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# IMPORT PROFILE

## Investment Opportunities

SKI BOOTS

Pub. No: 46-86

February 1986



Government  
of Canada

Regional Industrial  
Expansion

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SKI BOOTS

Pub. No: 46-86

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The nearest DRIE Regional Office.  
These offices are listed on the last page  
of this publication.

REFERENCE SOURCES

Department of Regional Industrial Expansion, Statistics Canada, Revenue Canada and Supply and Services Canada

EXPLANATORY NOTES

Valuation

Imports are generally recorded at the values established for customs duty purposes according to the provisions of the Customs Act. Customs values are identical to selling prices for most transactions between non-affiliated firms, but customs values exceed selling prices for many transactions between affiliated firms. All values are reported in Canadian dollars and do not include duty.

Average Growth Rate

Growth rates are calculated on the basis of annual compounding.

Rounding

Due to rounding, sum of figures may not equal total.

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 IMPORT COMMODITY CODE - 798-93

CANADIAN MARKET OPPORTUNITIES - IMPORT PROFILE

SKI BOOTS

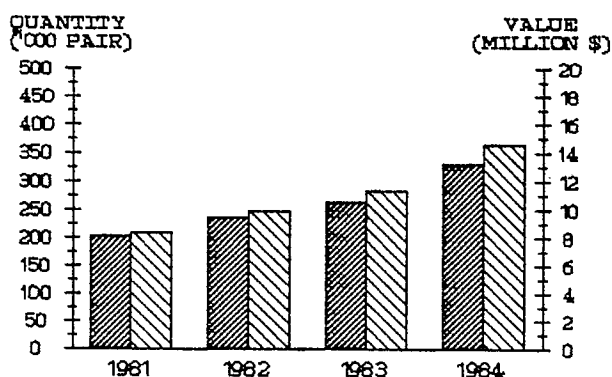
This report is one of a continuing series designed to increase business awareness of the potential existing for domestic production and to stimulate Canadian business to further explore potential opportunities in both the Canadian and export markets. It is important to emphasize that this report does not attempt any assessment as to the feasibility of manufacturing or competing in a particular market and should be treated as an indicator or starting point for the manufacturer or entrepreneur.

This report examines imports of both downhill and cross-country ski boots for men, women and children. It includes those made of leather and those made of other materials. The report also includes some comparative data on ski imports and is organized as follows:

|                              | <u>Pages</u> |
|------------------------------|--------------|
| Downhill Ski Boots           | 3, 4-6, 14   |
| Cross-Country Ski Boots      | 3, 7-9, 15   |
| Aggregated Data (both types) | 10-11        |
| Market Summary               | 12-13        |
| Scope                        | 13           |

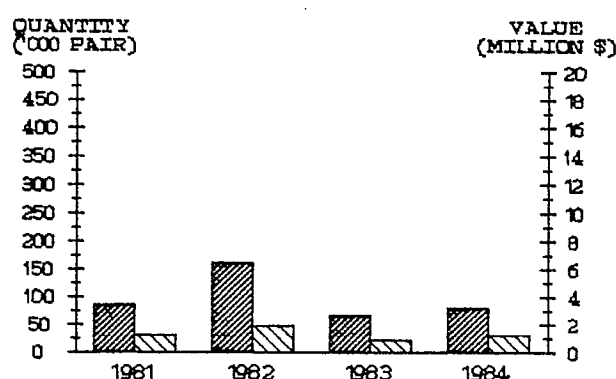
IMPORT TRENDS: OVERVIEW

DOWNHILL SKI BOOTS



|   |       |     |     |      |      |
|---|-------|-----|-----|------|------|
| ■ | QTY   | 203 | 236 | 264  | 331  |
| ▨ | VALUE | 8.3 | 9.9 | 11.4 | 14.5 |

