

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: 004 DEFENCE PROGRAMS, PRODUCTS, SERV

Subsector: 044 OTHER DEFENSE PROD & SERV.

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	120.00M	\$ 110.00M	\$ 100.00M	\$ 100.00M
Canadian Exports \$	50.00M	\$ 45.00M	\$ 40.00M	\$ 42.00M
Canadian Share of Import Market	41.67%	40.91%	40.00%	42.00%

Major Competing Countries

Market Share

i) 577 UNITED STATES OF AMERICA	95 %
ii) 609 EUROPEAN COMMON MARKET C	3 %

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) DEFENSIVE CHEMICAL EQUIPMENT	In Canadian \$
ii) COLD WEATHER CLOTHING	\$ 65.00 M
iii) SECURITY PRODUCTS	\$ 20.00 M
	\$ 10.00 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:

- non competitive pricing
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
SMALL BUSINESS SET-ASIDES AND SINGLE SOURCE PROCUREMENTS.