
Consumer Americas

2011

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Introduction

What is Consumer Americas?

This is the eighteenth edition of Consumer Americas, Euromonitor International's regularly updated compendium of pan-American market information. This new 2011 edition now has been expanded on the former Consumer Latin America to include the US and Canada, in addition to Bolivia, Costa Rica, Ecuador, Guatemala, Peru and Uruguay. For the first time, this edition features forecast data alongside the established historical time series. As part of the revamp of Euromonitor International's series of guides to the world's major consumer markets, the following companion books will be published in 2010: Consumer Europe, Consumer Asia Pacific & Australasia, and The New Arab Consumer. The former titles Consumer China, Consumer USA, Consumer Eastern Europe, Consumer Latin America, and Consumer International have been discontinued.

Scope of the Yearbook

Consumer Americas is a statistical yearbook, and is presented in five sections as follows:

Section One: Introduction

Section Two: Socio-Economic Parameters presents a series of regional marketing parameters in the form of comparative statistics for the 14 countries included in the book. The data are drawn from Section Five: Country Snapshots in addition to extra material from international sources in order to set each country in a regional context and to provide easily comparable material in the form of standardised tables. Parameters covered include economic indicators, foreign trade, population, health, household characteristics, possession of household durables, labour, income, consumer expenditure, retail sales, travel and tourism, and IT and telecommunications.

Section Three: Consumer Markets follows the same standardised approach, where consumer market data from each individual country are brought together to provide a comparative overview for the whole region. Figures are presented in easily comparable volume units or in US dollar terms. Per capita figures have also been included for greater ease of comparison.

Section Four: Market Growth Rankings is unique to this edition, and ranks all countries within the region by fastest % real growth in national currencies over the period 2004-2009. This allows users to evaluate and compare historical real growth rates across the 19 consumer markets covered.

Section Five: Country Snapshots deals with each of the countries in turn, presenting data in a series of standardised headings and moving from background socio-economic and marketing parameters through to consumer market data for a wide range of products. Data are presented in value in national currency and in volume where available. Historical trends are presented for 2004 to 2009, whilst forecast trends generally run to 2014. Percentage analyses in this section may not sum to 100 due to double-counting of some products, eg pasta is broken out in packaged foods, but also forms part of our definitions for canned preserved food, chilled processed food, dried processed food, and frozen processed food. Such analyses therefore should be taken at face value.

Research Methodology

It is usual for conflicting market size data to be present in any country and consequently all commercial research publishers receive regular queries about how they compile their data and are often quoted stating conflicting estimates. This tends to be for a number of reasons.

Firstly, there are widespread variations in the quality and content of data provided by official and semi-official sources because of the use of different and sometimes incomplete market

assessments. A number of major associations publish data that is widely used within their given industry even though the figures may not bear close scrutiny.

Secondly, many organisations implement distinct research methodologies and consequently produce differing figures, shaped by numerous variables regarding the way that the data is gathered and also in the way that it is used. For example, National Statistical Offices base much of their data on regular, comprehensive national surveys and the focus of consumer market data tends to be upon production and consumption. On the other hand, many trade associations compile statistics via periodic canvassing of their members with an emphasis upon the value of sales and market performance.

Thirdly, there is often little consistency in the way in which data is interpreted and many organisations and commercial research companies frequently arrive at different conclusions.

The most accurate market data is normally to be found within its given industry and consequently the focus of the research for Consumer Americas is upon trade interviews, complemented by close and constant analysis of all published data and research and consultation with all appropriate associations and official organisations.

Occasionally it is not possible to obtain complete market data for a product sector and it is necessary to calculate provisional figures from incomplete data. When even part-year data is not available it is sometimes necessary to calculate and extrapolate estimates. Such estimates are always used as a last resort and never as a substitute for proper research. Additionally, all relevant market and socio-economic information was used to ensure that the resulting figures are as accurate as possible.

Where estimates have been used in this yearbook the following methods have been utilised. It should be noted that these are used by many official statistical sources and major associations.

a. Grossing-up Factors

Estimates are made of universal consumer offtake based on incomplete data.

b. Apparent Consumption

The use of apparent consumption (production plus imports less exports) is not considered an estimation procedure unless actual retail sales figures are the aim of the data coverage. In this case, the frequently uneven pattern of apparent consumption is flattened out over a period of time (eg a strong yearly increase indicates significant stock reduction in the previous year).

c. Retail Market Value

Market value refers to retail sales or total retail sales to the general public inclusive of taxes. Where apparent sales have been used as a basis, these are marked up by the appropriate retail margins and taxes in order to arrive at an estimate of retail sales in value terms. This in turn may be related to consumer expenditure, or a family expenditure survey (if one has been conducted).

