

## ENVIRONMENTAL EQUIPMENT MARKET, 1993

US \$ MILLIONS

	Market	Imports	Share (percent)
Water pollution	174.0	140.0	80.5
Solid waste	723.9	527.3	72.8
Hazardous waste	455.0	424.0	93.2
Air pollution	71.2	64.2	90.2
Energy	71.0	29.6	41.7
<b>Total</b>	<b>1,495.1</b>	<b>1,185.1</b>	<b>79.3</b>

Source: United States Department of Commerce, *Environmental Technologies Marketing Plan, 1994*.

## MARKET SHARES

The United States claims about two-thirds of the Mexican environmental import market. Canada holds a 4 percent import market share in air pollution control equipment, which is about double its share of most other environmental products. The trade data do not include services and it is, therefore, difficult to estimate Canada's exports accurately. Recently the market has moved towards the provision of integrated solutions rather than specific technologies. Equipment imports provide a relevant, but fairly narrow, perspective of the sector. Broader estimates of individual markets are presented elsewhere in this profile.

Canadian firms have competitive advantages in certain market segments, but they must compete with established Mexican suppliers, as well as the many international corporations already active in the market. Given this active competition, some of the more successful Canadian companies operating in Mexico have concentrated on market niches where they have a particular advantage. Some of them have formed joint ventures with Mexican firms or consortia with other Canadian companies.