

RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 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	9017.00 \$M	9794.00 \$M	10284.00 \$M	10798.00 \$M
Canadian Exports	0.00 \$M	0.00 \$M	0.00 \$M	16.00 \$M
Canadian Share of Market	0.00 %	0.00 %	0.00 %	0.02 %

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	73.00 %
HONG KONG	4.00 %
TAIWAN	0.00 %
KOREA	3.00 %
PEOPLE'S REP OF CHINA	2.00 %
ITALY	1.00 %

Current Status of Canadian exports in this sector/subsector: Small but expanding

Products/services for which there are good market prospects:

1. OUTERWEAR
2. OUTDOOR JACKETS
3. 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
- Willingness of exporters to invest/joint venture in territory

Factors for Canadian exports not reaching market potential:

- Non-competitive pricing
- Lack of promotion and advertising
- Limited appreciation/understanding of distribution system
- Limited Canadian capabilities