

# Export Diversification

Export diversification refers to the extent to which Canada’s export base is broad, in terms of products, trading partner countries or provinces of production. A concentration index, the **Hirfindahl-Hirschman index (HHI)**, has been used as an inverse measure of export diversification.

## Export diversification levels in 2016:



Diversification by

**PRODUCT**

Canadian exports are **diversified** by product



Diversification by

**MARKET OF DESTINATION**

Export Destination Markets are **highly concentrated** in the United States



Diversification by

**PROVINCE OF PRODUCTION**

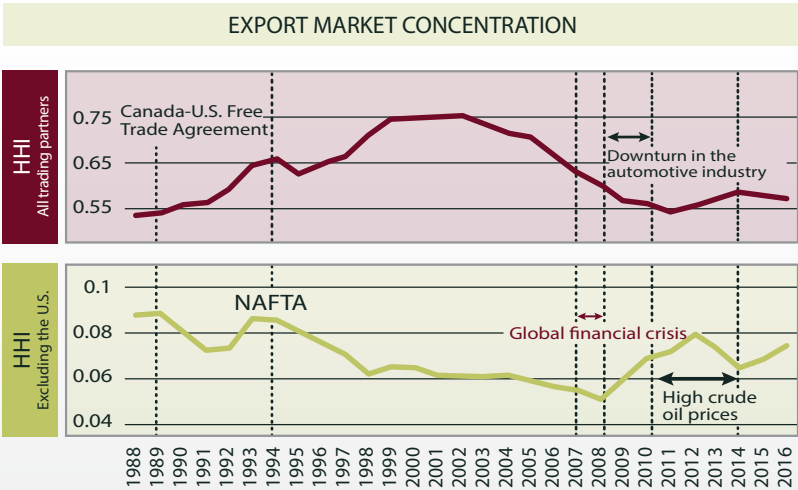
Exports are **highly concentrated** within one province of production, namely Ontario

The map below represents the product diversification levels of provinces and territories based on 2016 Customs data. The main exported products are named.



## Diversification by market of destination

Among non-US countries, Canadian exports are **diversified** by market of destination.

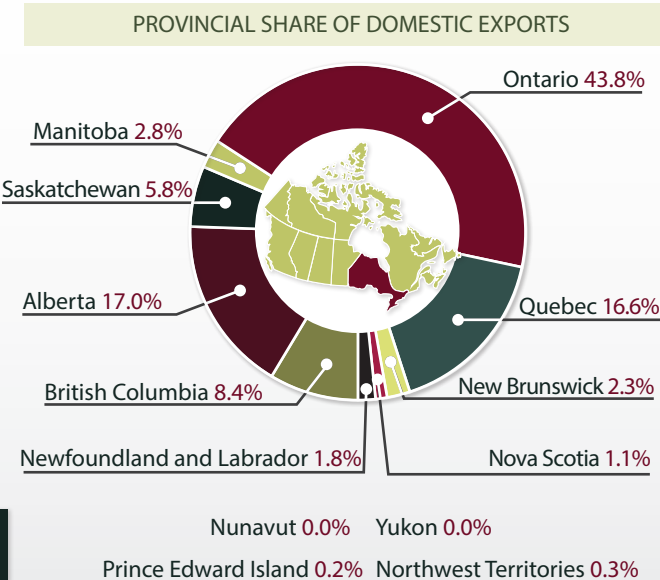


### DID YOU KNOW?

In 2016, over ¾ of Canadian domestic exports were destined to the US, leading to a high export concentration level (HHI=0.57)

## Diversification by province of production

Canadian exports show a **high concentration** in terms of provinces of production (in 2016, HHI=0.26).



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