

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 619 ATLANTA

Market: 577 UNITED STATES OF AMERICA

Sector: 017 SERVICE INDUSTRIES

Subsector: 171 DISTRIBUTION

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	300.00M	\$ 290.00M	\$ 285.00M	\$ 270.00M
Canadian Exports \$	10.00M	\$ 8.00M	\$ 6.00M	\$ 6.00M
Canadian Share of Import Market	3.30%	2.70%	2.10%	2.20%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	085 %
ii) 265 JAPAN	005 %
iii) 609 EUROPEAN COMMON MARKET C	005 %

Cumulative 3 year export potential for CDN products 5-15 \$M
in this Sector/Subsector:

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

Current Total Imports In Canadian \$
i) WAREHOUSE SERVICES \$ 0.00 M
ii) MOVERS/FREIGHT PACKERS/FORWARDERS \$ 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:

- a lack of interest in the market on the part of Canadian exporters
- non competitive pricing
- 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
- other factor(s) described by the Trade Office as follows:
OFFERING INCOMPLETE SERVICES AT HIGH PRICES