

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : CONSUMER PRODUCTS &amp; SERVICES

Sub-Sector: JEWELERY &amp; GIFTWARE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	915.00 \$M	974.00 \$M	1000.00 \$M	1020.00 \$M
Canadian Exports	18.30 \$M	19.40 \$M	20.00 \$M	20.40 \$M
Canadian Share of Market	2.00 %	2.00 %	2.00 %	2.00 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 15-30 \$M

## Major Competing Countries

## Market Share

UNITED STATES OF AMERICA	50.00 %
SOUTH AFRICA	20.00 %
WEST EUROPE	10.00 %
INDIA	4.00 %
SOUTH AMERICA	4.00 %
OTHER COUNTRIES	10.00 %

Current Status of Canadian  
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. Crafts

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Extremely competitive local industry
- Much lower pricing/other country