

## Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 009 FOREST PRODUCTS, EQUIP, SERVICES

Subsector: 092 WOOD AND WOOD PRODUCTS

| Statistical Data On<br>Sector/sub-sector | Next Year<br>(Projected) | Current Year<br>(Estimated) | 1 Year Ago  | 2 Years Ago |
|------------------------------------------|--------------------------|-----------------------------|-------------|-------------|
| Mkt Size(import) \$                      | 3000.00M                 | \$ 2500.00M                 | \$ 1935.00M | \$ 1822.00M |
| Canadian Exports \$                      | 300.00M                  | \$ 309.00M                  | \$ 193.00M  | \$ 182.00M  |
| Canadian Share<br>of Import Market       | 10.00%                   | 12.00%                      | 10.00%      | 10.00%      |

## Major Competing Countries

## Market Share

|                                 |      |
|---------------------------------|------|
| i) 577 UNITED STATES OF AMERICA | 80 % |
| ii) 349 MEXICO                  | 5 %  |
| iii) 047 BRAZIL                 | 5 %  |

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) SOFTWOOD             | In Canadian \$ |
| ii) MILLINGS & TURNINGS | \$ 450.00 M    |
|                         | \$ 66.00 M     |

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be low

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- high tariffs
- other factor(s) described by the Trade Office as follows:  
CDN PRODUCERS NOT RESPONDING EFFECTIVELY TO CHANGES IN PRODUCT AND PACKAGING DEMANDS.