

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 602 CHICAGO

Market: 577 UNITED STATES OF AMERICA

Sector: 013 CONSUMER PRODUCTS

Subsector: 131 APPAREL (CLOTH, FUR, SHOES) TEXT

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	7100.00M	\$ 7100.00M	\$ 7000.00M	\$ 6900.00M
Canadian Exports \$	55.00M	\$ 50.00M	\$ 43.20M	\$ 28.90M
Canadian Share of Import Market	0.80%	0.70%	0.60%	0.40%

Major Competing Countries

Market Share

i) 434 TAIWAN	%
ii) 189 HONG KONG	%
iii) 268 KOREA	%
iv) 192 PEOPLE'S REP OF CHINA	%
v) 431 PHILIPPINES	%

Cumulative 3 year export potential for CDN products in this Sector/Subsector: 100 \$M AND UP

Current status of Canadian exports: Small but expanding

Products/services for which there are good market prospects

Current Total Imports

i) OUTERWEAR	In Canadian \$
ii) FURS	\$ 0.00 M
iii) LARGE SIZES	\$ 0.00 M
	\$ 0.00 M

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

- the degree of import duty protection of local industry tends to be moderate

In the Trade Office's opinion, Canadian export performance in this sector (sub-sector) in this market is lower than optimum mainly because of:

- a lack of interest in the market on the part of Canadian exporters
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- high tariffs