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Canadian Market Research

Import, Export & Foreign Markets

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The best online source for detailed Canadian international trade data is the Industry Canada - [Trade Data Online](#) resource. This database includes detailed import and export statistics by industry or by product type at a 6-digit HS level. If you are not familiar with the HS coding system, the database allows you to search by keyword. The data can be segmented by province, U.S. state and individual country.

[Trade Data Online](#) also allows to your retrieve manufacturer shipments by specific industry and will calculate the apparent domestic market for that industry.

For a basic overview on international trade (imports, exports and trade balance) see the monthly Stats Can publication [Canadian International Merchandise Trade](#). It provides a current overview of imports and exports by trade group and by selected countries and trading regions. It also includes commentary of factors affecting International trade.

If you are interested in data on service imports and exports see the Statistics Canada publication [Canada's International Trade in Services](#). This report contains aggregate and detailed breakouts by type of service. Major categories are travel, transportation, commercial and government services. Commercial services, comprising a range of business and professional services are categorized by geographical area (United States, European Union and all other countries), industry, country of control (Canada, United States, other) and whether or not the service was with foreign affiliated companies.

Beyond raw import and export data are various foreign market reports. The [Canadian](#)

Research Tip

Export insight from surveys & polls

Use our [Source Lists](#) to find the latest polls and surveys related to [International Trade](#).

[Trade Commissioner Service](#) using embassy and consular staff has compiled a number of such reports. Information for the U.S. is provided by region.

[Export Development Canada](#) is another source for foreign market reports. The [Country Information](#) section of their web site provides up-to-date economic and political information on specific products and countries. Also see their "[Global Export Forecast](#)", which examines Canada's export potential including a look at our trading partners and opportunities in each major sector.

Industry Canada also provides access to country and foreign industry sector reports. These reports are compiled by the U.S. government. You can also look at reports covering the Canadian market. These reports are located under the heading [STAT-USA Market Research Reports](#)

Finally, if you are importing products into Canada, the Industry Canada [Importer Database](#) can be a useful research tool for competitive intelligence. It provides a list of the top 80% (in terms of \$ value) of companies importing goods into Canada, by product, by city and by country of origin. It also identifies market concentration which is the number of businesses that make up various percentage shares of the overall import value.

The information about the companies is limited. No financial nor import share detail is provided. Despite the scant detail however this is still a valuable competitor list as it identifies the key players in the marketplace.

For a list of additional polls, reports and surveys related to international trade and wholesaling see the [Wholesale - International Trade](#) subsector of our Stats Link Canada [Source Lists](#).

Next: [Demographics](#)

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