CROSS-COUNTRY SKI BOOTS

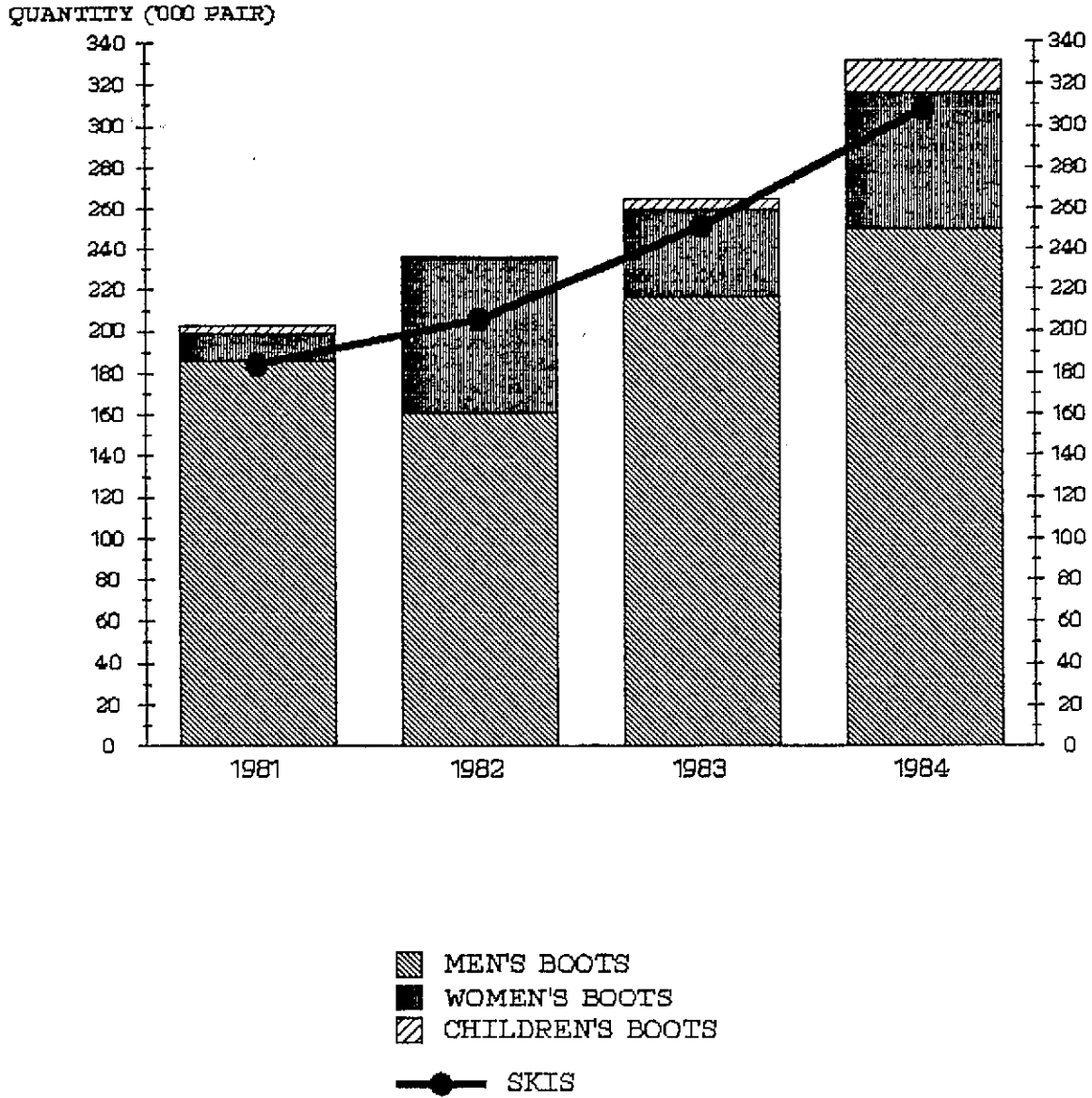


Imports of downhill ski boots reached 331 000 pairs with a value of \$14.5 million in 1984. Growth has been steady since 1981 at annual rates near 20 per cent.

Cross-country ski boots have had smaller imports, and in 1984 there were 81 000 pairs imported with a value of \$1.2 million. Following indications of high demand in 1981, the market was overloaded with imports in 1982 so unit prices dropped and the stock carry-over, coupled with winter weather unsuitable for cross-country skiing, contributed to the reduction in imports in 1983.

IMPORT DATA TRENDS

DOWNHILL SKI BOOTS AND SKIS



IMPORTS OF DOWNHILL SKI BOOTS BY TYPE AND MATERIAL  
COMPARED WITH IMPORTS OF DOWNHILL SKIS

DOWNHILL SKI BOOTS BY TYPE

|            |                          | <u>1981</u> | <u>1982</u> | <u>1983</u> | <u>1984</u> |
|------------|--------------------------|-------------|-------------|-------------|-------------|
| MEN'S      | Quantity (000 Pair)      | 185.9       | 161.1       | 216.0       | 249.1       |
|            | Value (\$000)            | 7 570       | 7 047       | 9 464       | 11 122      |
|            | Unit Price (\$ Per Pair) | 40.70       | 43.73       | 43.82       | 44.65       |
| WOMEN'S    | Quantity (000 Pair)      | 13.3        | 74.0        | 43.0        | 67.0        |
|            | Value (\$000)            | 656         | 2 821       | 1 713       | 3 218       |
|            | Unit Price (\$ Per Pair) | 49.45       | 38.12       | 39.80       | 48.05       |
| CHILDREN'S | Quantity (000 Pair)      | 3.3         | 1.0         | 5.0         | 14.9        |
|            | Value (\$000)            | 90          | 1           | 181         | 219         |
|            | Unit Price (\$ Per Pair) | 27.12       | 32.15       | 36.46       | 14.68       |
| TOTAL      | Quantity (000 Pair)      | 202.5       | 236.1       | 264.0       | 331.0       |
|            | Value (\$000)            | 8 316       | 9 899       | 11 358      | 14 559      |
|            | Unit Price (\$ Per Pair) | 41.07       | 41.93       | 43.02       | 43.98       |

