

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : CONSTRUCTION INDUSTRY

Sub-Sector: BUILDING PRODUCTS

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	7080.00 \$M	7420.00 \$M	7765.00 \$M	8300.00 \$M
Canadian Exports	72.40 \$M	141.90 \$M	155.00 \$M	195.00 \$M
Canadian Share of Market	1.10 %	1.90 %	2.00 %	2.20 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 100+ \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	95.00 %
JAPAN	1.00 %
SWEDEN	0.50 %

Current status of Canadian
exports in this sector/subsector: Well established and growing

Products/services for which there are good market prospects:

1. PRE-BUILT HOUSING
2. WINDOWS & DOORS
3. CABINETRY

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMO support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- Competitive pricing
- Canada is one of few sources of supply
- Strong sectoral capability in Canada