

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 601 BOSTON

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) \$	9297.00M	\$ 6641.00M	\$ 4744.00M	\$ 3389.00M
Canadian Exports \$	150.00M	\$ 127.00M	\$ 106.40M	\$ 85.70M
Canadian Share of Import Market	1.60%	2.00%	2.20%	3.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	050 %
ii) 434 TAIWAN	020 %
iii) 189 HONG KONG	010 %
iv) 268 KOREA	008 %
v) 608 WEST EUROPE	008 %
vi) 616 OTHER COUNTRIES	004 %

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) FURNITURE	\$ 0.00 M
ii) APPAREL	\$ 0.00 M

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

- there are import restrictions which can present significant problems
- the degree of import duty protection of local industry tends to be moderate

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

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs