

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

90/91 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: WASHINGTON

Market: UNITED STATES OF AMERICA

Sector : CONSUMER PRODUCTS & SERVICES

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

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	0.00 \$M	9017.00 \$M	10798.00 \$M	11226.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	14.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.02 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 5-15 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	78.00 %
HONG KONG	9.00 %
TAIWAN	6.00 %
KOREA	4.00 %
PEOPLE'S REP OF CHINA	1.00 %
MEXICO	2.00 %

Current Status of Canadian

exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. OUTERWEAR OUTDOOR JACKETS
2. DESIGNER APPAREL

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- Fairs and Missions support
- Trade Fair activity
- Competitive pricing
- Bilateral economic trade agreement
- Willingness of exporters to invest/joint venture in territory
- PRODUCT QUALITY