Estimates of market values are also derived by multiplying volume data by average retail prices. Where this is based on apparent consumption, an "assumed" market value is derived.

d. Consumer Expenditure

Although consumer spending categories are frequently too broad to be useful for specific product categories, they form a useful parameter and broad guide to market trends for specific sectors.

e. Per Capita Volume or Value Sales

Where data is unavailable for particular countries, a rough guide to market demand can be determined by considering per capita sales in a similar market, eg Canada to the US, bearing in mind local conditions and national contrasts.

f. Relevant Parameters

Many markets are strongly influenced by broader socio-economic factors such as birth rates (baby products) market penetration levels (household goods and appliances), level of affluence (luxury goods, consumer electronics), levels of disposable income (discretionary items), drinking and eating habits, mass media availability, types of housing and household composition, etc. Any estimation made for market sectors in this publication has taken into account all appropriate socio-economic factors.

g. Exchange Rates

The exchange rates used in this book are generally the annual average rates quoted by national statistical offices or national financial sources, or by agencies such as the IMF, wherever these have been available. Typical exchange rates used in the book are shown in the table below:

– Health

Americas: Life Expectancy at Birth: Total Population 2004-2009

Table 2.19

years / % change

	2004	2005	2006	2007	2008	2009	% change 2004-2009
North America							
Canada	80.1	80.3	80.6	80.8	81.0	81.1	1.2
USA	77.4	77.7	78.0	78.0	78.2	78.3	1.2
Latin America							
Argentina	74.6	74.8	75.0	75.2	75.3	75.5	1.3
Bolivia	64.4	64.7	65.0	65.4	65.7	66.0	2.6
Brazil	71.4	71.6	71.9	72.2	72.4	72.6	1.8
Chile	78.0	78.2	78.3	78.4	78.5	78.7	0.8
Colombia	72.0	72.3	72.5	72.7	73.0	73.2	1.6
Costa Rica	78.4	78.5	78.7	78.8	78.9	79.0	0.8
Ecuador	74.5	74.7	74.8	75.0	75.1	75.3	1.0
Guatemala	69.4	69.7	69.9	70.1	70.3	70.6	1.7
Mexico	74.5	74.6	74.8	75.0	75.1	75.3	1.1
Peru	72.2	72.5	72.8	73.0	73.3	73.5	1.8
Uruguay	75.2	75.6	75.7	75.9	76.0	76.2	1.3
Venezuela	73.0	73.2	73.4	73.6	73.5	73.7	1.0

Source: Euromonitor International from World Bank

Americas: Healthy Life Expectancy at Birth: Total Population 2004-2009

Table 2.20

years

	2004	2005	2006	2007	2008	2009
North America						
Canada	72.4	72.5	72.8	73.0	73.2	73.5
USA	69.4	69.6	69.8	70.0	70.3	70.5
Latin America						
Argentina	65.4	65.6	65.9	66.1	66.3	66.6
Bolivia	54.9	55.1	55.4	55.7	56.0	56.3
Brazil	60.0	60.3	60.7	61.0	61.4	61.7
Chile	67.8	68.1	68.4	68.7	69.0	69.3
Colombia	62.5	62.9	63.2	63.6	63.9	64.2
Costa Rica	67.3	67.6	67.9	68.1	68.4	68.7
Ecuador	62.2	62.4	62.7	62.9	63.1	63.3
Guatemala	57.9	58.1	58.4	58.7	59.0	59.3
Mexico	65.8	66.1	66.4	66.7	66.9	67.2
Peru	61.3	61.5	61.7	61.9	62.2	62.4
Uruguay	66.4	66.5	66.6	66.7	66.9	67.0
Venezuela	64.8	65.1	65.5	65.8	66.2	66.5