DOWNHILL SKI BOOTS BY MATERIAL

|         |                          |       |       |        |        |
|---------|--------------------------|-------|-------|--------|--------|
| LEATHER | Quantity (000 Pair)      | 23.7  | 34.0  | 7.4    | 4.4    |
|         | Value (\$000)            | 1 078 | 1 290 | 224    | 201    |
|         | Unit Price (\$ Per Pair) | 45.44 | 37.93 | 30.44  | 46.06  |
| OTHER   | Quantity (000 Pair)      | 178.8 | 202.1 | 256.6  | 326.6  |
|         | Value (\$000)            | 7 238 | 8 609 | 11 134 | 14 358 |
|         | Unit Price (\$ Per Pair) | 40.47 | 42.60 | 43.39  | 43.96  |
| TOTAL   | Quantity (000 Pair)      | 202.5 | 236.1 | 264.0  | 331.0  |
|         | Value (\$000)            | 8 316 | 9 899 | 11 358 | 14 559 |
|         | Unit Price (\$ Per Pair) | 41.07 | 41.93 | 43.02  | 43.98  |

DOWNHILL SKIS      Quantity (000 Pair)      184.1      205.6      250.6      308.3

DOWNHILL SKI BOOTS

Between 1981 and 1984 men's downhill ski boots were the major type imported into Canada (75 per cent of the total quantity and 76 per cent of the total value in 1984).

Unit prices of all types of downhill ski boots remained relatively steady between 1981 and 1984, ranging from \$41 to \$44 per pair.

The import market share of boots made of leather dropped from 34 000 pairs in 1982 to under 8 000 pairs in 1983 and 1984. Conversely, imports of boots made of materials other than leather (principally plastic and polyurethane foam compounds) have increased substantially from 179 000 pairs in 1981 to 327 000 pairs in 1984, as consumer preferences have changed to favour man-made materials.

DOWNHILL SKIS

Quantities of downhill skis imported between 1981 and 1984 closely followed those of downhill ski boots.

NOTE: For further information on imports of downhill ski boots, see Appendix A, page 14.

