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## SOAPS AND SYNTHETIC DETERGENTS

SEPTEMBER 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		
September 1968					
A. BULK PRODUCTS					
. Soaps					
(a) Noodles, chips, flakes or powder:					
Built	393,632	×	-	-	547,738
Unbuilt	873,552	X	66	•	727,273
(b) Bars (toilet, laundry and miscellaneous)	261,229	×	-	•	389,926
(c) Liquids, pastes and jellies	250,114	х	×	-	217,402
. Synthetic Detergents					
(a) Granular (excluding automatic dishwashing and bottle washing compounds):					
Built - For re-packaging	957,656	-	-	-	1,176,365
Other	2,314,518	×	-	×	2,823,507
Unbuilt - For re-packaging	x	×	-	-	126,250
Other	439,799	×	x		371,733

See page 4 for footnotes.

Manufacturing and Primary Industries Division

January 1969 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 sale
			pounds		
A. BULK PRODUCTS - Concluded					
. Synthetic Detergents - Concluded (b) Liquid:					
Light duty (primarily for dishwashing excluding automatic dishwashing and bottle washing machine compounds):					
For dilution and/or re-packaging	784,517	-	-		757,68
Other	450,075	х	-	_	640,96
Built (laundry and general purpose): For dilution and/or re-packaging	x				
Other	475,096	×	×		564,06
(c) Pastes and Slurries (type produced for					
sale): For dilution and/or re-packaging	Y	_			
Other	921,766	×	-		1,153,06
. Other Washing and Cleaning Products					
(a) Dishwashing and bottle cleaning compounds	1,577,853	×		-	1,891,30
(b) Floor and wall cleaning compounds (excluding					
solvent base cleaners and wax strippers) (c) Liquid and paste hand soaps and cleaners	927,273 242,391	×	x	-	883,89 216,41
(C) Equit and poste hand soups and creaters	242,331	-	^		2.10,941
B. HOUSEHOLD PRODUCTS					
Soaps (a) Bars;					
Toilet	3,827,467	x		х	4,498,0
Laundry and miscellaneous	ж	-	x	-	
(b) Chips, flakes or powders:			~	_	
Built Unbuilt	x		-		
Synthetic Detergents (a) Granular (including tablets but excluding					
automatic dishwasher products):	10 255 216				20,438,54
Direct retail sales	18,255,216 x	× -			20,430, 3
(b) Liquid: Light duty (primarily for dishwashing	*				
excluding automatic dishwasher					
products): Direct retail sales	6,291,321	×		-	7,201,12
Packaged for private brands	×	ж	-		
Built (primarily for laundry and general purpose):					
Direct retail sales	ж	-	-	-	
Packaged for private brands	×		-		
Other Washing and Cleaning Products					
(a) Bleaches, liquid: Direct retail sales	8,079,224	×			7,785,34
Concentrate for dilution and re-sale	x			**	
Bleaches, granular		*	-	35170	
(b) General purpose cleaners (for general household use including floor and woodwork					
cleaners but excluding solvent type floor cleaners, wax strippers and abrasive					
cleaners):	х	×	-	×	1,066,4
Granular	ж	×	-	-	, , , , ,
(c) Fabric softeners	510,684	-	-	-	1,119,28
		x	x	-	
(d) Automatic dishwasher products	×	^	^		

See page 4 for footnotes.

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

	Cross dompany output	Receipts from all other Canadian companies	Imports	Exports	Total sales		
_		pounds					
Nine months ended September 1968							
A, BULK PRODUCTS							
1. Soaps							
(a) Noodles, chips, flakes or powder:							
Built	4,945,185	×	×	-	5,358,963(1)		
Unbuilt	6,794,018	x	×	×	6,686,506		
(b) Bars (toilet, laundry and miscellaneous)	3,115,500	x			3,480,757		
(c) Liquids, pastes and jellies	2,857,324	×	×	-	2,483,213		
2. Synthetic Detergents							
(a) Granular (excluding automatic dishwashing and bottle washing compounds):							
Built - For re-packaging	ж	-	-		×		
Other	24,052,450	×	-	ж	23,705,687(1)		
Winbuilt - For re-packaging	ж	×	-	-	x		
Other	×	х	×	-	×		
(b) Liquid:							
Light duty (primarily for dishwashing excluding automatic dishwashing and bottle washing machine compounds):							
For dilution and/or re-packaging	6,799,151	-	ж		6,741,139		
Other	5,483,775	×	х	-	5,509,548		
Built (laundry and general purpose):							
For dilution and/or re-packaging	x	-	-	-	х		
Other	4,726,699	ж	x	-	ж		
(c) Pastes and Slurries (type produced for sale):							
For dilution and/or re-packaging	×	-	-	-	х		
Other	9,008,132	х	to .	-	х		
3. Other Washing and Cleaning Products							
(a) Dishwashing and bottle cleaning compounds	11,983,724	×	×	_	14,444,610		
<ul><li>(b) Floor and wall cleaning compounds (excluding solvent base cleaners and wax strippers)</li></ul>	7,445,760	×	×		7,163,215		
(c) Liquid and paste hand soaps and cleaners	1,844,775	×	×	-	2,001,675		
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						
, Soaps						
(a) Bars: Toilet Laundry and miscellaneous	37,163,940 x	x -	×	x x	37,360,211 ×	
(b) Chips, flakes or powders:						
Built	х		×	- Y	x	
Unbuilt	^					
, Synthetic Detergents						
(a) Granular (including tablets but excluding automatic dishwasher products):						
Direct retail sales Packaged for private brands	156,730,522 x	X	× -	<b>x</b>	163,445,345 ×	
(b) Liquid:						
<pre>Light duty (primerily for dishwashing excluding automatic dishwasher products):</pre>						
Direct retail makes	47,997,459 x	x x		×	47,459,318 x	
Built (primarily for laundry and general purpose):						
Direct retail sales	×	A STORY		×	×	
Packaged for private brands	×		-		×	
. Other Washing and Cleaning Products						
(a) Bleaches, liquid:						
Direct retail sales		×			×	
Concentrate for dilution and re-sale	×	- x	-	-	×	
Bleaches, granular	x	-	69	00	х	
(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	x -	×	×	
(c) Fabric softeners	х	-	×		×	
(d) Automatic dishwasher products	х	×	×		×	

<sup>(1)</sup> Includes revisions to date.

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%.