

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WASHINGTON

Market: UNITED STATES OF AMERICA

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: FURNITURE & APPLIANCES

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2567.00 \$M	2593.00 \$M	2619.00 \$M	2645.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	73.00 \$M	75.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	2.90 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 60-100 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	84.00 %
MEXICO	6.00 %
CANADA	4.00 %
ITALY	3.00 %
TAIWAN	2.00 %
GERMANY WEST	1.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. OFFICE FURNITURE
2. HOUSEHOLD RTA FURNITURE
3. UPHOLSTERED HOUSEHOLD FURNITURE

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada
- Bilateral economic trade agreement
- Competitive Canadian financing