

STUDIES IN CANADIAN EXPORT OPPORTUNITIES IN THE U.S. MARKET

BEAUTY PRODUCTS

TABLE OF CONTENTS

	Page
EXECUTIVE SUMMARY	1
I - STUDY OBJECTIVES	3
II - CONCLUSIONS OF THE PEAT MARWICK STUDY	4
III - U.S. IMPORTS OF BEAUTY PRODUCTS	6
Sector Definition	6
U.S. Imports 1982-1987	7
U.S. Industry Outlook	8
IV - MARKET STUDY	10
Survey of U.S. Importers	10
Survey of U.S. Associations	13
V - BACKGROUND	15
Study Approach	16

APPENDICES

Appendix 1 - U.S. Importers Seeking Sources of Supply for Specific Products	21
Appendix 2 - U.S. Importers Generally Seeking Sources of Supply	27
Appendix 3 - 1986 Imports of Beauty Products	35
Appendix 4 - Description of Selected Beauty Products.....	39
Appendix 5 - 1986 U.S. Imports of Selected Beauty Products from Europe and Japan by Country.....	41
Appendix 6 - 1982 - 1987 Imports of Selected Beauty Products.....	43
Appendix 7 - Current U.S. Tariffs on Canadian Beauty Products and Schedule for their Removal under the Free Trade Agreement	45
Appendix 8 - Countries of Origin and Respondents' Level of Satisfaction	49
Appendix 9 - U.S. Industry Trade Fairs and Publications	51
Appendix 10 - Canadian Government Trade Contacts in Canada and the U.S.	55