

to Cdn\$594 million, while total Canadian imports from Mexico were valued at Cdn\$1,730 million in 1990. According to Mexican figures, in 1989, 1.9% of Mexico's imports came from Canada, while 1.2% of its exports were to Canada. This makes Canada Mexico's fifth largest exporter and sixth largest importer.

### 3. MARKET ASSESSMENT

For the purposes of this study, consumer products are defined as small non-food products, both durable and non-durable, for personal or family use or consumption in the house. The total Mexican market for consumer products is very difficult to assess globally, since it includes a wide variety of products and suppliers. Total imports of consumer products, as published by the National Institute for Statistics, Geography and History (INEGI) reached \$5.8 billion in 1991, up from \$5.1 billion the previous year. Mexican exports of consumer products, on the other hand, were valued at \$5.7 billion in 1990 and \$7.3 billion in 1991. Based on trade interviews, it could be gathered that imports represent approximately 20% of total apparent consumption, which could therefore be placed at roughly \$29 billion in 1991. Domestic production accounts for much of total supply and there are no product categories not produced locally. However, imports clearly are important and growing in this market and are concentrated in fashion, novelty, high technology, high quality, low price, promotional, specialty and/or low volume items.

#### 3.1 IMPORTS

The following table shows Mexico's total imports of merchandise by origin and type of product:

**TABLE 1**  
**IMPORTS BY TYPE OF PRODUCT**  
(U.S. \$million)

SECTOR/TYPE OF PRODUCT	1988	1989	1990	1991p
<b>AGRICULTURE</b>				
Consumer goods	49.1	157.3	356.2	175.3
Intermediate goods	1,344.5	1,585.7	1,467.2	1,525.9
Capital goods	3.1	3.9	6.5	23.2
<b>LIVESTOCK</b>				
Consumer goods	15.2	13.8	13.3	23.3
Intermediate goods	164.8	152.5	147.8	318.4
Capital goods	196.4	89.5	80.3	103.8
<b>EXTRACTION</b>				
Intermediate goods	323.7	387.7	388.9	388.6