

Global Markets and the Canadian Share

There are only a few sources of quantitative information and statistics pertaining to this sector.

The total world market in 1991 for Remote Sensing/GIS sector was estimated to be in the range of \$US 2.5 to \$3.0 billion. The same market is predicted to grow to \$US 8.5 billion for 1992. Revenues of Canadian Remote Sensing/GIS sector are between \$250 and \$300 million per annum. They constitute roughly 30% of the billings of the entire Geomatics sector, which includes Mapping and Surveying Sub-sector. 70% of sales of Canadian RS/GIS sector have been directed to export markets.

The export markets (rated by market size) are the US, Europe, SE Asia and Latin America. Based on the current feedback from the Posts and the Industry it would appear that the markets with highest potential for Canadian companies are SE Asia and Latin America. Overall market penetration has been highest in SE Asia. For the last 5 to 6 years it has been estimated at 35 to 40%.

Canada's technological leadership and world market share has been particularly strong in satellite receiving stations (50%), in the digital image analysis (25% of world markets) and in airborne SAR (Synthetic Aperture Radar) about 90% of global market, excluding the United States. On the other hand Canada's share of US market thus far has been less than 2%.