Source: Euromonitor International from national statistics

Americas: Fertility Rates 2004-2009

Table 2.21

children born per female

	2004	2005	2006	2007	2008	2009
North America						
Canada	1.53	1.53	1.54	1.56	1.56	1.55
USA	2.05	2.05	2.10	2.10	2.10	2.09
Latin America						
Argentina	2.31	2.29	2.27	2.25	2.24	2.22
Bolivia	3.82	3.73	3.64	3.55	3.46	3.37
Brazil	2.14	2.08	2.01	1.94	1.88	1.83
Chile	1.97	1.96	1.95	1.94	1.93	1.93
Colombia	2.52	2.50	2.48	2.45	2.43	2.40
Costa Rica	2.16	2.10	2.04	2.00	1.96	1.94
Ecuador	2.74	2.69	2.64	2.60	2.56	2.51
Guatemala	4.47	4.38	4.29	4.20	4.11	4.02
Mexico	2.20	2.20	2.20	2.10	2.10	2.10
Peru	2.73	2.69	2.65	2.61	2.57	2.53
Uruguay	2.17	2.16	2.14	2.12	2.11	2.09
Venezuela	2.67	2.63	2.60	2.56	2.53	2.50

Source: National statistical offices/UN/Euromonitor International

Americas: Forecast Sales of Alcoholic Drinks (On-Trade) 2009-2014

Table 3.4

million litres/Litres per capita/US\$ million

	2009	2010	2011	2012	2013	2014	Litres per capita 2014	US\$ million 2014
North America								
Canada	605.3	615.4	627.6	639.4	652.0	665.7	19.01	12,496.1
USA	7,390.0	7,400.7	7,450.4	7,472.3	7,500.0	7,540.1	23.45	104,402.7
Latin America								
Argentina	522.6	519.0	518.8	519.6	521.0	522.6	12.36	4,044.0
Bolivia	175.2	187.4	200.9	214.7	228.4	241.6	22.60	1,803.5
Brazil	8,930.8	9,125.3	9,358.0	9,550.4	9,708.4	9,936.7	47.79	32,366.8
Chile	147.3	150.9	154.4	157.6	160.2	162.5	9.15	2,369.1
Colombia	505.7	504.3	505.3	528.9	557.4	589.2	11.76	4,277.0
Costa Rica	74.7	72.1	71.0	72.6	74.1	75.6	15.37	368.6
Ecuador	151.3	163.1	175.2	186.6	203.3	218.8	15.16	1,432.4
Guatemala	88.7	92.7	97.1	101.8	106.9	112.4	7.09	881.6
Mexico	1,409.3	1,564.4	1,574.2	1,596.0	1,620.6	1,662.8	14.49	14,437.6
Peru	215.2	229.3	244.8	260.3	275.5	290.7	9.57	2,232.6
Uruguay	36.0	36.7	37.4	38.1	39.0	39.7	11.62	342.6
Venezuela	332.8	342.6	352.1	361.1	369.4	377.4	12.36	8,372.2

Source: Euromonitor International from trade sources

– Beauty and Personal Care**Americas: Value Sales of Beauty and Personal Care 2004-2009**

Table 3.5

US\$ million/US\$ per capita

	2004	2005	2006	2007	2008	2009	US\$ per capita 2009
North America							
Canada	5,057.3	5,702.0	6,406.8	7,087.0	7,372.0	6,906.4	205.2
USA	54,485.4	56,092.5	57,732.1	59,546.1	59,647.5	58,859.1	192.0
Latin America							
Argentina	1,535.5	1,824.2	2,024.0	2,341.7	2,940.7	2,948.1	73.1
Bolivia	98.3	107.5	121.9	137.0	156.6	173.2	17.6
Brazil	10,235.5	14,377.1	18,232.6	22,853.6	27,531.5	28,415.1	146.7
Chile	1,113.4	1,300.5	1,464.5	1,559.9	1,741.8	1,744.0	102.8
Colombia	1,783.7	2,150.1	2,267.8	2,779.3	3,129.7	3,049.1	66.8
Costa Rica	175.0	186.9	201.5	223.6	248.1	247.0	53.9
Ecuador	379.8	399.2	420.9	455.4	475.8	498.3	36.6
Guatemala	280.2	292.2	319.5	341.2	391.2	369.1	26.3
Mexico	6,246.7	6,888.1	7,263.9	7,822.1	8,444.4	7,399.3	68.1
Peru	807.0	884.5	1,011.7	1,179.0	1,405.1	1,421.0	49.0
Uruguay	120.6	148.8	172.2	192.6	239.9	229.3	68.2
Venezuela	1,333.5	1,604.3	1,987.4	2,624.5	3,419.6	5,072.6	177.5

