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SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$4,197,930 during July, 1954. Soaps accounted for \$2,110,948 or 50.3 per cent of this total, while synthetic detergents accounted for \$2,086,982 or 49.7 per cent. The shipments for July, 1954, included 1,191,818 pounds of bar laundry and household soaps at \$200,240; 599,709 pounds of soap chips and flakes in household packages at \$98,800; 2,774,779 pounds of toilet soaps in bars at \$835,061; and 4,156,913 pounds of soap powders in household packages at \$819,226. Shipments of synthetic detergents in household packages totalled 7,890,215 pounds at \$2,001,602 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, July, 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) ....	342,550	818,781	131,035
(b) White (made with not more than 10% resin)..	252,440	373,037	69,205
Soap chips and flakes:			
(a) In household packages (under 25 pounds) ...	649,100	599,709	98,800
(b) In bulk (except textile and mill) (25 pounds and over) .....	471,649	557,248	64,045
Textile and mill soaps (including soap chips and flakes) .....	253,281	313,395	34,962
Toilet soaps (except liquid) (when less than 2 pounds each) .....	1,369,758	2,774,779	835,061
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ...	1,256,755	4,156,913	819,226
(b) In bulk (25 pounds and over) .....	307,555	401,205	58,614
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds) ...	3,268,816	7,890,215	2,001,602
(b) In bulk (25 pounds and over) .....	112,235	208,355	39,243
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon) .....	163,635	52,441	20,958
(b) Bulk (when in individual containers of one gallon or more) .....	51,604	95,880	25,179
TOTAL .....	XXX	XXX	4,197,930

\* 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, Seven Months Ended July, 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) ....	6,115,616	6,831,292	1,066,725
(b) White (made with not more than 10% resin)..	3,116,502	3,085,684	572,047
Soap chips and flakes:			
(a) In household packages (under 25 pounds) ...	5,054,209	4,947,337	869,517
(b) In bulk (except textile and mill)			
(25 pounds and over) .....	4,735,947	4,337,524	492,570
Textile and mill soaps (including soap chips and flakes) .....	2,207,029	2,021,799	236,014
Toilet soaps (except liquid) (when less than 2 pounds each) .....	21,274,180	21,181,008	6,466,848
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ...	28,317,804	29,987,132	5,914,827
(b) In bulk (25 pounds and over) .....	3,551,015	3,475,205	482,407
Synthetic detergents:			
Solid (including bar, flake or powder):			
(a) In household packages (under 25 pounds) ...	56,655,532	59,674,032	15,627,383
(b) In bulk (25 pounds and over) .....	1,455,588	1,489,567	279,731
Liquid and pastes:			
(a) Packaged (when in individual containers of less than one gallon) .....	1,136,068	871,165	354,759
(b) Bulk (when in individual containers of one gallon or more) .....	1,064,965	880,175	221,822
TOTAL .....	XXX	XXX	32,584,650

\* 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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