

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: MIDDLE EAST

Mission: 347 RIYADH

Market: 322 SAUDI ARABIA

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) \$	4000.00M	\$ 4000.00M	\$ 3958.00M	\$ 5082.00M
Canadian Exports \$	5.00M	\$ 4.00M	\$ 4.00M	\$ 4.00M
Canadian Share of Import Market	0.10%	0.10%	0.10%	0.10%

## Major Competing Countries

## Market Share

i) 265 JAPAN	035 %
ii) 237 ITALY	020 %
iii) 434 TAIWAN	015 %
iv) 577 UNITED STATES OF AMERICA	010 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 30-60 \$M

Current status of Canadian exports: Small but expanding

Products/services for which there are  
good market prospects

Current Total Imports

i) FURNITURE AND APPLIANCES	In Canadian \$	\$ 356.00 M
ii) CARPETS	\$	224.00 M
iii) LEISURE PRODUCTS, TOOLS AND HARDWARE	\$	0.00 M

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

- the degree of import duty protection of local industry tends to be low

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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters