

## Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 015 SEMI &amp; PROCESSED FOOD &amp; DRINK

| Statistical Data On<br>Sector/sub-sector | Next Year<br>(Projected) | Current Year<br>(Estimated) | 1 Year Ago  | 2 Years Ago |
|------------------------------------------|--------------------------|-----------------------------|-------------|-------------|
| Mkt Size(import)                         | \$ 37200.00M             | \$33800.00M                 | \$31100.00M | \$30000.00M |
| Canadian Exports                         | \$ 220.90M               | \$ 212.00M                  | \$ 209.10M  | \$ 217.60M  |
| Canadian Share<br>of Import Market       | 0.60%                    | 0.60%                       | 0.70%       | 0.70%       |

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA

%

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

In Canadian \$

- i) CONVENIENCE FOODS
- ii) HEALTH FOODS
- iii) DELI FOODS
- iv) ETHNIC FOODS
- v) WINE COOLERS

|    |        |
|----|--------|
| \$ | 0.00 M |
| \$ | 0.00 M |
| \$ | 0.00 M |
| \$ | 0.00 M |
| \$ | 0.00 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
- difficulties of adaptation of marketing techniques to the market by  
some Canadian companies