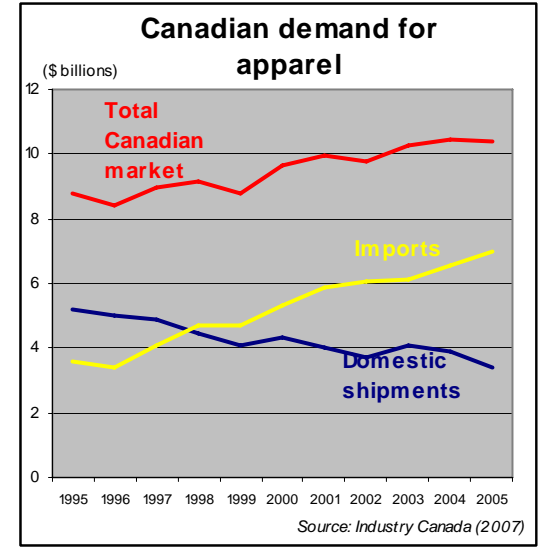




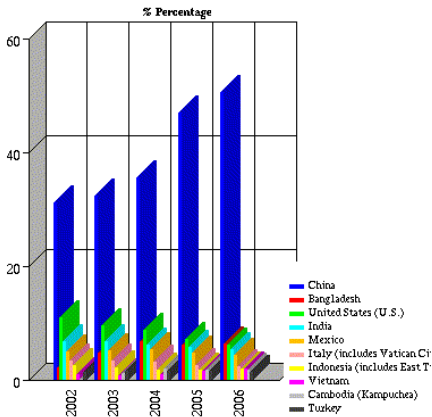
Apparel Apparel

BREADTH OF THE MARKET

- Apparel is worth \$6 Billion annually in the Canadian market.
- Within this large market, apparel can be broken down into:
 - ◆ 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.



Top 10 Apparel Importers



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 third largest importer of apparel to Canada at 6.4 percent.
- Canadian consumers have preferences for American apparel as there exists: brand recognition, similarity in fashion and identification of American goods as being dependable high quality goods.
- Canada has not seen the type of economic slow down that currently exists in the United States and growth in the market is still anticipated.

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.
- The total amount of spending on apparel in the Canadian marketplace is less susceptible to levels of Canadian disposable income than other industries
- 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, neckwear, gloves, and other accessories to complement their wardrobe. However, the glove market is under-supplied.

THINK BIG... THINK CANADA!

We hope that you find this information useful. If you would like further information, please contact Commercial Assistant Sue Bissi at sue.bissi@mail.doc.gov, or at (514) 908-3673. As well, visit our website at <http://www.buyusa.gov/canada> to discover additional commercial opportunities in Canada