

## MARKET SHARE TRENDS

Almost all industry representatives considered that Canada's market share would be likely to decrease in all sectors as a result of aggressive marketing by Australia, the United Kingdom, France and the USA. However, the presence of both Mitel and Northern Telecom here is of particular benefit in keeping Canada's profile high.

The forecast provided below reflect industry opinions only, and could easily be altered as a result of aggressive marketing strategies by Canadian exporters.

### Telecommunications Sector - Anticipated Changes in Canadian Market Share to 1992

Consumer Premises Equipment	- 19.7%
Computer Communications Equipment	- 5.0%
Mobile Equipment	- 12.5%
Broadcast/Multimedia Equipment	- 0.0%
Space Communications Equipment	+ 15.0%
Telecommunications Equipment	- 18.0%

Reasons cited for these relative decreases were varied, but almost all related to lack of strong marketing efforts by Canadian exporters, and also, with notable exceptions, an inability to address themselves to the New Zealand market in a serious and committed way.

It should also be noted here that, while the telecommunications market is growing at a considerable rate, industry participants are, in the words of one respondent, "expecting a period of chaos as the industry sorts itself out after deregulation. There will be many new entrants in the market, some will go, others will stay, but everyone is expecting a two year period of increasing fragmentation before things settle down".

This, therefore, makes forecasting growth rates and changes in relative market shares somewhat difficult. However, given the current level of marketing activity by Canadian manufacturers, and on the assumption that this does not change in the future, Canadian market shares are expected to decrease in proportion to the market growth.