

## Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

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) \$	3700.00M	\$ 3600.00M	\$ 3200.00M	\$ 2700.00M
Canadian Exports \$	1300.00M	\$ 1250.00M	\$ 1050.00M	\$ 841.00M
Canadian Share of Import Market	35.00%	35.00%	33.00%	31.00%

## Major Competing Countries

## Market Share

i) 405 ICELAND	020 %
ii) 093 DENMARK	010 %
iii) 410 NORWAY	008 %
iv) 268 KOREA	004 %

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) FARMED SALMON	In Canadian \$	\$ 80.00 M
ii) REDFISH	\$	70.00 M
iii) TURBOT	\$	30.00 M
iv) MUSSELS	\$	0.00 M
v) MACKEREL	\$	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:

- No factors reported by mission