



## ANALYSIS OF U.S. APPAREL IMPORTS

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Effects of the new international economic order become evident through analysis of import penetration of the U.S. apparel market. The present study builds on seminal research of Dardis and Sul (1983) in examining import penetration and analyzing shifts in U.S. market shares among primary foreign supply regions following implementation of the Multifiber Arrangement.

Markov analysis and minimum absolute deviation statistical techniques were employed to analyze changes in market shares held by seven world regions for 12 categories of apparel between 1974 and 1994. Transition probability matrices were used to estimate propensity for market shares to shift.

Results suggest that significant competition for U.S. market share has existed among exporting regions. The Far Eastern region was found to have maintained a dominant position in most categories, even though Mexico and CBI countries made substantial progress in gaining share in the men's and boys' market and South Asian countries exhibited strong performance in a number of women's and girls' categories. OECD countries experienced loss of market share for most categories.

Findings provide baseline data for further analysis, information regarding the relative importance of exporting regions, and enhanced understanding of restructuring of the global apparel industry as it has been influenced by contemporary trade policy.

Dardis, R., & Sul, J. (1983). Competition in the U.S. apparel import market. Home Economics Research Journal, 12(2), 237-248.