

carefully, as they may differ significantly from the prospects of any individual product included within them. It is therefore recommended that outlook data be used only as a general indication of sectoral prospects in the near term.

This section has also been supplemented by information provided by the Agri-Food Division of External Affairs.

### **The United States Bakery Market**

The value of the market for bakery products in the United States is forecast to exceed \$23 billion (U.S.) in 1988. This forecast is detailed in the *United States Industrial Outlook - 1988*, as produced by the USDOC. The \$23 billion (U.S.) is derived by taking the forecast value of shipments of \$22,731 million (U.S.), adding the forecast value of imports of \$350 million (U.S.) and subtracting \$60 million (U.S.) of projected exports. This projection is an increase of 3% from \$21,989 million (U.S.) of shipments in 1987. Imports are expected to increase by 9% to \$350 million (U.S.) with exports to increase by 12% from 1987.

The value of shipments of the baking industry is divided into two groups; bakery products (statistical item #2051) and cookies and crackers (statistical items #2052). Of these two groups, shipments of bakery products are expected to reach \$15.1 billion (U.S.), a 2.3% increase over 1987. Cookies and crackers are forecast to top \$7.6 billion (U.S.) in 1988, which would give them a healthy increase of 5.6% over the previous year.

In comparison, the Canadian baking industry's value of shipments in 1985, were just under \$2 billion (Cdn). Canadian statistics divide the bakery industry into two categories; bread shipments of \$1,455.5 million (Cdn) and biscuit shipments of \$494 million (Cdn).

### **Per Capita Consumption Bakery Products**

Per capita consumption of bakery products in the United States has been on a decline for most of this decade. Total consumption in 1982 was 90.7 pounds of bakery products per person. This amount declined to 89.6 pounds in 1986, and experienced a further drop to 89.5 pounds in 1987.