

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 015 CONSTRUCTION INDUSTRY

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) \$	92.00M	\$ 87.00M	\$ 85.00M	\$ 80.00M
Canadian Exports \$	72.00M	\$ 70.00M	\$ 68.50M	\$ 65.00M
Canadian Share of Import Market	78.20%	80.40%	80.50%	81.00%

Major Competing Countries

Market Share

i) 265 JAPAN	000 %
ii) 577 UNITED STATES OF AMERICA	000 %

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Well established and growing

Products/services for which there are good market prospects

Current Total Imports

i) PRE-BUILT HOUSING	In Canadian \$
ii) DOORS AND WINDOWS	\$ 16.90 M
	\$ 3.50 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
- difficulties of adaptation of marketing techniques to the market by some Canadian companies

- other factor(s) described by the Trade Office as follows:

NOT YET APPARENT WHETHER LUMBER DUTIES WILL AFFECT MARKET.