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

DOWNHILL SKI BOOTS

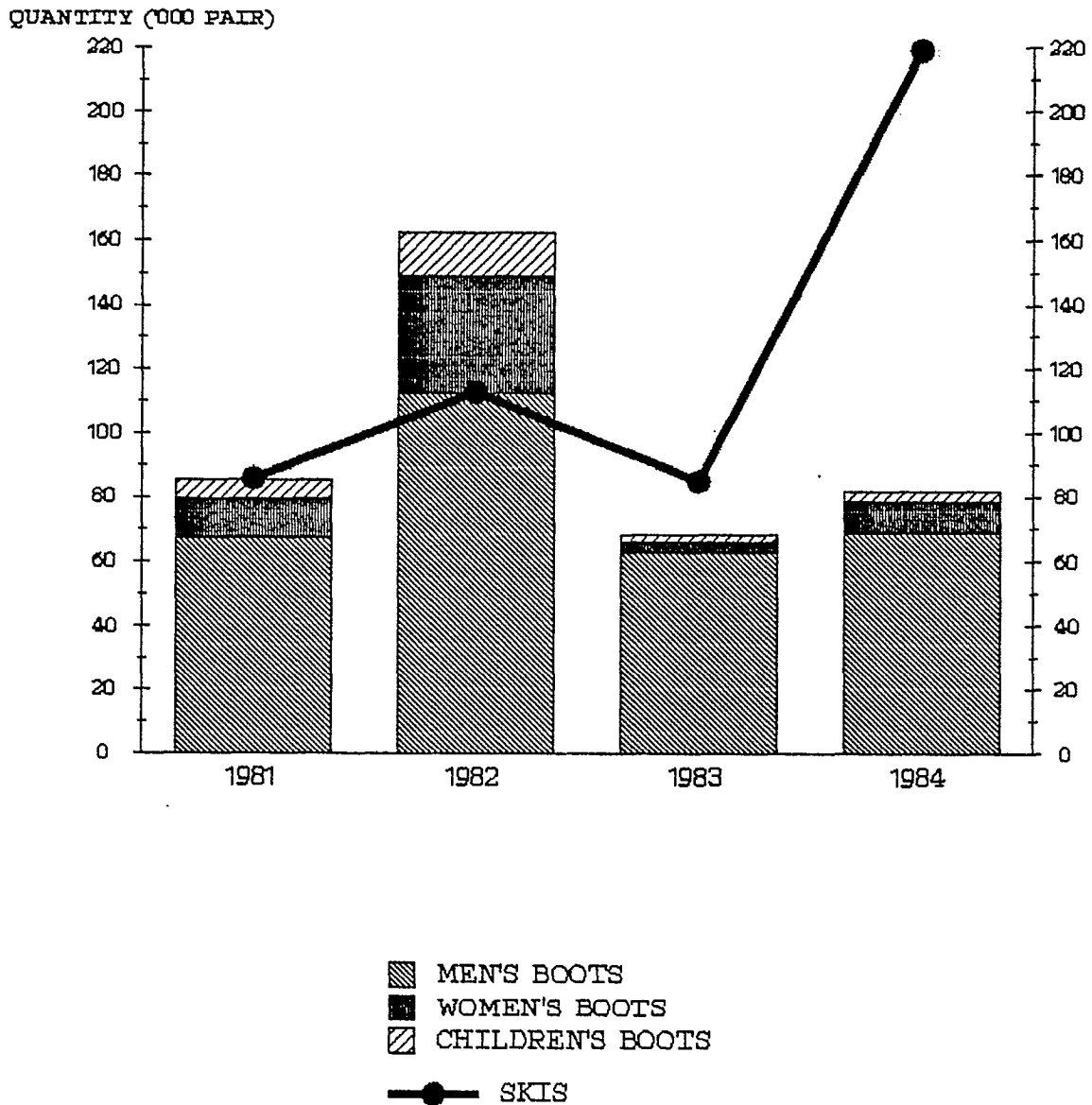
| Foreign Country<br>of Export | 1981    | 1982    | 1983    | 1984    | Average Annual     |                          |                              | 10-Month Imports     |         |
|------------------------------|---------|---------|---------|---------|--------------------|--------------------------|------------------------------|----------------------|---------|
|                              |         |         |         |         | Unit Price<br>1984 | Growth Rate<br>1981-1984 | Per cent Change<br>1983-1984 | Jan. to Oct.<br>1984 | 1985    |
|                              |         |         |         |         | \$                 | %                        | %                            |                      |         |
| <b>ITALY</b>                 |         |         |         |         |                    |                          |                              |                      |         |
| Quantity (Pair)              | 136 653 | 155 785 | 168 493 | 213 302 |                    | 16                       | 27                           | 193 132              | 194 015 |
| Value (\$000)                | 5 013   | 5 746   | 6 626   | 7 703   | 36                 | 15                       | 16                           | 6 989                | 6 210   |
| <b>FRANCE</b>                |         |         |         |         |                    |                          |                              |                      |         |
| Quantity (Pair)              | 27 465  | 32 704  | 49 813  | 64 689  |                    | 33                       | 30                           | 55 574               | 85 699  |
| Value (\$000)                | 1 530   | 2 077   | 2 510   | 3 858   | 60                 | 36                       | 54                           | 3 246                | 5 391   |
| <b>AUSTRIA</b>               |         |         |         |         |                    |                          |                              |                      |         |
| Quantity (Pair)              | 20 037  | 17 505  | 20 156  | 27 959  |                    | 12                       | 39                           | 26 773               | 25 453  |
| Value (\$000)                | 841     | 954     | 1 063   | 1 575   | 56                 | 23                       | 48                           | 1 496                | 1 674   |
| <b>SWITZERLAND</b>           |         |         |         |         |                    |                          |                              |                      |         |
| Quantity (Pair)              | 5 876   | 9 355   | 17 728  | 15 488  |                    | 38                       | -13                          | 13 748               | 18 305  |
| Value (\$000)                | 346     | 498     | 813     | 1 010   | 65                 | 43                       | 24                           | 884                  | 1 248   |
| <b>UNITED STATES</b>         |         |         |         |         |                    |                          |                              |                      |         |
| Quantity (Pair)              | 7 246   | 3 476   | 2 233   | 2 189   |                    | -33                      | -2                           | 1 899                | 2 191   |
| Value (\$000)                | 357     | 273     | 117     | 143     | 65                 | -26                      | 22                           | 119                  | 143     |
| <b>OTHER</b>                 |         |         |         |         |                    |                          |                              |                      |         |
| Quantity (Pair)              | 5 289   | 17 278  | 5 537   | 7 344   |                    | 12                       | 33                           | 6 221                | 3 952   |
| Value (\$000)                | 229     | 351     | 229     | 270     | 37                 | 6                        | 18                           | 196                  | 110     |
| <b>TOTAL</b>                 |         |         |         |         |                    |                          |                              |                      |         |
| Quantity (Pair)              | 202 566 | 236 103 | 263 960 | 330 971 |                    | 18                       | 25                           | 297 347              | 329 615 |
| Value (\$000)                | 8 316   | 9 899   | 11 358  | 14 559  |                    | 21                       | 28                           | 12 930               | 14 776  |
| <b>UNIT PRICE</b>            |         |         |         |         |                    |                          |                              |                      |         |
| (\$ Per Pair)                | 41      | 42      | 43      | 44      |                    |                          |                              |                      |         |

Italy has consistently been the major exporter of downhill ski boots to Canada, accounting for 64 per cent of the quantity and 53 per cent of the total value of imports in 1984, followed by France with 20 and 26 per cent respectively.

The average unit price in 1984 was \$44 per pair. Italy, with a low average unit price of \$36, achieved very high quantities and over half the value in 1984. High brand name recognition has contributed to the high unit prices and quantities of downhill ski boots imported from France (\$60 per pair) and Switzerland (\$65 per pair). Growth rates from these last two countries have been exceptionally high.

IMPORT DATA TRENDS

CROSS-COUNTRY SKI BOOTS AND SKIS





IMPORTS OF CROSS-COUNTRY SKI BOOTS BY TYPE AND MATERIAL  
COMPARED WITH IMPORTS OF CROSS-COUNTRY SKIS

CROSS-COUNTRY SKI BOOTS BY TYPE

|            |                          | 1981  | 1982  | 1983  | 1984  |
|------------|--------------------------|-------|-------|-------|-------|
| MEN'S      | Quantity (000 Pair)      | 67.6  | 112.5 | 62.7  | 68.8  |
|            | Value (\$000)            | 936   | 1 374 | 846   | 1 020 |
|            | Unit Price (\$ Per Pair) | 13.85 | 12.22 | 13.50 | 14.83 |
| WOMEN'S    | Quantity (000 Pair)      | 11.8  | 36.5  | 3.5   | 9.6   |
|            | Value (\$000)            | 187   | 391   | 70    | 109   |
|            | Unit Price (\$ Per Pair) | 15.78 | 10.72 | 20.17 | 11.38 |
| CHILDREN'S | Quantity (000 Pair)      | 6.1   | 13.2  | 2.1   | 3.0   |
|            | Value (\$000)            | 93    | 97    | 24    | 21    |
|            | Unit Price (\$ Per Pair) | 15.20 | 7.33  | 11.43 | 6.89  |
| TOTAL      | Quantity (000 Pair)      | 85.5  | 162.2 | 68.3  | 81.4  |
|            | Value (\$000)            | 1 216 | 1 862 | 940   | 1 150 |
|            | Unit Price (\$ Per Pair) | 14.22 | 11.48 | 13.78 | 14.13 |

