

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : CONSUMER PRODUCTS &amp; SERVICES

Sub-Sector: FURNITURE &amp; APPLIANCES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2880.00 \$M	3110.00 \$M	3200.00 \$M	3000.00 \$M
Canadian Exports	144.00 \$M	155.50 \$M	160.00 \$M	150.00 \$M
Canadian Share of Market	5.00 %	5.00 %	5.00 %	5.00 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 100+ \$M

## Major Competing Countries

## Market Share

UNITED STATES OF AMERICA	80.00 %
WEST EUROPE	5.00 %
TAIWAN	2.00 %
JAPAN	2.00 %
KOREA	2.00 %
OTHER COUNTRIES	4.00 %

## Current Status of Canadian

exports in this sector/subsector: Well established and growing

## Products/services for which there are good market prospects:

1. Contract

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Trade Fair activity
- Competitive pricing
- Bilateral economic trade agreement

## Factors for Canadian exports not reaching market potential:

- \_\_\_\_\_
- \_\_\_\_\_