

RPTCL

TRADE AND INVESTMENT PROMOTION PLANNING SYSTEM

89/90 SECTOR/SUB-SECTOR HIGHLIGHTS

Mission: BUFFALO

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 | 6500.00 \$M | 7000.00 \$M | 7400.00 \$M | 7800.00 \$M |
| Canadian Exports | 85.00 \$M | 117.00 \$M | 149.00 \$M | 200.00 \$M |
| Canadian Share of Market | 1.30 % | 1.70 % | 2.00 % | 2.60 % |

Cumulative 3 year export potential for
CDN products in this sector/subsector: 30-60 \$M

| Major Competing Countries | Market Share |
|---------------------------|--------------|
| UNITED STATES OF AMERICA | 45.00 % |
| HONG KONG | 15.00 % |
| TAIWAN | 15.00 % |
| KOREA | 12.00 % |

Current Status of Canadian
exports in this sector/subsector: well established and growing

Products/services for which there are good market prospects:

1. OUTERWEAR, MBWGCI
2. SWEATERS
3. DRESSES/SKIRTS

Factors contributing to current successful Canadian exports:

- Aggressive marketing
- Trade Fair activity
- Provincial export promotion
- Strong sectoral capability in Canada

Factors for Canadian exports not reaching market potential:

- Import restrictions are a significant impediment in this sector
- Import duties are high
- Non-competitive pricing
- Lack of promotion and advertising
- Non-competitive financing
- Market prospects have not been adequately explored