

Overview

The United States is the world's largest consumer market, representing unparalleled purchasing power and a dynamic, innovation-driven economy. With a population of over 330 million and a GDP exceeding \$27 trillion USD, the USA is an attractive target for any business looking to scale internationally—particularly those offering differentiated, high-value, or niche products.

US Market at-a-Glance

- **Population** : ~334 million people
- **Combined GDP** : \$27.4 trillion USD (2023)
- **Median Annual Income (USD)** : \$80,610
- **Official Languages** : English (de facto), with a significant market of Spanish speakers (ES-426, Latin American dialect grouping)
- High demand for innovation, brand storytelling, and product differentiation

Trade Stability

- Founding WTO member with robust contract enforcement mechanisms
- Free enterprise system with relatively low regulatory burdens
- Historically, a free-trade proponent
- U.S. Customs and Border Protection (CBP) offers structured and consistent import protocols and modernized systems

Trading with the USA

- **No Local Incorporation Required** : Sell through distributors, online platforms, or third-party logistics (3PL) providers
- **Robust e-Commerce Infrastructure** : High digital penetration and consumer comfort with cross-border purchases
- **Customs & Border Complexity** : Detailed classification and origin rules must be followed precisely
- **IP Sensitivity** : Intellectual property rights enforcement is strong and actively pursued



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- **Regional Variation :** Consumer preferences, legal requirements, and distribution logistics vary by state, which creates interesting segmentation opportunities

Projected Growth Areas in the USA

- **Climate Tech & Electrification :** Investment in renewables, EV supply chains, and carbon reduction
- **Digital & AI Products :** Strong appetite for SaaS, AI-based services, and productivity platforms
- **Healthcare & Wellness :** Tech-enabled health solutions and preventative wellness products
- **Premium Consumer Goods :** Demand for sustainable, ethically sourced, and artisanal brands
- **Construction & Smart Infrastructure :** Government funding for rebuilding and modernization
- **Education & Upskilling :** B2B and B2C growth in learning, training, and workforce development

Key Takeaway

Entering the U.S. market can be transformative—but success requires preparation. Competitive intensity, regulatory compliance, and customs precision are all critical. Businesses should invest in understanding regional differences, aligning with USMCA rules (which also unlocks harmonized trading opportunities in Canada and Mexico), and preparing their brand for a savvy and values-conscious consumer base. The rewards are enormous for companies that are trade-ready and positioned for scale.

Interested in learning more about this market group and how to expand your business to it? Check out our trade readiness scorecard :

<https://6catalysts.ca/services/project-based/trade-readiness-scorecard/>



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