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SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$5,076,551 during February, 1954. Soaps accounted for \$2,417,259 or 48 per cent of this total, while synthetic detergents accounted for \$2,659,292 or 52 per cent. The shipments for February, 1954, included 1,279,345 pounds of bar laundry and household soaps at \$217,416; 756,441 pounds of soap chips and flakes in household packages at \$134,414; 2,958,313 pounds of toilet soaps in bars at \$943,820; and 4,801,489 pounds of soap powders in household packages at \$931,638. Shipments of synthetic detergents in household packages totalled 9,299,388 pounds at \$2,562,134 during the same period.

Prepared in the Metal and Chemical Products Section,
Industry and Merchandising Division.

Table 1 - Production and Factory Shipments, February, 1954.

Item	Production	Factory shipments	
		Quantity shipped	Value of shipments f.o.b. plant
	(Pounds)	(Pounds)	\$
Hard soaps:			
Bar laundry and household soaps:			
(a) Yellow (made with more than 10% resin).....	1,317,506	801,669	127,699
(b) White (made with not more than 10% resin)...	480,638	477,676	89,717
Soap chips and flakes:			
(a) In household packages (under 25 pounds).....	704,921	756,441	134,414
(b) In bulk (except textile and mill) (25 pounds and over).....	791,288	636,365	71,699
Textile and mill soaps (including soap chips and flakes)	418,175	314,478	35,095
Toilet soaps (except liquid) (when less than 2 pounds each)	3,414,978	2,958,313	943,820
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds).....	4,708,587	4,801,489	939,638
(b) In bulk (25 pounds and over)	615,091	552,213	75,177
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds).....	8,615,300	9,299,388	2,562,134
(b) In bulk (25 pounds and over)	205,814	196,925	38,016
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon)	116,753	71,087	28,447
(b) Bulk (when in individual containers of one gallon or more)	95,139	123,895	30,695
TOTAL	XXX	XXX	5,076,551

* Computed on the same basis as for the annual Census of Industry reports.

Note: The above figures are for firms which normally account for 92 per cent of the total Canadian production. These figures have not been expanded.

Table 2 - Production and Factory Shipments, Two Months Ended February, 1954.

Item	Production	Factory shipments	
		Quantity shipped	Value of shipments* f.o.b. plant
	(Pounds)	(Pounds)	\$
Hard soaps:			
Bar laundry and household soaps:			
(a) Yellow (made with more than 10% resin).....	2,353,287	2,465,444	374,522
(b) White (made with not more than 10% resin)..	962,502	914,802	169,475
Soap chips and flakes:			
(a) In household packages (under 25 pounds)....	1,401,941	1,570,418	279,330
(b) In bulk (except textile and mill) (25 pounds and over)	1,641,455	1,376,650	150,025
Textile and mill soaps (including soap chips and flakes)	704,230	639,792	71,743
Toilet soaps (except liquid) (when less than 2 pounds each)	7,624,867	6,479,423	1,965,761
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds)....	10,982,189	9,203,690	1,781,478
(b) In bulk (25 pounds and over)	1,356,837	1,262,523	163,182
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds)....	16,268,101	17,414,492	4,759,104
(b) In bulk (25 pounds and over)	333,079	374,717	71,373
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon)	128,193	81,868	33,956
(b) Bulk (when in individual containers of one gallon or more)	250,592	232,148	58,614
TOTAL	XXX	XXX	9,878,563

* Computed on the same basis as for the annual Census of Industry reports.

Note: The above figures are for firms which normally account for 93 per cent of the total Canadian production. These figures have not been expanded.

See January report for list of reporting firms.



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