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SOAPS AND SYNTHETIC DETERGENTS

JULY 1968

The following explanations are provided as a guide to users of these data:

Column 1 - Gross Company Output:

Includes own production, purchases for direct re-sale, and purchases for further processing and re-sale under same category. By definition this includes the receipts from Canadian companies, imports and exports items.

Column 2 - Receipts From All Other Canadian Companies:

Includes purchases for direct re-sale, and purchases for further processing and re-sale under same category.

Column 3 - Imports:

Includes only own company account imports.

Column 4 - Exports:

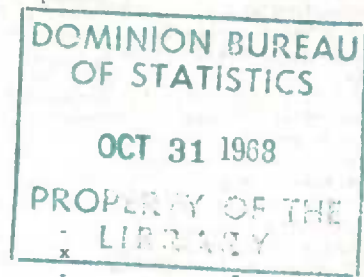
Represents direct exports only either by reporting company or its agent.

Column 5 - Total Sales:

Includes all domestic sales within the industry, plus exports.

TABLE 1. Sales of Soaps, Synthetic Detergents and Related Products by Canadian Manufacturers

| | Gross company output | Receipts from all other Canadian companies | Imports | Exports | Total sales |
|--|----------------------|--|---------|---------|-------------|
| pounds | | | | | |
| <u>July 1968</u> | | | | | |
| A. <u>BULK PRODUCTS</u> | | | | | |
| 1. <u>Soaps</u> | | | | | |
| (a) Noodles, chips, flakes or powder: | | | | | |
| Built | 331,608 | x | - | - | 488,353 |
| Unbuilt | 771,203 | 15,373 | x | - | 643,099 |
| (b) Bars (toilet, laundry and miscellaneous) | 264,832 | x | - | - | 434,440 |
| (c) Liquids, pastes and jellies | 253,323 | x | x | - | 197,599 |
| 2. <u>Synthetic Detergents</u> | | | | | |
| (a) Granular (excluding automatic dishwashing and bottle washing compounds): | | | | | |
| Built - For re-packaging | 1,075,710 | - | - | - | 1,166,305 |
| Other | 2,331,333 | x | - | x | 2,441,085 |
| Unbuilt - For re-packaging | x | x | - | - | x |
| Other | 253,390 | x | - | - | x |



See page 4 for footnotes.

Manufacturing and Primary Industries Division

October 1968
6506-728

TABLE 1. Sales of Soaps, Synthetic Detergents and Related Products by Canadian Manufacturers - Concluded

| | Gross company output | Receipts from all other Canadian companies | Imports | Exports | Total sales |
|--|-------------------------|---|---------|---------|---------------|
| | | | pounds | | |
| <u>A. BULK PRODUCTS - Concluded</u> | | | | | |
| <u>2. Synthetic Detergents - Concluded</u> | | | | | |
| (b) Liquid: | | | | | |
| Light duty (primarily for dishwashing excluding automatic dishwashing and bottle washing machine compounds): | | | | | |
| For dilution and/or re-packaging | 865,209 | - | - | - | 869,249 |
| Other | 750,489 | x | - | - | 664,310 |
| Built (laundry and general purpose): | | | | | |
| For dilution and/or re-packaging | x | - | - | - | x |
| Other | 618,396 | x | x | - | 560,184 |
| (c) Pastes and Slurries (type produced for sale): | | | | | |
| For dilution and/or re-packaging | x | - | - | - | x |
| Other | 851,485 | x | - | - | 780,014 |
| <u>3. Other Washing and Cleaning Products</u> | | | | | |
| (a) Dishwashing and bottle cleaning compounds | 1,456,213 | x | x | - | 1,658,781 |
| (b) Floor and wall cleaning compounds (excluding solvent base cleaners and wax strippers) ... | 868,119 | x | x | - | 839,662 |
| (c) Liquid and paste hand soaps and cleaners | 244,584 | x | x | - | 206,958 |
| <u>B. HOUSEHOLD PRODUCTS</u> | | | | | |
| <u>1. Soaps</u> | | | | | |
| (a) Bars: | | | | | |
| Toilet | 2,568,469 | x | - | x | 4,145,805 |
| Laundry and miscellaneous | x | - | x | - | x |
| (b) Chips, flakes or powders: | | | | | |
| Built | x | - | x | - | x |
| Unbuilt | x | - | - | x | x |
| <u>2. Synthetic Detergents</u> | | | | | |
| (a) Granular (including tablets but excluding automatic dishwasher products): | | | | | |
| Direct retail sales | 15,316,471(1) | x | x | x | 18,568,789(1) |
| Packed for private brands | x | - | - | - | x |
| (b) Liquid: | | | | | |
| Light duty (primarily for dishwashing excluding automatic dishwasher products): | | | | | |
| Direct retail sales | 4,347,323 | - | - | x | 4,801,456 |
| Packaged for private brands | x | - | - | - | 655,733 |
| Built (primarily for laundry and general purpose): | | | | | |
| Direct retail sales | x | - | - | - | x |
| Packaged for private brands | x | - | - | - | x |
| <u>3. Other Washing and Cleaning Products</u> | | | | | |
| (a) Bleaches, liquid: | | | | | |
| Direct retail sales | x | x | - | - | x |
| Concentrate for dilution and re-sale | x | - | - | - | x |
| Bleaches, granular | - | - | - | - | - |
| (b) General purpose cleaners (for general household use including floor and woodwork cleaners but excluding solvent type floor cleaners, wax strippers and abrasive cleaners): | | | | | |
| Liquid | x | x | - | - | x |
| Granular | x | - | - | - | x |
| (c) Fabric softeners | 1,232,729 | - | - | - | 1,185,686 |
| (d) Automatic dishwasher products | x | x | - | - | x |
| (e) Scouring cleansers (abrasive type) | x | x | - | - | x |

See page 4 for footnotes.

