longer favoring imports over locally made items only because they are imported, but shops for a price and quality balance. Brand and company names are also now being recognized and related to particular features. This explains the decrease in the growth pattern of imports and sustains our estimate for a moderately growing import market of approximately 8%-10% per annum in the next few years.

The following table lists selected consumer product imports by category:

TABLE 2
SELECTED CONSUMER PRODUCT IMPORTS
(U.S. $ million)

	1989	1990	89-90 CHANGE
MANUFACTURED PRODUCTS			
Textile & leather articles	421.2	562.0	33.4%
Wood products	4.8	5.6	16.7%
Paper & printing industry	156.6	250.9	60.2%
Petroleum derivates	328.8	493.9	50.2%
Chemical industry	100.1	165.4	65.2%
Plastic & rubber industry	94.3	100.6	6.7%
Non-metal, mineral products	36.3	56.0	54.3%
Transportation	139.8	305.7	118.7%
Machinery, equipment & tools	143.7	168.7	17.4%
Electric & electronic eq.	342.3	361.9	5.7%
Photo, movie, optic, watches	38.4	48.5	26.3%
Other manufactured prods.	142.7	149.1	4.5%
Non classified products	0.4	11.5	2775.0%

Source: Estadísticas de comercio exterior, INEGI, SPP.

The following table lists imports of the major non-food consumer product categories for 1989 and 1990.

TABLE 3
IMPORTS OF SELECTED NON-FOOD CONSUMER GOODS
(U.S. $000)

	1989	1990	89-90 CHANGE
Carpets and rugs	22,961	33,850	47.4%
Footwear	74,985	86,044	14.7%
Apparel-man made materials	95,157	103,566	8.8%
Apparel-natural fibers	102,129	157,653	54.4%
Other clothing	61,233	86,804	41.8%
Household textile items	22,106	31,595	42.9%
Books	82,074	111,847	36.3%
Magazines & periodicals	19,339	30,592	58.2%
Paper & cardboard (1)	17,320	17,035	(1.6%)