CROSS-COUNTRY SKI BOOTS BY MATERIAL

|         |                          |       |       |       |       |
|---------|--------------------------|-------|-------|-------|-------|
| LEATHER | Quantity (000 Pair)      | 56.7  | 132.5 | 60.0  | 60.0  |
|         | Value (\$000)            | 664   | 1 552 | 774   | 917   |
|         | Unit Price (\$ Per Pair) | 11.72 | 11.71 | 12.89 | 15.29 |
| OTHER   | Quantity (000 Pair)      | 28.9  | 29.6  | 8.2   | 21.4  |
|         | Value (\$000)            | 552   | 310   | 166   | 233   |
|         | Unit Price (\$ Per Pair) | 19.12 | 10.46 | 20.32 | 10.88 |
| TOTAL   | Quantity (000 Pair)      | 85.5  | 162.2 | 68.3  | 81.4  |
|         | Value (\$000)            | 1 216 | 1 862 | 940   | 1 150 |
|         | Unit Price (\$ Per Pair) | 14.22 | 11.48 | 13.78 | 14.13 |

CROSS-COUNTRY SKIS      Quantity (000 Pair)      85.7      113.0      84.6      219.3

CROSS-COUNTRY SKI BOOTS

Between 1981 and 1984 men's cross-country ski boots were the main type imported into Canada (85 per cent of the total quantity and 89 per cent of the total value in 1984).

Unit prices of all types of cross-country ski boots were stable in 1981, 1983 and 1984 at \$14 per pair. However, the average price in 1982 was \$11.50 per pair due to the exceedingly high volume.

Boots made of leather have accounted for the bulk of the import market in all years, ranging from 65 per cent of the total quantity in 1981 to 88 per cent in 1983.

CROSS-COUNTRY SKIS

Quantities of cross-country skis imported between 1981 and 1983 generally paralleled imports of cross-country ski boots. However, in 1984 the volume of skis imported was almost three times that of boots. This increase was due to an influx of low-priced skis from Europe.

NOTE: For further information on imports of cross-country ski boots, see Appendix B, page 15.

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT  
CROSS-COUNTRY SKI BOOTS

| Foreign Country<br>of Export | 1981   | 1982    | 1983   | 1984   | Average Annual     |                          |                              | 10-Month Imports     |        |
|------------------------------|--------|---------|--------|--------|--------------------|--------------------------|------------------------------|----------------------|--------|
|                              |        |         |        |        | Unit Price<br>1984 | Growth Rate<br>1981-1984 | Per cent Change<br>1983-1984 | Jan. to Oct.<br>1984 | 1985   |
|                              |        |         |        |        | \$                 | %                        | %                            |                      |        |
| <b>ITALY</b>                 |        |         |        |        |                    |                          |                              |                      |        |
| Quantity (Pair)              | 19 317 | 93 374  | 24 782 | 27 046 |                    | 12                       | 9                            | 24 496               | 21 637 |
| Value (\$000)                | 300    | 1 057   | 391    | 511    | 19                 | 19                       | 31                           | 455                  | 467    |
| <b>CZECHOSLOVAKIA</b>        |        |         |        |        |                    |                          |                              |                      |        |
| Quantity (Pair)              | 18 698 | 34 586  | 18 770 | 27 460 |                    | 14                       | 46                           | 22 420               | 26 805 |
| Value (\$000)                | 160    | 292     | 154    | 214    | 8                  | 10                       | 39                           | 164                  | 213    |
| <b>YUGOSLAVIA</b>            |        |         |        |        |                    |                          |                              |                      |        |
| Quantity (Pair)              | 8 315  | 12 561  | 6 885  | 11 597 |                    | 12                       | 68                           | 11 366               | 9 388  |
| Value (\$000)                | 199    | 121     | 80     | 171    | 15                 | -5                       | 114                          | 169                  | 119    |
| <b>FINLAND</b>               |        |         |        |        |                    |                          |                              |                      |        |
| Quantity (Pair)              | 95     | 247     | 1 450  | 3 201  |                    | 223                      | 121                          | 2 851                | 1 037  |
| Value (\$000)                | 3      | 4       | 42     | 76     | 24                 | 194                      | 81                           | 67                   | 32     |
| <b>UNITED STATES</b>         |        |         |        |        |                    |                          |                              |                      |        |
| Quantity (Pair)              | 19 619 | 7 584   | 2 328  | 2 751  |                    | -48                      | 18                           | 717                  | 8 851  |
| Value (\$000)                | 227    | 103     | 80     | 66     | 24                 | -34                      | -18                          | 16                   | 186    |
| <b>OTHER</b>                 |        |         |        |        |                    |                          |                              |                      |        |
| Quantity (Pair)              | 19 485 | 13 815  | 14 001 | 9 348  |                    | -22                      | -33                          | 7 943                | 12 966 |
| Value (\$000)                | 327    | 285     | 193    | 112    | 12                 | -30                      | -42                          | 84                   | 250    |
| <b>TOTAL</b>                 |        |         |        |        |                    |                          |                              |                      |        |
| Quantity (Pair)              | 85 529 | 162 167 | 68 216 | 81 403 |                    | -2                       | 19                           | 69 793               | 80 684 |
| Value (\$000)                | 1 216  | 1 862   | 940    | 1 150  |                    | -2                       | 22                           | 955                  | 1 267  |
| <b>UNIT PRICE</b>            |        |         |        |        |                    |                          |                              |                      |        |
| (\$ Per Pair)                | 14     | 11      | 14     | 14     |                    |                          |                              |                      |        |

