



# Apparel Apparel

From the international runways of New York, Paris, and Milan all the way to Toronto, ON; Canadian fashion styles combine European chic with North American luxuries to form another international destination.

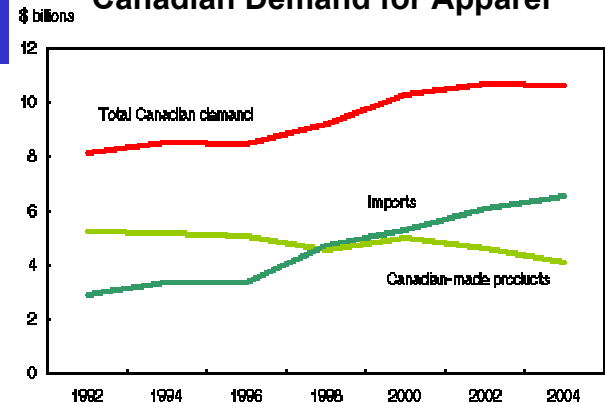
## BREADTH OF THE MARKET

- Apparel is worth US\$13 Billion annually in the Canadian market.
- Within this large market, apparel can be broken down into more specific areas:
  - ◆ Men's clothing
  - ◆ Women's clothing
  - ◆ Children's clothing
  - ◆ Accessories
  - ◆ Occupational clothing
- Within the Canadian market, 40 percent of apparel spending occurs in Ontario. Quebec comes in second in terms of spending with close to 30 percent of the Canadian total.
- With apparel workers in Canada amongst the highest paid in the world, Canadians have turned to imports for affordable clothing.

## MARKET TRENDS

- Plus size apparel is an underserved area that will see rapid demand increases in the years to come.
- Gen-X apparel is another underserved segment in the Canadian market, with designers currently focusing on serving the Baby Boomer and Gen-Y market.
- In contrast with other industries, the apparel industry is less vulnerable to economic fluctuations. Market downturns result in increased spending on accessories and in times of market upturns, greater volumes of higher priced items are moved.
- The accessories market; worth \$1 Billion annually; witnesses increased levels of spending in slower periods of economic growth. During these times, Canadian consumers purchase hats, neckware, gloves, and other accessories to complement their wardrobe.

## Canadian Demand for Apparel



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

## THE U.S. ADVANTAGE

- With the ability to produce goods en-masse, the U.S. can achieve efficiency not possible in Canada. In turn having a lower priced product for the Canadian marketplace.
- The U.S. is the second largest importer of apparel to Canada at 53 percent.
- Canadian consumers have preferences for American apparel as there exists:
  - ◆ brand recognition
  - ◆ similarity in fashion
  - ◆ identification of American goods as being dependable high quality goods.

**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](mailto:Sue.Bissi@mail.doc.gov), or at (514) 908-3673.

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