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SOAPS AND SYNTHETIC DETERGENTS

AUGUST 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>August 1968</u>					
A. BULK PRODUCTS					
1. Soaps					
(a) Noodles, chips, flakes or powder:					
Built	372,569	x	-	-	473,543
Unbuilt	725,513	x	-	-	775,848
(b) Bars (toilet, laundry and miscellaneous)	302,012	x	-	-	416,206
(c) Liquids, pastes and jellies	217,999	x	x	-	186,133
2. Synthetic Detergents					
(a) Granular (excluding automatic dishwashing and bottle washing compounds):					
Built - For re-packaging	1,141,769	-	-	-	1,099,993
Other	2,064,044	x	-	x	2,519,263
Unbuilt - For re-packaging	x	x	-	-	x
Other	117,779	x	x	-	243,993

See page 4 for footnotes.

Manufacturing and Primary Industries Division

January 1969
6366-728

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		
A. BULK PRODUCTS - Concluded					
2. Synthetic Detergents - Concluded					
(b) Liquid:					
Light duty (primarily for dishwashing excluding automatic dishwashing and bottle washing machine compounds):					
For dilution and/or re-packaging	649,178	-	-	-	654,924
Other	553,483	x	x	-	511,419
Built (laundry and general purpose):					
For dilution and/or re-packaging	x	-	-	-	x
Other	511,203	x	-	-	540,033
(c) Pastes and Slurries (type produced for sale):					
For dilution and/or re-packaging	x	-	-	-	x
Other	1,119,860	x	-	-	949,675
3. Other Washing and Cleaning Products					
(a) Dishwashing and bottle cleaning compounds	1,220,600	x	-	-	1,558,745
(b) Floor and wall cleaning compounds (excluding solvent base cleaners and wax strippers) ...	822,418	x	x	-	808,579
(c) Liquid and paste hand soaps and cleaners	215,476	x	x	-	201,487
B. HOUSEHOLD PRODUCTS					
1. Soaps					
(a) Bars:					
Toilet	3,874,932	x	-	x	4,641,030
Laundry and miscellaneous	259,067	-	x	x	x
(b) Chips, flakes or powders:					
Built	x	-	x	-	x
Unbuilt	x	-	-	-	x
2. Synthetic Detergents					
(a) Granular (including tablets but excluding automatic dishwasher products):					
Direct retail sales	12,079,345	x	x	x	18,174,163
Packed for private brands	x	-	-	-	x
(b) Liquid:					
Light duty (primarily for dishwashing excluding automatic dishwasher products):					
Direct retail sales	5,634,678	x	-	x	6,422,317
Packaged for private brands	445,638	x	-	-	419,932
Built (primarily for laundry and general purpose):					
Direct retail sales	x	-	-	x	x
Packaged for private brands	x	-	-	-	x
3. Other Washing and Cleaning Products					
(a) Bleaches, liquid:					
Direct retail sales	8,074,633	x	-	-	9,726,219
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	474,973	x	x	-	940,968
Granular	x	-	-	-	x
(c) Fabric softeners	1,400,600	-	-	-	1,153,195
(d) Automatic dishwasher products	x	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>Eight months ended August 1968</u>					
<u>A. BULK PRODUCTS</u>					
<u>1. Soaps</u>					
(a) Noodles, chips, flakes or powder:					
Built	4,551,553	x	x	-	4,493,478
Unbuilt	5,920,466	x	x	x	5,959,233
(b) Bars (toilet, laundry and miscellaneous)	2,854,271	x	-	-	3,090,831
(c) Liquids, pastes and jellies	2,607,210	x	x	-	2,265,811
<u>2. Synthetic Detergents</u>					
(a) Granular (excluding automatic dishwashing and bottle washing compounds):					
Built - For re-packaging	x	-	-	-	x
Other	21,737,932	x	-	x	20,658,580
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	6,014,634	-	x	-	5,983,454
Other	5,033,700	x	x	-	4,868,584
Built (laundry and general purpose):					
For dilution and/or re-packaging	x	-	-	-	x
Other	4,251,603	x	x	-	x
(c) Pastes and Slurries (type produced for sale):					
For dilution and/or re-packaging	x	-	-	-	x
Other	8,086,366	x	-	-	x
<u>3. Other Washing and Cleaning Products</u>					
(a) Dishwashing and bottle cleaning compounds	10,405,871	x	x	-	12,553,303
(b) Floor and wall cleaning compounds (excluding solvent base cleaners and wax strippers)	6,518,487	x	x	-	6,279,323
(c) Liquid and paste hand soaps and cleaners	1,602,384	x	x	-	1,785,261

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	33,336,473	x	x	x	32,862,200
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	138,475,306	x	x	x	143,006,802
Packaged for private brands	x	-	-	-	x
(b) Liquid:					
Light duty (primarily for dishwashing excluding automatic dishwasher products):					
Direct retail sales	41,616,138	x	-	x	40,258,196
Packaged for private brands	x	x	-	-	x
Built (primarily for laundry and general purpose):					
Direct retail sales	x	-	-	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
(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%.