Italy and Czechoslovakia have consistently been the major exporters to Canada. Italy accounted for 33 per cent of the quantity and 44 per cent of the total value of imports in 1984. Czechoslovakia exported slightly more pairs than Italy in 1984, but at much lower prices (\$8 per pair compared to \$19 from Italy), so its share of value was only 19 per cent.

The average unit price remained steady between 1981 and 1984 at \$14 per pair, with the exception of 1982 when the large influx of low-priced cross-country ski boots was accompanied by unit prices averaging only \$11 per pair.

IMPORT MARKET CONCENTRATION (1)  
(BY % OF TOTAL 1984 VALUE)

| <u>Top 5<br/>Importers</u> | <u>Top 10<br/>Importers</u> | <u>Top 15<br/>Importers</u> | <u>Top 20<br/>Importers</u> |
|----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 69                         | 87                          | 94                          | 97                          |

The 10 top importers accounted for 87 per cent of the total imports for 1984. Of these 10 firms six were located in Québec and nine were classified as wholesalers of sporting and recreational goods and supplies.

NOTE: "Top importers" are the known importers with the largest imports by value in 1984.

TYPE AND LOCATION OF THE 20 TOP KNOWN IMPORTERS - 1984 (1)  
(97% OF TOTAL IMPORT VALUE)

|                                 | <u>WHOLESALEERS</u>         |                          | <u>OTHER</u>                |                          | <u>TOTAL</u>                |                          |
|---------------------------------|-----------------------------|--------------------------|-----------------------------|--------------------------|-----------------------------|--------------------------|
|                                 | <u>No. of<br/>Importers</u> | <u>Value<br/>(\$000)</u> | <u>No. of<br/>Importers</u> | <u>Value<br/>(\$000)</u> | <u>No. of<br/>Importers</u> | <u>Value<br/>(\$000)</u> |
| Québec                          | 9                           | 12 040                   | 1                           | 258                      | 10                          | 12 298                   |
| Ontario                         | 7*                          | 1 955*                   | 3                           | 945                      | 10*                         | 2 900*                   |
| Western Provinces               | -                           | -                        | -                           | -                        | -                           | -                        |
| Atlantic Provinces              | -                           | -                        | -                           | -                        | -                           | -                        |
| TOTAL                           | 16                          | 13 995                   | 4                           | 1 203                    | 20                          | 15 198                   |
| Per cent of 1984<br>Total Value |                             | 89%                      |                             | 8%                       |                             | 97%                      |

\* Ontario and Western Provinces aggregated to preserve confidentiality.

There were approximately 45 known importers of ski boots during 1984. The top 20 known importers accounted for 97 per cent or \$15.2 million of the total imports. Of these 20 importers, 16 were wholesalers of sporting and recreational goods and supplies, whose total imports represented 89 per cent of the import total. The 10 Québec importers accounted for 78 per cent of the total imports. Most of the significant importers handled both downhill and cross-country ski boots.

CANADIAN PRODUCTION (1)

There are at least two Canadian manufacturers of ski boots. One company has been identified as a manufacturer of downhill ski boots. Statistics Canada does not publish specific production data for ski boots.

(1) Data on downhill and cross-country ski boots combined.

EXPORTS (1)

Statistics Canada does not publish specific export data on ski boots. They are included in the export class "Special purpose footwear/footwear not elsewhere specified."

CANADIAN TARIFFS, 1985 (1)

| Tariff Item | Description  | % of Total Import Value (1984) | TARIFF TREATMENT              |                    |                               |                  |                               |
|-------------|--|--------------------------------|-------------------------------|--------------------|-------------------------------|------------------|-------------------------------|
|             |  |                                | British Preferential Tariff % | U.K. and Ireland % | Most Favoured Nation Tariff % | General Tariff % | General Preferential Tariff % |
| 61105-03    | Downhill ski boots<br>NOTE: Under a duty remission order, the above rates are reduced to the following until 31 January, 1987: | 92                             | 18                            | 20                 | 21.3                          | 40               | 14                            |
|             |  |                                | 12.5                          |                    | 12.5                          |                  | 8                             |
| 61105-01    | Boots, shoes, slippers and insoles of any material, n.o.p.   | 8                              | 18.3                          | 22.8               | 23.4                          | 40               | -                             |

