

Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights
Submitted by Posts by Region

Region: UNITED STATES

Mission: 601 BOSTON

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 135 FURNITURE & APPLIANCES

| Statistical Data On Sector/sub-sector | Next Year (Projected) | Current Year (Estimated) | 1 Year Ago | 2 Years Ago |
|--|--------------------------|-----------------------------|------------|-------------|
| Mkt Size(import) \$ | 181.90M | \$ 173.20M | \$ 165.00M | \$ 157.00M |
| Canadian Exports \$ | 17.30M | \$ 15.90M | \$ 13.20M | \$ 11.00M |
| Canadian Share of Import Market | 9.51% | 9.18% | 8.00% | 7.00% |

Major Competing Countries

Market Share

| | |
|---------------------------------|-------|
| i) 577 UNITED STATES OF AMERICA | 065 % |
| ii) 093 DENMARK | 015 % |
| iii) 434 TAIWAN | 003 % |

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

Current status of Canadian exports: Well established and growing

Products/services for which there are
good market prospects

Current Total Imports
In Canadian \$

| | |
|---------------------------|------------|
| i) OFFICE DESKS | \$ 19.00 M |
| ii) UPHOLSTERED FURNITURE | \$ 26.00 M |

The Trade Office reports that the following factors influence Canadian export performance in this market for this sector (sub-sector).

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

Some Canadian exporters to this market in this sector (sub-sector) have enjoyed success previously as a result of a variety of factors which the trade office reports to include:

- aggressive marketing on the part of Canadian Exporters
- participation in trade fairs
- use of Canadian Government export promotion activities
- competitive export pricing for this market