

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: 002 FISHERIES, SEA PRODUCTS & SERV.

Subsector: 021 FISH & SHELLFISH & OTHER PROD

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 13400.00M	\$13000.00M	\$13000.00M	\$12600.00M
Canadian Exports	\$ 23.00M	\$ 23.00M	\$ 23.00M	\$ 22.10M
Canadian Share of Import Market	0.20%	0.20%	0.20%	0.20%

Major Competing Countries

Market Share

i) 410 NORWAY	000 %
ii) 265 JAPAN	000 %
iii) 370 NEW ZEALAND	000 %
iv) 078 ECUADOR	000 %
v) 577 UNITED STATES OF AMERICA	000 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector:

60-100 \$M

Current status of Canadian exports: Well established and growing.

Products/services for which there are
good market prospects

Current Total Imports

In Canadian \$

- i) APPETIZERS - FINGERFOODS
- ii) FISH ENTREES

\$ 0.00 M

\$ 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