TABLE 2. Sales of Soaps, Synthetic Detergents and Related Products by Canadian Manufacturers

| | Gross company output | Receipts from all other Canadian companies | Imports | Exports | Total sales |
|--|-------------------------|---|---------|---------|-------------|
| | pounds | | | | |
| <u>Seven months ended July 1968</u> | | | | | |
| <u>A. BULK PRODUCTS</u> | | | | | |
| <u>1. Soaps</u> | | | | | |
| (a) Noodles, chips, flakes or powder: | | | | | |
| Built | 4,178,984 | x | x | - | 4,019,935 |
| Unbuilt | 5,194,953 | x | x | x | 5,183,385 |
| (b) Bars (toilet, laundry and miscellaneous) | 2,552,259 | x | - | - | 2,674,625 |
| (c) Liquids, pastes and jellies | 2,389,211 | x | x | - | 2,079,678 |
| <u>2. Synthetic Detergents</u> | | | | | |
| (a) Granular (excluding automatic dishwashing and bottle washing compounds): | | | | | |
| Built - For re-packaging | x | - | - | - | x |
| Other | 19,673,888 | x | - | x | 18,139,317 |
| Unbuilt - For re-packaging | x | x | - | - | x |
| Other | x | x | x | - | x |
| (b) Liquid: | | | | | |
| Light duty (primarily for dishwashing excluding automatic dishwashing and bottle washing machine compounds): | | | | | |
| For dilution and/or re-packaging | 5,365,456 | - | x | - | 5,328,530 |
| Other | 4,480,217 | x | x | - | 4,357,165 |
| Built (laundry and general purpose): | | | | | |
| For dilution and/or re-packaging | x | - | - | - | x |
| Other | 3,740,400 | x | x | - | x |
| (c) Pastes and Slurries (type produced for sale): | | | | | |
| For dilution and/or re-packaging | x | - | - | - | x |
| Other | 6,966,506 | x | - | - | x |
| <u>3. Other Washing and Cleaning Products</u> | | | | | |
| (a) Dishwashing and bottle cleaning compounds | 9,185,271 | x | x | - | 10,994,558 |
| (b) Floor and wall cleaning compounds (excluding solvent base cleaners and wax strippers) | 5,696,069 | x | x | - | 5,470,744 |
| (c) Liquid and paste hand soaps and cleaners | 1,386,908 | x | x | - | 1,583,774 |

See page 4 for footnotes.



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TABLE 2. Sales of Soaps, Synthetic Detergents and Related Products by Canadian Manufacturers - Concluded

| | Gross company output | Receipts from all other Canadian companies | Imports | Exports | Total sales |
|--|-------------------------|---|---------|---------|----------------|
| pounds | | | | | |
| B. HOUSEHOLD PRODUCTS | | | | | |
| 1. Soaps | | | | | |
| (a) Bars: | | | | | |
| Toilet | 29,461,541 | x | x | x | 28,221,170 |
| Laundry and miscellaneous | x | - | x | x | x |
| (b) Chips, flakes or powders: | | | | | |
| Built | x | - | x | - | x |
| Unbuilt | x | - | - | x | x |
| 2. Synthetic Detergents | | | | | |
| (a) Granular (including tablets but excluding automatic dishwasher products): | | | | | |
| Direct retail sales | 126,395,961(1) | x | x | x | 124,832,639(1) |
| Packaged for private brands | x | - | - | - | x |
| (b) Liquid: | | | | | |
| Light duty (primarily for dishwashing excluding automatic dishwasher products): | | | | | |
| Direct retail sales | 35,981,460 | x | - | x | 33,835,879 |
| Packaged for private brands | x | - | - | - | x |
| Built (primarily for laundry and general purpose): | | | | | |
| Direct retail sales | x | - | - | - | x |
| Packaged for private brands | x | - | - | - | x |
| 3. Other Washing and Cleaning Products | | | | | |
| (a) Bleaches, liquid: | | | | | |
| Direct retail sales | x | x | - | - | x |
| Concentrate for dilution and re-sale | x | - | - | - | x |
| Bleaches, granular | x | - | - | - | x |
| (b) General purpose cleaners (for general household use including floor and woodwork cleaners but excluding solvent type floor cleaners, wax strippers and abrasive cleaners): | | | | | |
| Liquid | x | x | x | - | x |
| Granular | x | - | - | - | x |
| (c) Fabric softeners | x | x | x | - | x |
| (d) Automatic dishwasher products | x | x | x | - | x |
| (e) Scouring Cleansers (abrasive type) | x | x | - | - | x |

x Confidential to meet secrecy requirements of the Statistics Act.
Note: In the case of the commodity contained herein it is estimated that coverage is approximately 95%.
(1) Figures for June should have read 21,753,165 and 15,882,521 respectively.