Source: Euromonitor International from trade sources

Americas: Forecast Value Sales of Beauty and Personal Care 2009-2014

Table 3.6

US\$ million/US\$ per capita

	2009	2010	2011	2012	2013	2014	US\$ per capita 2014
North America							
Canada	6,906.4	7,010.5	7,123.9	7,256.8	7,405.4	7,548.5	215.5
USA	58,859.1	58,303.2	58,078.2	58,172.6	58,433.8	58,866.6	185.5
Latin America							
Argentina	2,948.1	3,022.7	3,098.4	3,172.3	3,244.0	3,311.3	78.3
Bolivia	173.2	180.2	187.2	194.3	201.5	208.9	19.5
Brazil	28,415.1	29,969.4	31,580.6	33,197.9	34,842.8	36,496.1	181.1
Chile	1,744.0	1,808.4	1,868.7	1,922.5	1,972.6	2,017.7	113.5
Colombia	3,049.1	3,150.1	3,267.4	3,389.5	3,518.8	3,656.0	74.9
Costa Rica	247.0	252.0	257.2	262.4	267.7	273.1	55.8
Ecuador	498.3	521.0	542.2	564.5	587.8	610.8	42.3
Guatemala	369.1	387.2	406.1	426.2	447.4	470.0	29.7
Mexico	7,399.3	7,553.5	7,721.6	7,886.7	8,060.9	8,236.2	70.9
Peru	1,421.0	1,487.3	1,557.6	1,631.1	1,707.9	1,787.1	57.7
Uruguay	229.3	234.8	239.8	244.2	248.2	251.8	73.6
Venezuela	5,072.6	5,228.4	5,389.7	5,542.5	5,688.3	5,826.8	188.9

Source: Euromonitor International from trade sources

DIY and Gardening Ranked by Fastest Real Growth 2004-2009

Table 4.8

%

	Country	Real Growth National Currencies
1	Mexico	19.76
2	Canada	12.86
3	Argentina	8.66
4	Brazil	5.51
5	Chile	-2.19
6	USA	-18.45

Source: Euromonitor International from Trade Sources

Home Care Ranked by Fastest Real Growth 2004-2009

Table 4.9

%

	Country	Real Growth National Currencies
1	Argentina	88.40
2	Venezuela	72.34
3	Bolivia	27.48
4	Peru	24.92
5	Colombia	22.73
6	Canada	12.38
7	Guatemala	7.07
8	Costa Rica	6.15
9	Brazil	3.73
10	Mexico	3.00
11	Uruguay	1.53
12	Chile	-1.35
13	USA	-4.82
14	Ecuador	-6.32

Source: Euromonitor International from Trade Sources

Hot Drinks Ranked by Fastest Real Growth 2004-2009

Table 4.10

%

	Country	Real Growth National Currencies
1	Argentina	68.21
2	Bolivia	32.69
3	Uruguay	31.02
4	Canada	25.47
5	Venezuela	24.66
6	Brazil	22.29
7	USA	21.81
8	Ecuador	17.68
9	Colombia	13.88
10	Chile	8.16
10	Guatemala	8.16
12	Costa Rica	2.83
13	Peru	1.84
14	Mexico	-10.21

Source: Euromonitor International from Trade Sources

Housewares and Home Furnishings Ranked by Fastest Real Growth 2004-2009

Table 4.11

%

	Country	Real Growth National Currencies
1	Argentina	21.14
2	Chile	14.24
3	Mexico	2.98
4	Brazil	0.87
5	Canada	-4.42
6	USA	-15.76

Source: Euromonitor International from Trade Sources

Packaged Food Ranked by Fastest Real Growth 2004-2009

Table 4.12

%

	Country	Real Growth National Currencies
1	Argentina	52.66
2	Venezuela	40.39
3	Uruguay	30.95
4	Peru	21.76
5	Mexico	15.06
6	Chile	13.53
7	Canada	12.18
8	Brazil	10.36
9	Colombia	7.07
10	Bolivia	2.75
11	USA	1.70
12	Costa Rica	0.83
13	Ecuador	0.04
14	Guatemala	-0.07

