

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

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	2650.00 \$M	2880.00 \$M	3110.00 \$M	3358.00 \$M
Canadian Exports	132.50 \$M	144.00 \$M	155.50 \$M	167.90 \$M
Canadian Share of Market	5.00 %	5.00 %	5.00 %	5.00 %

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

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	80.00 %
WEST EUROPE	5.00 %
TAIWAN	2.00 %
JAPAN	2.00 %
KOREA	2.00 %
OTHER COUNTRIES	4.00 %

Current Status of Canadian

exports in this sector/subsector: well established and growing

Products/services for which there are good market prospects:

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Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Trade Fair activity
- Competitive pricing