

30/05/89

DEPARTMENT OF EXTERNAL AFFAIRS

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RPTC1

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: ATLANTA

Market: UNITED STATES OF AMERICA

Sector : CONSUMER PRODUCTS & SERVICES

Sub-Sector: LEISURE PROD. TOOLS HARDWARE

Market Data	2 Years Ago	1 Year Ago	Current Year (Estimated)	Next Year (Projected)
Market Size	2447.00 \$M	2717.00 \$M	2860.00 \$M	3000.00 \$M
Canadian Exports	12.80 \$M	14.70 \$M	15.20 \$M	22.80 \$M
Canadian Share of Market	0.52 %	0.54 %	0.53 %	0.76 %

Cumulative 3 year export potential for
CDN products in this sector/subsector: 60-100 \$M

Major Competing Countries

Market Share

UNITED STATES OF AMERICA	90.00 %
KOREA	0.00 %
TAIWAN	0.00 %
JAPAN	0.00 %
GERMANY WEST	0.00 %
ITALY	0.00 %

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

Products/services for which there are good market prospects:

1. ACTIVEWEAR
2. GYM, EXERCISE AND PLAYGROUND EQUIPMENT
3. SWIMMING POOLS AND ACCESSORIES
4. FISHING TACKLE AND ACCESSORIES

Factors contributing to current successful Canadian exports:

- Import restrictions are not a significant impediment in this sector
- Aggressive marketing
- PEMP support
- Fairs and Missions support
- Trade Fair activity
- Provincial export promotion
- CIAA programs
- Competitive pricing
- Strong sectoral capability in Canada