

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: 013 CONSUMER PRODUCTS

Subsector: 134 LEISURE PROD. TOOLS HARDWARE

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	850.00M	\$ 800.00M	\$ 750.00M	\$ 700.00M
Canadian Exports \$	10.00M	\$ 9.66M	\$ 9.00M	\$ 8.80M
Canadian Share of Import Market	1.18%	1.21%	1.20%	1.26%

Major Competing Countries

Market Share

- i) 577 UNITED STATES OF AMERICA
- ii) 434 TAIWAN
- iii) 265 JAPAN
- iv) 268 KOREA
- v) 609 EUROPEAN COMMON MARKET C

60 %
20 %
10 %
5 %
5 %

Cumulative 3 year export potential for CDN products
in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are
good market prospects

- i) TOYS, GAMES
- ii) SPORTING GOODS
- iii) LAWN & GARDEN

Current Total Imports
In Canadian \$
\$ 1650.00 M
\$ 770.00 M
\$ 47.00 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:

- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- other factor(s) described by the Trade Office as follows:
LACK OF AGGRESSIVENESS IN PURSUING OPPORTUNITIES.