

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BOSTON

Market: UNITED STATES OF AMERICA

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: JEWELRY & GIFTWARE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	855.50 \$M	915.00 \$M	974.00 \$M	1037.00 \$M
Canadian Exports	17.10 \$M	18.30 \$M	19.40 \$M	20.70 \$M
Canadian Share of Market	2.00 %	2.00 %	2.00 %	2.00 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 15-30 \$M

Major Competing Countries	Market Share
UNITED STATES OF AMERICA	50.00 %
SOUTH AFRICA	20.00 %
WEST EUROPE	10.00 %
INDIA	4.00 %
SOUTH AMERICA	4.00 %
OTHER COUNTRIES	10.00 %

Current Status of Canadian
exports in this sector/subsector: Mature with little growth

Products/services for which there are good market prospects:

1. CRAFTS

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector

Factors for Canadian exports not reaching market potential:

- EXTREMELY COMPETITIVE, LOCAL IND.&
- MUCH LOWER PRICING FR OTHER COUNTRY