Source: Euromonitor International from Trade Sources

Pet Care Ranked by Fastest Real Growth 2004-2009

Table 4.13

%

	Country	Real Growth National Currencies
1	Argentina	106.03
2	Brazil	39.63
3	Chile	28.04
4	USA	13.65
5	Canada	12.65
6	Colombia	10.21
7	Venezuela	4.40
8	Mexico	-1.61

Source: Euromonitor International from Trade Sources

Retail Tissue and Hygiene Ranked by Fastest Real Growth 2004-2009

Table 4.14

%

	Country	Real Growth National Currencies
1	Argentina	62.91
2	Venezuela	40.86
3	Peru	22.23
4	Colombia	15.77
5	Uruguay	15.32
6	Brazil	15.02
7	Mexico	13.83
8	Chile	13.48
9	Ecuador	9.56
10	USA	9.31
11	Canada	9.19
12	Costa Rica	6.23
13	Bolivia	3.99
14	Guatemala	3.62

Source: Euromonitor International from Trade Sources

Bolivia

Socio-Economic Parameters

– Economic Indicators

Bolivia: GDP 2004-2009

Table 5.75

As stated

	2004	2005	2006	2007	2008	2009	% change 2004-2009
Total GDP (Bvs million)	69,626	77,024	91,748	103,009	120,694	122,859	76.5
Total GDP (Bvs per capita)	7,728	8,389	9,809	10,815	12,450	12,457	61.2
GDP Measured at Purchasing Power Parity (million international \$)	31,866	34,544	37,381	40,206	43,590	45,563	43.0

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

Bolivia: GDP by Origin 2004-2009

Table 5.76

Bvs million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% analysis 2009
Agriculture, hunting, forestry and fishing	8,986	8,777	9,679	9,921	12,112	12,067	-4.5	12.7
Mining and quarrying	6,376	7,329	10,279	12,176	16,511	18,476	106.0	19.4
Manufacturing	8,436	8,654	10,027	11,312	12,954	13,226	11.5	13.9
Electricity, gas and water supply	1,863	1,931	2,052	2,170	2,342	2,331	-11.0	2.4
Construction	1,427	1,638	2,112	2,376	2,684	2,707	34.9	2.8
Wholesale and retail trade; repair of motor vehicles, motorcycles and personal and household goods	4,708	4,920	5,675	6,725	8,138	8,535	28.9	9.0
Hotels and restaurants	2,025	2,048	2,252	2,357	2,674	2,616	-8.1	2.7
Transport, storage and communications	7,997	8,383	9,004	9,291	9,751	9,139	-18.7	9.6
Financial intermediation, real estate, renting and business activities	4,547	4,954	5,414	6,106	7,025	7,059	10.4	7.4
Public administration and defence; compulsory social security	8,373	8,962	9,706	10,924	12,109	11,983	1.8	12.6
Education, health, social work and other community, social, personal service activities	5,222	5,206	5,739	6,308	6,822	6,682	-9.0	7.0
Activities of households	371	371	378	416	449	428	-18.0	0.4
GDP by origin	60,332	63,174	72,318	80,082	93,570	95,249	12.3	100.0

Source: Euromonitor International from national statistics

Bolivia: Annual Rates of Inflation 2004-2009

Table 5.77

% growth

	2004	2005	2006	2007	2008	2009
Inflation	4.4	5.4	4.3	8.7	14.0	3.3

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics and World Economic Outlook/UN/national statistics

– Foreign Trade

Bolivia: Imports and Exports of Goods and Services and Trade Balance 2004-2009

Table 5.78

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009
Exports	2,146.1	2,791.1	3,874.5	4,458.3	6,447.8	4,818.7	41.1
Imports	1,844.2	2,341.4	2,814.3	3,457.0	4,986.8	4,400.1	49.9
Trade Balance	301.9	449.8	1,060.3	1,001.3	1,461.0	418.6	

