tware and Iarket

end in the United States is gar ening. Therefore, garden-related roducts, especially if they are nique, should sell well.

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Distribution

Most giftware lines in the United States are sold through sales representatives, who can offer

constant exposure

of a product in a

specific market

Beyond the ob

(gift shops, for

example), there

are many other

ways of distribut

ing giftware and

crafts in the

United States:

mail order cata-

logues, television

home shopping

channels, corpo-

rate gift specia-

lists and Internet

vious retail outlets

Retailing on the Internet

ne Internet has had a dramatic impact on the giftware nd craft market, allowing even the smallest company to et into direct retailing. Consumers are purchasing more off goods, such as crafts and giftware, than hard goods the Internet. Learn more about the opportunities that e Internet has opened up to businesses by obtaining a py of the full report entitled National Giftware and raft Market Study for the United States.

"It was a stunning holiday season on the Internet. Sales climbed more than 300% from last year to as much as \$12 billion (U.S.), surpassing expectations

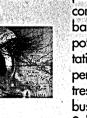
they would double." R. Beck, Associated Press January 13, 2000

Ppportunities

produlthough there are opportunities ^{pr} selling giftware and crafts roughout the United States, it is ^{asier} and more manageable for Canadian companies to focus

eir initial efforts in a w, specific areas. epending on the type products you have to ^{Her,} certain regions ⁿight yield the most

rch results for the effort. Learn more about which region you could get first by obtaining a copy the full report entitled National ^{iftware} and Craft Market Study for the United States.



there are annual trade shows, which are great places for Canadian companies to meet U.S.based retailers and potential sales representatives. There are also permanent market centres that are open for business every day. Sales representatives exhibit in these permanent showrooms, and many of these marts allow companies to have a temporary exhibit.

shopping (see box). Throughout the country,

Keep up to date

vailable at

New Directions is a quarterly newsletter about the U.S. market and is designed specifically for the giftware and craft indus try. It covers industry trends and has a calen dar of events geared to Canadian exporters For a complimentary subscription, fax your request to Doreen Kilbride, DFAIT, at (613) 944-9119 or call her at (613) 944-6566.

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See potential?

To order your complimentary copy of the National Giftware and Craft Market Study for the United States, call DFAIT's Enquiries Service at 1-800-267-8376 or (613) 944-4000. The full market study is also available on-line in the Consumer Products section of the Trade Commissioner Service's Web site at www.intoexport.gc.ca



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