

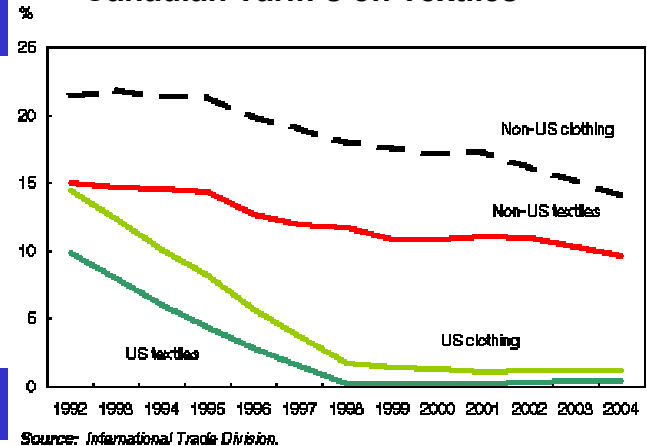
MARKET IDENTIFICATION

- The textile market manufactures numerous products.
 - ◆ threads
 - ◆ filaments
 - ◆ fabrics
- The textile market also encompasses finished goods and textile furnishings such as
 - ◆ carpets and rugs
 - ◆ curtains and linens
 - ◆ residential, commercial, and industrial furnishings

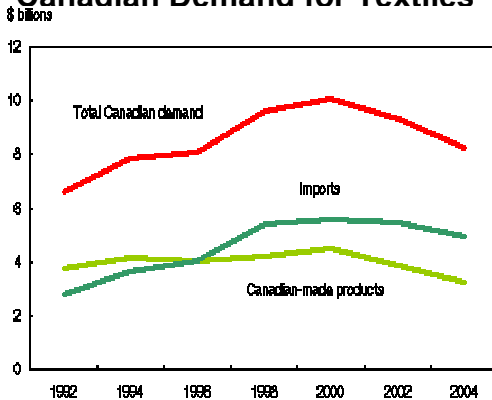
THE TEXTILE MARKET

- Textile imports from the U.S. is currently estimated to be at 53 percent.
- Approximately US\$1 Billion of home furnishing textiles are imported from the U.S. annually.
- Growth in the textile furnishing market is projected at 3-5 percent annually. With carpets, curtains/interior blinds/bed valences, non-electric/cotton blankets and traveling rugs seeing the greatest levels of growth.
- U.S. manufacturers of textiles and textile furnishings face an advantage when exporting to Canada due to similar fashion and style trends present in Canada and the U.S.
- Additional positive reinforcement for U.S. firms to enter Canada is the sentiment held by Canadian consumers that U.S. products are high quality brand name goods.

Canadian Tariff's on Textiles



Canadian Demand for Textiles



Sources: Monthly Survey of Manufactures, CANSIM Table 304-0014, and Trade by Industry data, International Trade Division.

THE CANADIAN MARKETPLACE: GETTING THERE

- Ontario receives well over 60 percent of Canada's textile imports from the U.S.
- Textile firms are concentrated in Ontario and Quebec, with strong growth currently taking place in British Columbia and Alberta.
- Foreign manufacturers that enter into the Canadian marketplace tend to do business through a Canadian distributor.
- While general trends in the U.S. and Canada are similar, textile manufacturers need to be aware that slight provincial and regional differences in style and price exists.

THINK CANADA FIRST!

We hope that you find this information useful. If you would like further information, please contact Commercial Assistant Sue.Bissi@mail.doc.gov, or at (514) 908-3673.

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