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Giftware and Craft Market

end in the United States is gardening. Therefore, garden-related products, especially if they are unique, should sell well.

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 obvious retail outlets (gift shops, for example), there are many other ways of distributing giftware and crafts in the United States: mail order catalogues, television home shopping channels, corporate gift specialists and Internet

Retailing on the Internet

The Internet has had a dramatic impact on the giftware and craft market, allowing even the smallest company to get into direct retailing. Consumers are purchasing more soft goods, such as crafts and giftware, than hard goods on the Internet. Learn more about the opportunities that the Internet has opened up to businesses by obtaining a copy of the full report entitled *National Giftware and Craft 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

Opportunities

Although there are opportunities for selling giftware and crafts throughout the United States, it is easier and more manageable for Canadian companies to focus their initial efforts in a few, specific areas. Depending on the type of products you have to offer, certain regions might yield the most results for the effort. Learn more about which region you could target first by obtaining a copy of the full report entitled *National Giftware and Craft Market Study for the United States*.



shopping (see box). Throughout the country, 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 markets allow companies to have a temporary exhibit.

Keep up to date

New Directions is a quarterly newsletter about the U.S. market and is designed specifically for the giftware and craft industry. It covers industry trends and has a calendar 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.

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.infoexport.gc.ca

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