

3.1.1 THE NORTH-AMERICAN AND U.S. ENVIRONMENTAL MARKETS

The North-American Market (United States - Canada - Mexico)

In the summary of his study of environmental markets, Richard K. Miller estimates the North-American environmental market at \$185.1 billion for 1991. Note that this figure includes all levels of government as well as the private sector. Water and wastewater management represents \$31.4 billion of the total.

The U.S. Market

The U.S. environmental market has been described since 1988 in the Environmental Business Journal published by EnviroQuest Inc. (San Diego CA). It is divided into 12 segments and its value is estimated at about \$120 billion for 1991, of which \$41 billion represents the public sector and a little more than \$78 billion the private sector. (See in Appendix 3.1 the two tables "U.S. Environmental Industry Segments - 1991" and "U.S. Environmental Industry - Projected Market Growth.")

Based mainly on these data, NETAC has estimated the U.S. market for 1991 in terms of four segments (see Table 3.1).

Table 3.1 : Size and Segmentation of the U.S. Environmental Market - 1991
(+/- \$120 billion U.S.)

