

Export and Investment Promotion Planning System

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

Region: UNITED STATES

Mission: 603 CLEVELAND

Market: 577 UNITED STATES OF AMERICA

Sector: 001 AGRI & FOOD PRODUCTS & SERVICE

Subsector: 999 ALL SUB-SECTORS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	6346.00M	\$ 6103.00M	\$ 5868.00M	\$ 5623.00M
Canadian Exports \$	412.00M	\$ 366.00M	\$ 321.00M	\$ 265.00M
Canadian Share of Import Market	6.50%	6.00%	6.40%	4.70%

Major Competing Countries

Market Share

i) 349 MEXICO	007 %
ii) 011 AUSTRALIA	003 %
iii) 047 BRAZIL	006 %
iv) 093 DENMARK	003 %
v) 265 JAPAN	004 %

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) MEAT & PREPARATION	In Canadian \$
ii) BEVERAGES	\$ 71.00 M
iii) SUGAR & PREPARATION	\$ 66.00 M
iv) FRUIT, VEGETABLES, DAIRY	\$ 23.00 M
v) AGRICULTURAL MACHINERY	\$ 31.00 M
	\$ 23.00 M

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

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

- No factors reported by mission