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

Bolivia: Imports from Africa 2004-2009

Table 5.79

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Africa	1.23	4.97	1.98	2.43	2.35	2.12	8.41	0.05
South Africa	1.01	3.63	1.42	1.99	1.86	1.68	4.23	0.04
Morocco	0.05	1.16	0.41	0.22	0.27	0.24	187.91	0.01
Swaziland	0.08	0.06	0.08	0.10	0.12	0.10	-16.61	0.00
Tunisia	0.00	0.00	0.03	0.03	0.04	0.04		0.00
Angola	0.00	0.01	0.02	0.03	0.03	0.03	11,455.11	0.00
Mozambique	0.01	0.00	0.01	0.01	0.01	0.01	-60.02	0.00
Kenya	0.00	0.00	0.01	0.01	0.01	0.01	1,039.95	0.00
Liberia	0.00	0.00	0.00	0.01	0.01	0.01	3,680.41	0.00

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Bolivia: Imports from the Middle East 2004-2009

Table 5.80

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Middle East	6.70	3.18	6.25	6.37	8.78	9.97	-6.50	0.23
Israel	6.20	2.91	5.97	5.96	8.27	9.41	-4.60	0.21
Syria	0.09	0.16	0.21	0.26	0.32	0.28	102.62	0.01
Jordan	0.01	0.00	0.00	0.07	0.06	0.20	1,362.43	0.00
Iran	0.01	0.02	0.03	0.03	0.04	0.03	35.18	0.00
United Arab Emirates	0.30	0.02	0.02	0.03	0.04	0.03	-94.67	0.00
Egypt	0.04	0.08	0.02	0.01	0.04	0.01	-84.48	0.00
Saudi Arabia	0.04	0.00	0.00	0.01	0.01	0.01	-92.26	0.00

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Bolivia: Imports from Asia-Pacific 2004-2009

Table 5.81

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Asia Pacific	230.82	308.63	142.88	229.51	463.64	353.42	-3.79	8.03
China	105.05	135.91	71.13	117.78	230.62	169.57	1.43	3.85
Japan	102.83	142.76	48.18	77.62	134.63	96.83	-40.83	2.20
Indonesia	1.71	4.39	1.72	1.78	54.63	38.49	1,313.13	0.87
Hong Kong, China	2.15	2.15	6.33	9.80	14.90	22.78	567.10	0.52
South Korea	13.63	18.05	9.33	12.41	20.27	18.05	-16.80	0.41
India	10.58	11.70	6.98	8.60	11.29	9.99	-40.69	0.23
Thailand	3.96	4.49	4.70	8.01	10.15	9.14	44.96	0.21
Malaysia	1.57	2.81	1.01	2.18	3.16	2.88	15.36	0.07
Sri Lanka	0.51	0.56	2.02	1.97	2.38	2.11	159.52	0.05
Philippines	0.44	0.90	0.05	0.81	0.71	0.61	-13.87	0.01

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Bolivia: Imports from Australasia 2004-2009

Table 5.82

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Australasia	2.90	2.17	2.56	4.69	6.41	2.28	-50.65	0.05
Australia	0.42	1.31	0.64	1.84	4.17	1.15	71.51	0.03
New Zealand	2.48	0.86	1.93	2.85	2.24	1.13	-71.36	0.03

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Bolivia: Imports from Europe 2004-2009

Table 5.83

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Europe	165.84	234.50	281.31	359.26	486.29	529.30	100.55	12.03
Sweden	20.63	37.90	26.73	39.93	53.95	111.37	239.14	2.53
Germany	35.97	44.71	78.58	84.14	101.09	104.39	82.36	2.37
Italy	18.24	23.00	29.07	37.11	53.73	64.79	123.20	1.47
Spain	26.62	35.88	31.05	47.25	65.19	61.20	44.46	1.39
France	21.18	31.14	28.54	27.23	34.65	48.86	44.97	1.11
United Kingdom	10.92	20.11	13.61	17.95	31.74	30.50	75.46	0.69
Netherlands	6.88	6.09	15.14	20.30	36.45	29.43	168.72	0.67
Belgium	6.81	9.46	13.55	13.89	28.57	22.56	108.25	0.51
Denmark	2.56	2.59	7.03	7.19	12.70	14.78	263.13	0.34
Switzerland	6.03	6.69	7.93	15.71	12.92	10.22	6.48	0.23

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Canada

Socio-Economic Parameters

–Economic Indicators

Canada: GDP 2004-2009

Table 5.213

As stated

	2004	2005	2006	2007	2008	2009	% change 2004-2009
Total GDP (C\$ million)	1,290,180	1,368,730	1,439,290	1,531,430	1,602,470	1,527,670	18.4
Total GDP (C\$ per capita)	40,324	42,360	44,083	46,441	48,106	45,397	12.6
GDP Measured at Purchasing Power Parity (million international \$)	1,065,384	1,127,455	1,194,432	1,266,691	1,302,821	1,280,528	20.2

