BOUTIQUE APPAREL
3. ACTIVEWEAR
4. LEATHER
5. DESIGNER SPORTSWEAR

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMD support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Strong sectoral capability in Canada