

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 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	2372.00 \$M	2567.00 \$M	2593.00 \$M	2619.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	73.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	2.80 %

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

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	69.00 %
TAIWAN	6.00 %
CANADA	3.00 %
ITALY	2.00 %
GERMANY WEST	1.00 %
DENMARK	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. WOODEN HOUSEHOLD FURNITURE
3. UPHOLSTERED 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
- Provincial export promotion
- Canada is one of few sources of supply
- Bilateral economic trade agreement