

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 999 ALL SUB-SECTORS

| Statistical Data On Sector/sub-sector | Next Year (Projected) | Current Year (Estimated) | 1 Year Ago | 2 Years Ago |
|---------------------------------------|-----------------------|--------------------------|-------------|-------------|
| Mkt Size(import) \$ | 3800.00M | \$ 3700.00M | \$ 3300.00M | \$ 3200.00M |
| Canadian Exports \$ | 950.00M | \$ 920.00M | \$ 896.00M | \$ 850.00M |
| Canadian Share of Import Market | 25.00% | 25.00% | 27.00% | 27.00% |

Major Competing Countries

Market Share

| | |
|---------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 060 % |
| ii) 075 CANADA | 012 % |
| iii) 093 DENMARK | 010 % |
| iv) 237 ITALY | 008 % |
| v) 609 EUROPEAN COMMON MARKET C | 010 % |

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

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

| | In Canadian \$ |
|---------------------------|----------------|
| i) CONTRACT FURNITURE | \$ 30.00 M |
| ii) RESIDENTIAL FURNITURE | \$ 20.00 M |
| iii) PATIO FURNITURE | \$ 5.00 M |

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies