

RPTC1

## TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

## 90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : CONSUMER PRODUCTS &amp; SERVICES

Sub-Sector: APPAREL (CLOTH, FUR, SHOES) TEXT

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	11340.00 \$M	11510.00 \$M	11629.00 \$M	11700.00 \$M
Canadian Exports	226.80 \$M	230.20 \$M	232.50 \$M	234.00 \$M
Canadian Share of Market	2.00 %	2.00 %	2.00 %	2.00 %

Cumulative 3 year export potential for  
CDN products in this sector/subsector: 100+ \$M

## Major Competing Countries Market Share

UNITED STATES OF AMERICA	60.00 %
PEOPLE'S REP OF CHINA	10.00 %
TAIWAN	6.00 %
KOREA	5.00 %
HONG KONG	5.00 %
OTHER COUNTRIES	12.00 %

Current Status of Canadian  
exports in this sector/subsector: Small but expanding

## Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Bilateral economic trade agreement

## Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Unsuitable product
- Limited Canadian capabilities
- Lack of preparation for exporting
- Products not styled for N.E. market