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SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$4,437,924 during May, 1954. Soaps accounted for \$2,185,355 or 49 per cent of this total, while synthetic detergents accounted for \$2,252,569 or 51 per cent. The shipments for May, 1954, included 1,594,198 pounds of bar laundry and household soaps at \$264,068; 599,092 pounds of soap chips and flakes in household packages at \$111,141; 2,902,602 pounds of toilet soaps in bars at \$891,672; and 3,758,062 pounds of soap powders in household packages at \$765,262. Shipments of synthetic detergents in household packages totalled 8,177,246 pounds at \$2,097,252 during the same period.

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

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Table 1 - Production and Factory Shipments, May, 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).....	701,810	1,167,657	184,872
(b) White (made with not more than 10% resin) ..	324,513	426,541	79,196
Soap chips and flakes:			
(a) In household packages (under 25 pounds)....	608,107	599,092	111,141
(b) In bulk (except textile and mill) (25 pounds and over).....	572,339	521,245	64,056
Textile and mill soaps (including soap chips and flakes).....	246,775	199,412	23,654
Toilet soaps (except liquid) (when less than 2 pounds each).....	2,871,210	2,902,602	891,672
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds)....	4,057,955	3,758,062	765,262
(b) In bulk (25 pounds and over).....	338,902	453,118	65,502
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds)....	8,139,224	8,177,246	2,097,252
(b) In bulk (25 pounds and over).....	147,980	211,178	42,410
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon).....	268,014	217,801	88,649
(b) Bulk (when in individual containers of one gallon or more).....	140,468	92,588	24,258
TOTAL .....	XXX	XXX	4,437,924

\* 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.

Table 2 - Production and Factory Shipments, Five Months Ended May, 1954.

Item	Production	Factory shipments	
		Quantity shipped	Value of shipments at f.o.b. plant
	(Pounds)	(Pounds)	\$
Hard soaps:			
Bar laundry and household soaps:			
(a) Yellow (made with more than 10% resin).....	4,890,297	5,107,752	800,172
(b) White (made with not more than 10% resin) ..	2,457,659	2,204,677	409,096
Soap chips and flakes:			
(a) In household packages (under 25 pounds)....	3,429,792	3,585,710	642,161
(b) In bulk (except textile and mill) (25 pounds and over).....	3,543,025	3,019,361	343,608
Textile and mill soaps (including soap chips and flakes).....	1,778,001	1,494,746	174,261
Toilet soaps (except liquid) (when less than 2 pounds each).....	16,900,206	15,276,199	4,561,449
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds)....	22,524,173	20,990,312	4,099,756
(b) In bulk (25 pounds and over).....	2,761,225	2,648,284	364,245
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds)....	43,475,677	41,379,874	11,023,618
(b) In bulk (25 pounds and over).....	1,011,254	1,006,103	195,450
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon).....	938,925	755,750	309,571
(b) Bulk (when in individual containers of one gallon or more).....	647,961	628,757	155,715
TOTAL .....	XXX	XXX	23,180,102

\* 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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