

Export and Investment Promotion Planning System

88/89 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: 094 PULP AND PAPER PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import)	\$ 38000.00M	\$36500.00M	\$36000.00M	\$35500.00M
Canadian Exports	\$ 1250.00M	\$ 1200.00M	\$ 1144.00M	\$ 1000.00M
Canadian Share of Import Market	3.30%	3.30%	3.20%	2.80%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	085 %
ii) 612 SCANDINAVIA	005 %
iii) 047 BRAZIL	005 %

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 In Canadian \$	
i) NEWSPRINT	\$ 0.00 M
ii) SPECIALTY PAPER	\$ 0.00 M
iii) PRINTING PAPER	\$ 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

Some Canadian exporters to this market in this sector(sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- Canada's position as one of the few major sources of international supply
- strong sectoral capability in Canada