

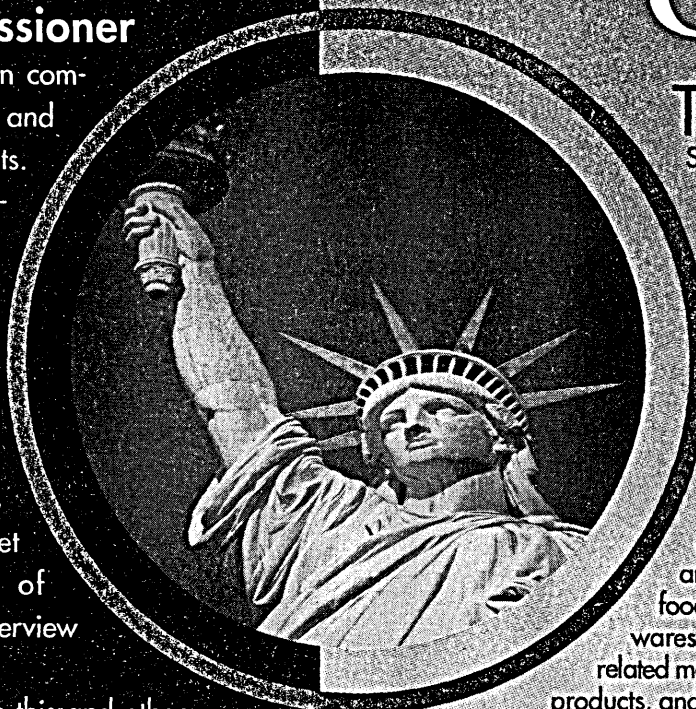
# THE UNITED STATES – The Giftware and Craft Market

## The Trade Commissioner Service

helps Canadian companies that have researched and selected their target markets. Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last. To help you select which market you should target, the Trade Commissioner Service has prepared over 500 market reports. This section of *CanadExport* provides an overview of one report.

For more information on this and other reports or if you want to know how the Canadian Trade Commissioner Service can help you get results in international markets, visit us at

[www.infoexport.gc.ca](http://www.infoexport.gc.ca)



There is no doubt that the United States offers one of the best export markets for Canadian giftware and crafts. It is nearby, easy to access and offers many opportunities because of its vast and vital retail environment. Under the general heading of giftware many niche markets can be identified and targeted more specifically, children's products, collectibles, crafts, aromatherapy products, furniture and home accessories, gourmet foods, "green" merchandise, housewares and kitchen products, museum related merchandise, outdoor and garden products, and stationery and party goods.

### Trends

Among the products expected to make significant market gains in the next few years are products directed at the aging population; products that promote fitness, health and general wellness; products that are ecologically sound; spiritual products; and educational products. Currently, the number-one

HELPING YOU LEARN FROM EXPERIENCE. OURS.

THE CANADIAN TRADE COMMISSIONER SERVICE

- Market Prospect
- Local Company Information
- Face-to-face Briefing
- Key Contacts Search
- Visit Information
- Troubleshooting

See insert for your Giftware and Craft Market contacts in the United States