



## Canadian Clean Technology Industry Selected Facts

- Global market demand for clean technology is estimated to be \$1 trillion in 2010 and is estimated to grow to \$3 trillion by 2020 based on 11 percent CAGR. The industry is projected to rise to be the 3rd largest global industrial sector by 2020, after electronics manufacturing and automotive.
- Canada has close to 700 clean technology companies operating in every region of Canada.
- In 2010, clean technology companies directly employed 44,400 Canadians. The average Canadian clean technology company employs 62 people.
- Industry employment grew 11 percent (CAGR) from 2008 to 2010. If the current growth rate is maintained, industry employment can total 75,000 by 2015 and 126,000 by 2020.
- Total 2010 industry revenues were estimated at \$9.1 billion.
  - Canadian owned companies generate 86 percent of this revenue
  - Canadian based foreign subsidiaries generate 14 percent of this revenue
  - 2010 Canadian clean technologies revenues are 0.7 percent of 2010 GDP
  - 62 percent of revenues come from companies with revenues greater than \$100 million
  - 60 percent of companies have revenues under \$5 million
- Industry revenues grew at 19 percent Compound Annual Growth Rate (CAGR) over the period 2008 to 2010.
  - Year-on-year growth rates to 2010 showed much improved revenue growth coming out of the recession
- If Canada maintains its 19 percent CAGR to 2020, clean technology industry revenues will reach \$61.4 billion
- Canada's 2010 global market share in Transportation and Recycling & Recovery sectors was 2.5 and 4.7 percent, respectively.
- Canada's market share of the 2010 estimated global market is approximately one percent and could double if the 2010 CAGR of 19 percent is maintained.
- Cleantech companies are nine times more likely to export than the average Canadian small or medium enterprise (SME).
  - 81 percent of Canadian clean technology companies are exporters
  - 53 percent of revenues were from exports to foreign markets
  - non-US sales accounted for 44 percent of exports
  - US and EU markets are the most attractive (72 percent and 62 percent of the time, respectively)
- Canada's highest growth companies require 13 years on average to attain \$19 million in revenue.
- Between 2008 and 2010, Canadian clean technology SMEs invested two dollars more in R&D than every dollar invested by large Canadian clean technology companies.
- Financing is top of mind for clean technology company CEOs.

