

## Export and Investment Promotion Planning System

88/89 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 012 PETROCHEM &amp; CHEM PROD, EQP, SERV

Subsector: 123 PLASTICS PRODUCTS, EQUIP, SERVIC

| Statistical Data On Sector/sub-sector | Next Year (Projected) | Current Year (Estimated) | 1 Year Ago  | 2 Years Ago |
|---------------------------------------|-----------------------|--------------------------|-------------|-------------|
| Mkt Size(import) \$                   | 1569.00M              | \$ 1509.00M              | \$ 1444.00M | \$ 1375.00M |
| Canadian Exports \$                   | 500.00M               | \$ 452.00M               | \$ 448.00M  | \$ 413.00M  |
| Canadian Share of Import Market       | 32.00%                | 30.00%                   | 31.00%      | 30.00%      |

## Major Competing Countries

## Market Share

|                                 |       |
|---------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 070 % |
| ii) 265 JAPAN                   | 010 % |
| iii) 434 TAIWAN                 | 005 % |
| iv) 268 KOREA                   | 005 % |

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

- i) PLASTIC MATERIALS & RESINS
- ii) PLASTICS PRODUCTS

In Canadian \$

\$ 559.00 M

\$ 1719.00 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
- the unsuitability of Canadian products for this market
- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies