

## 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: 002 FISHERIES, SEA PRODUCTS &amp; SERV.

Subsector: 022 PROCESSED FISH &amp; SHELLFISH

| Statistical Data On<br>Sector/sub-sector | Next Year<br>(Projected) | Current Year<br>(Estimated) | 1 Year Ago  | 2 Years Ago |
|------------------------------------------|--------------------------|-----------------------------|-------------|-------------|
| Mkt Size(import) \$                      | 5700.00M                 | \$ 6000.00M                 | \$ 6300.00M | \$ 5900.00M |
| Canadian Exports \$                      | 23.00M                   | \$ 23.00M                   | \$ 22.10M   | \$ 22.40M   |
| Canadian Share<br>of Import Market       | 0.40%                    | 0.38%                       | 0.35%       | 0.38%       |

## Major Competing Countries

## Market Share

|                                 |   |
|---------------------------------|---|
| i) 410 NORWAY                   | % |
| ii) 265 JAPAN                   | % |
| iii) 370 NEW ZEALAND            | % |
| iv) 078 ECUADOR                 | % |
| v) 577 UNITED STATES OF AMERICA | % |

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector: 60-100 \$M

Current status of Canadian exports: Well established and growing

Products/services for which there are  
good market prospects

## Current Total Imports

In Canadian \$

|                             |           |
|-----------------------------|-----------|
| i) APPETIZERS - FINGERFOODS | \$ 0.00 M |
| ii) FISH ENTREES            | \$ 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:

- a lack of interest in the market on the part of Canadian exporters
- 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:

MARKETING/PROMOTIONAL/EDUCATION OF CDN FISH AT RETAIL LEVEL IS  
ALMOST NON-EXISTENT HERE.

STATISTICS SHOW CHICAGO HAS THE 6TH LARGEST CAPITA PER  
CONSUMPTION.