

Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 015 SEMI & PROCESSED FOOD & DRINK

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 40000.00M	\$36000.00M	\$34000.00M	\$31100.00M
Canadian Exports	\$ 225.00M	\$ 218.00M	\$ 211.00M	\$ 209.10M
Canadian Share of Import Market	0.60%	0.60%	0.60%	0.70%

Major Competing Countries	Market Share
i) 577 UNITED STATES OF AMERICA	100 %

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	\$ 0.00 M
ii) HEALTH FOODS	\$ 0.00 M
iii) DELI FOODS	\$ 0.00 M
iv) ETHNIC FOODS	\$ 0.00 M
v) WINE COOLERS	\$ 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