

MARKET PROFILE — CONSUMER GOODS

CHAPTER 1: OVERVIEW OF THE SECTOR

[This chapter contains basic information about the sector and its sub-sectors.]

Section A: Definition of the Sector

[This section is intended to offer a concise description of the sector, its economic role and its component sub-sectors or specific products, the importance of the sector in the country and how promising it is in terms of future growth prospects.]

Description of the sector and its products

- What is the sector — how is it defined?
- What are its characteristics?
 - number of establishments, size of companies, employment levels, wage rates, unionization, number of production workers, value-added, productivity, R&D expenditures, capital expenditures, foreign ownership levels, corporate concentration, amount of upstream and downstream integration, amount of out-sourcing, export orientation, location of activity, patterns of trade, and sector organizations and partnerships
- What are some of the important sub-sectors and specific products therein?
- What needs do the products serve?
- How is the sector positioned within the overall economy?
 - is it long established or is it new
 - at what stage is it along the product lifecycle
 - are its products necessities, luxuries or fads

Size of the total market

- How big is the sector?
 - annual sales in absolute dollars
 - as a percentage of the economy
 - what the rate of growth has been
- How does this country's sector compare to the Canadian market for the same sector?
 - in terms of annual sales
 - as a percentage of the economy
 - in terms of growth rate
 - differences/similarities of products/consumer reactions