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

Canada: GDP by Origin 2004-2009

Table 5.214

C\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% analysis 2009
Agriculture, hunting, forestry and fishing	26,395	27,984	28,059	27,697	28,212	25,592	-13.0	1.8
Mining and quarrying	78,556	81,229	85,113	88,561	88,969	82,959	-5.3	5.9
Manufacturing	194,144	203,776	206,990	211,380	208,224	190,611	-11.9	13.5
Electricity, gas and water supply	40,911	44,327	44,836	47,862	49,102	45,957	0.8	3.2
Construction	67,215	74,893	83,009	88,080	94,023	91,745	22.4	6.5
Wholesale and retail trade; repair of motor vehicles, motorcycles and personal and household goods	137,204	148,918	163,089	177,538	187,504	182,057	19.0	12.9
Hotels and restaurants	28,699	30,110	31,415	32,951	35,046	33,342	4.2	2.4
Transport, storage and communications	84,680	91,015	96,456	101,488	106,433	101,436	7.4	7.2
Financial intermediation, real estate, renting and business activities	232,794	247,812	263,387	281,548	298,777	286,275	10.3	20.2
Public administration and defence; compulsory social security	69,365	72,465	76,350	80,189	85,525	81,744	5.7	5.8
Education, health, social work and other community, social, personal service activities	208,075	219,087	229,868	243,631	259,071	247,773	6.8	17.5
Activities of households	32,954	36,666	39,975	43,747	47,751	47,159	28.4	3.3
GDP by origin	1,200,992	1,278,281	1,348,546	1,424,674	1,488,636	1,416,649	5.8	100.0

Source: Euromonitor International from national statistics

Canada: Annual Rates of Inflation 2004-2009

Table 5.215

% growth

	2004	2005	2006	2007	2008	2009
Inflation	1.9	2.2	2.0	2.1	2.4	0.3

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics and World Economic Outlook/UN/national statistics

–Foreign Trade

Canada: Imports and Exports of Goods and Services and Trade Balance 2004-2009

Table 5.216

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009
Exports	317,166.3	360,710.9	388,247.0	420,646.9	456,428.5	311,266.7	-21.3
Imports	273,988.1	314,608.6	349,888.9	380,299.1	408,330.3	319,607.6	-6.5
Trade Balance	43,178.2	46,102.3	38,358.1	40,347.8	48,098.2	-8,340.9	

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

Canada: Imports from Africa 2004-2009

Table 5.217

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Africa	3,547.18	5,452.24	7,066.84	8,119.18	12,346.29	6,493.67	46.72	2.03
Algeria	2,398.38	3,454.73	4,362.78	4,770.71	7,349.95	3,329.82	11.28	1.04
Angola	0.04	283.29	528.64	1,158.28	2,545.00	1,212.13	2,542,189.36	0.38
South Africa	501.70	575.60	719.71	1,018.89	795.45	554.53	-11.41	0.17
Nigeria	74.15	147.54	652.50	260.39	871.91	404.94	337.70	0.13
Equatorial Guinea	267.70	453.73	205.63	224.66	80.97	298.79	-10.55	0.09
Namibia	31.20	46.43	112.77	127.95	241.06	211.29	442.81	0.07
Morocco	73.20	125.86	149.68	204.88	132.08	122.29	33.90	0.04
Sudan	12.45	66.27	63.09	60.57	64.44	59.60	283.68	0.02
Guinea	18.23	24.20	29.73	35.94	64.95	54.60	140.12	0.02
Tunisia	18.57	27.38	59.68	46.52	38.98	39.85	72.01	0.01

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Canada: Imports from the Middle East 2004-2009