N.o.p. - Not otherwise provided for

Tariff Arrangements and Foreign Countries of Export:

MOST FAVOURED NATION: ITALY, FRANCE, AUSTRIA, SWITZERLAND, CZECHOSLOVAKIA, UNITED STATES, FINLAND  
 MOST FAVOURED NATION OR GENERAL PREFERENTIAL\*: YUGOSLAVIA

ENQUIRIES CONCERNING TARIFFS SHOULD BE DIRECTED TO THE NEAREST CUSTOMS AND EXCISE OFFICE OR TO:  
 TARIFF PROGRAMS  
 REVENUE CANADA  
 CUSTOMS AND EXCISE  
 OTTAWA, ONTARIO  
 K1A 0L5  
 TEL: (613) 992-8589

\*NOTE: In order to qualify for General Preferential Tariff treatment a special certificate of origin is required.

(1) Data on downhill and cross-country ski boots combined.

### MARKET SUMMARY

It is estimated that approximately 4.5 to 5.0 million people participate in downhill and cross-country skiing in Canada. Of these, 2.5 million participate in downhill, while 3.5 million participate in cross-country skiing. Included in these estimates are 1.0 to 1.5 million engaged in both activities.

Both downhill and cross-country skiing continue to be extremely popular winter sports, although there are a number of demographic differences in the participants. Currently, Alpine skiing tends to be dominated by younger (under 40) single male participants; whereas cross-country skiing is dominated by middle-aged (30-50) married participants and is almost equally popular with males and females. However, as the majority of the population moves through middle-age during the next decade, demographic changes may have significant effects directly on the ski market.

The high level of imports and the continuing popularity of both Alpine and cross-country skiing indicate a market that has potential for import replacement. However, there are major concerns which must be addressed by any company seriously considering a manufacturing facility. First, the Alpine and cross-country ski markets are distinctly different, as are the techniques of Alpine and cross-country ski boot manufacturing. There is very little synergistic effect gained by manufacturing boots for both markets.

In the Alpine ski boot segment, successful marketing is highly dependent on many of the factors associated with Alpine skis. Brand name loyalty and recognition are major influences on consumer purchase decisions. Thus aggressive, albeit expensive, consumer and trade journal advertising and the association of internationally renowned skiers with particular brands are some of the major techniques used by successful marketers. Alpine ski boots are subject to continuing technical modifications and feature changes. Rear entry, thinsulate and "hot" boots are some of the modifications and features that have been introduced recently in the Alpine boot segment. Major and continuing expenditures in research and development, and the ability to respond quickly to changing market trends are requirements for any company seriously contemplating entry into Alpine ski boot manufacturing.

Particularly in the Alpine boot segment, the extremely high cost of entry and continuing major expenditures associated with both the technical and marketing aspects have effectively eliminated most Canadian manufacturers except the largest and most financially sound companies. A company investigating the feasibility of manufacturing should at an early stage not only seriously consider the feasibility of a joint-venture or licensing arrangement with a well-known Alpine boot manufacturer, but also consider its ability to compete in the United States market.

In the cross-country ski boot segment, the product is much less expensive than the Alpine variety. Although cross-country ski boots are currently not as brand-oriented as Alpine boots, there is a continuing movement towards improved performance characteristics and lighter, better insulated boots. Recent innovations and specialization in cross-country bindings have started to segment the boot market so that some boots and bindings must be compatible rather than using the universal type of binding used in the past by the recreational skier. There is a definite and pronounced trade-up trend which is expected to continue in cross-country ski equipment.

MARKET SUMMARY (CONTINUED)

A number of the marketing and technical barriers relating to Alpine boot manufacturing are not as significant in cross-country boot production. The cost of entry, product development and general production processes have many significant similarities to athletic footwear manufacturing. A company contemplating entry into this market segment should focus closely on emerging trends in market satisfaction and the demographic and consumer preference spheres. It should also consider changes in materials and performance features such as leather versus non-leather boots, and specialized bindings.

SCOPE

Import commodity codes analysed in this report may be summarized as follows according to the Canadian International Trade Classification (C.I.T.C.):

| <u>CODE</u> | <u>DESCRIPTION</u>   |
|-------------|--|
| 798 93 15   | Boots, Men's & Boys', Ski, Leather, Downhill                           |
| 798 93 19   | Boots, Men's & Boys', Ski, Not Elsewhere Specified, Downhill           |
| 789 93 35   | Boots, Men's & Boys', Ski, Leather, Cross Country                      |
| 798 93 39   | Boots, Men's & Boys', Ski, Not Elsewhere Specified,<br>Cross Country   |
| 798 93 45   | Boots, Women's & Girls', Ski, Leather, Downhill                        |
| 798 93 49   | Boots, Women's & Girls', Ski, Not Elsewhere Specified, Downhill        |
| 798 93 55   | Boots, Women's & Girls', Ski, Leather, Cross Country                   |
| 798 93 59   | Boots, Women's & Girls', Ski, Not Elsewhere Specified<br>Cross Country |
| 798 93 65   | Boots, Children's, Ski, Leather, Downhill                              |
| 798 93 69   | Boots, Children's, Ski, Not Elsewhere Specified, Downhill              |
| 798 93 75   | Boots, Children's, Ski, Leather, Cross Country                         |
| 798 93 79   | Boots, Children's, Ski, Not Elsewhere Specified, Cross Country         |

This report was prepared by:

the Market Development Branch  
in collaboration with the  
Office of Industrial Adjustment  
and Leisure Products Division,  
Food and Consumer Products Branch.

DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION

APPENDIX A

IMPORT DATA TRENDS

DOWNHILL SKI BOOTS

| <u>Code</u>                     | <u>Commodity</u>   | <u>1981</u>      | <u>1982</u>      | <u>1983</u>      | <u>1984</u>       | <u>Average Annual Growth Rate: 1981-1984 %</u> | <u>Major Country of Export 1984 Value (\$000)</u> |
|---------------------------------|--|------------------|------------------|------------------|-------------------|--|---|
| 7989315                         | Men's and Boys',<br>Leather<br>Quantity (Pair)<br>Value (\$000)                    | 20 882<br>983    | 30 608<br>1 124  | 1 356<br>95      | 2 619<br>158      | -46  | FRANCE<br>41                                      |
| 7989319                         | Men's and Boys',<br>Not Elsewhere<br>Specified<br>Quantity (Pair)<br>Value (\$000) | 165 099<br>6 587 | 130 530<br>5 923 | 214 596<br>9 369 | 246 462<br>10 964 | 19   | ITALY<br>6 592                                    |
| 7989345                         | Women's, Girls'<br>Leather<br>Quantity (Pair)<br>Value (\$000)                     | 698<br>38        | 3 398<br>166     | 6 001<br>129     | 1 745<br>43       | 4  | ITALY<br>31                                       |
| 7989349                         | Women's, Girls'<br>Not Elsewhere<br>Specified<br>Quantity (Pair)<br>Value (\$000)  | 12 569<br>618    | 70 603<br>2 655  | 37 043<br>1 584  | 65 229<br>3 175   | 73   | FRANCE<br>1 016                                   |
| 7989365                         | Children's, Leather<br>Quantity (Pair)<br>Value (\$000)                            | 2 144<br>57      | -<br>-           | -<br>-           | -<br>-            | -100   | -<br>-  |
| 7989369                         | Children's, Not Elsewhere<br>Specified<br>Quantity (Pair)<br>Value (\$000)         | 1 174<br>33      | 964<br>31        | 4 964<br>181     | 14 916<br>219     | 87   | ITALY<br>215                                      |
| <b>TOTAL DOWNHILL SKI BOOTS</b> |  |                  |                  |                  |                   |  |   |
|                                 | Quantity (Pair)  | 202 566          | 236 103          | 263 960          | 330 971           |  | ITALY   |
|                                 | Value (\$000)  | 8 316            | 9 899            | 11 358           | 14 559            | 21   | 7 703   |

APPENDIX B

IMPORT DATA TRENDS

CROSS-COUNTRY SKI BOOTS

| <u>Code</u>                          | <u>Commodity</u>  | <u>1981</u>   | <u>1982</u>     | <u>1983</u>   | <u>1984</u>   | <u>Average Annual Growth Rate 1981-1984</u><br>% | <u>Major Country of Export 1984 Value</u><br>(\$000) |
|--------------------------------------|---|---------------|-----------------|---------------|---------------|--|--|
| 7989335                              | Men's and Boys',<br>Leather<br>Quantity (Pair)<br>Value (\$000)                       | 48 726<br>549 | 85 993<br>1 087 | 56 128<br>711 | 56 775<br>884 | 17   | ITALY<br>378   |
| 7989339                              | Men's and Boys',<br>Not Elsewhere<br>Specified<br>Quantity (Pair)<br>Value (\$000)    | 18 838<br>387 | 26 464<br>287   | 6 528<br>135  | 12 003<br>136 | -29  | ITALY<br>40  |
| 7989355                              | Women's and Girls',<br>Leather<br>Quantity (Pair)<br>Value (\$000)                    | 7 461<br>112  | 35 293<br>383   | 1 830<br>39   | 877<br>20     | -44  | ITALY<br>20  |
| 7989359                              | Women's and Girls',<br>Not Elsewhere<br>Specified<br>Quantity (Pair)<br>Value (\$000) | 4 387<br>75   | 1 181<br>8      | 1 641<br>31   | 8 701<br>89   | 6  | ITALY<br>69  |
| 7989375                              | Children's, Leather<br>Quantity (Pair)<br>Value (\$000)                               | 477<br>3      | 11 236<br>82    | 2 089<br>24   | 2 340<br>13   | 55   | CZECHOSLOVAKIA<br>13                                 |
| 7989379                              | Children's, Not<br>Elsewhere Specified<br>Quantity (Pair)<br>Value (\$000)            | 5 640<br>90   | 2 000<br>15     | -<br>-        | 707<br>8      | -55  | ITALY<br>4   |
| <b>TOTAL CROSS-COUNTRY SKI BOOTS</b> |   |               |                 |               |               |  |  |
|                                      | Quantity (Pair)   | 85 529        | 162 167         | 68 216        | 81 403        |  | ITALY  |
|                                      | Value (\$000)   | 1 216         | 1 862           | 940           | 1 150         | -2   | 511  |



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