Table 5.218

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Middle East	2,612.72	3,509.44	4,311.78	4,392.57	6,132.82	3,671.34	12.62	1.15
Saudi Arabia	795.86	1,415.42	1,514.99	1,760.69	2,226.53	1,317.20	32.65	0.41
Iraq	849.48	994.71	1,474.02	1,395.20	2,155.64	1,124.29	6.08	0.35
Israel	538.03	672.39	769.01	895.33	1,152.14	824.42	22.81	0.26
United Arab Emirates	71.23	54.19	88.30	28.38	326.78	156.96	76.62	0.05
Egypt	154.51	118.02	123.25	152.72	126.30	100.65	-47.79	0.03
Qatar	28.20	38.13	47.24	0.28	1.22	48.92	39.02	0.02
Kuwait	0.10	58.24	56.42	1.46	13.78	29.83	23,649.55	0.01
Iran	62.04	36.76	39.18	41.42	37.65	21.56	-72.14	0.01
Jordan	5.29	7.21	12.82	14.81	14.40	14.53	120.08	0.00
Lebanon	7.70	8.98	10.31	14.54	15.37	13.77	43.40	0.00

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Canada: Imports from Asia-Pacific 2004-2009

Table 5.219

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Asia Pacific	38,014.91	46,326.90	55,120.64	62,961.74	68,427.36	57,770.68	21.80	18.08
China	18,718.85	24,432.73	30,440.33	35,887.91	39,883.12	34,783.49	48.93	10.88
Japan	10,334.16	12,222.69	13,515.37	14,431.53	14,436.92	10,792.57	-16.30	3.38
South Korea	4,517.19	4,440.53	5,086.99	5,032.56	5,643.04	4,988.68	-11.49	1.56
Malaysia	2,041.96	2,159.12	2,593.62	2,727.68	2,749.52	2,025.01	-20.52	0.63
Thailand	1,568.00	1,637.66	1,985.60	2,150.89	2,334.21	2,017.04	3.10	0.63
India	1,220.98	1,476.61	1,691.26	1,851.51	2,066.28	1,743.90	14.48	0.55
Azerbaijan	0.62	0.38	43.28	210.73	1,126.05	1,019.49	131,763.58	0.32
Singapore	759.54	803.68	869.47	1,396.21	1,170.01	983.37	3.77	0.31
Vietnam	348.79	462.56	576.32	710.18	892.98	925.66	112.71	0.29
Indonesia	722.09	790.52	835.32	928.90	1,012.72	878.45	-2.50	0.27

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.

Canada: Imports from Australasia 2004-2009

Table 5.220

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Australasia	1,798.73	1,914.53	1,847.24	2,158.60	2,018.08	1,827.36	-18.58	0.57
Australia	1,371.76	1,439.82	1,402.65	1,672.37	1,557.17	1,425.56	-16.71	0.45
New Zealand	415.67	462.50	435.33	477.44	455.15	397.13	-23.43	0.12
Other Australasian countries	11.31	12.21	9.26	8.80	5.76	4.67	-66.93	0.00

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Canada: Imports from Europe 2004-2009

Table 5.221

US\$ million

	2004	2005	2006	2007	2008	2009	% real growth 2004-2009	% of total imports 2009
Europe	37,612.17	45,596.92	50,777.33	54,071.26	60,576.26	46,547.98	-0.81	14.56
Germany	7,287.14	8,478.42	9,850.69	10,778.36	11,981.00	9,310.05	2.40	2.91
United Kingdom	7,453.03	8,603.05	9,597.60	10,730.28	11,838.61	8,246.76	-11.32	2.58
France	4,066.74	4,118.64	4,573.97	4,765.21	5,576.07	4,910.17	-3.23	1.54
Italy	3,532.55	3,787.17	4,332.71	4,712.43	4,820.46	3,887.61	-11.80	1.22
Norway	3,001.95	4,985.23	4,817.50	5,009.28	5,924.49	3,134.82	-16.30	0.98
Switzerland	1,293.29	1,757.69	1,889.62	2,126.68	2,617.62	2,980.53	84.71	0.93
Ireland	1,349.02	1,698.33	2,254.65	2,273.19	1,892.76	1,911.15	13.55	0.60
Russia	1,101.04	1,438.25	1,567.62	1,401.96	1,974.12	1,890.79	37.64	0.59
Netherlands	1,186.05	1,262.41	1,403.01	1,648.11	2,060.34	1,636.00	10.56	0.51
Sweden	1,674.31	1,894.57	2,077.94	1,966.29	2,137.64	1,568.17	-24.93	0.49

Source: International Monetary Fund (IMF), Direction of Trade Statistics

Notes: Only the top 10 countries are shown, ordered by year 2009.