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SOAPS AND SYNTHETIC DETERGENTS

NOVEMBER 1969

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 - Sales of products received 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 sold:

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	Sales of products received from all other Canadian companies	Imports sold	Exports	Total sales
			pounds		
November 1969					
A. BULK PRODUCTS					
1. Soaps					
(a) Noodles, chips, flakes or powder:					
Built	408,879	-	-	-	207,329
Unbuilt ..	872,042	x	-	-	643,647
(b) Bars (toilet, laundry and miscellaneous)	356,680	x	x	-	339,007
(c) Liquids, pastes and jellies	239,455	x	x	-	271,351
2. Synthetic detergents					
(a) Granular (excluding automatic dishwashing and bottle washing compounds):					
Built - For re-packaging	1,169,408	-	-	-	1,046,054
Other	3,206,426	x	-	x	3,018,732
Unbuilt - For re-packaging	x	x	-	-	x
Other	370,594	x	-	-	250,442

See page 4 for footnotes.

Manufacturing and Primary Industries Division

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

	Gross company output	Sales of products received from all other Canadian companies	Imports sold	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	879,781	-	x	-	852,375
Other	794,784	x	x	-	766,204
Built (laundry and general purpose):					
For dilution and/or re-packaging	x	-	-	-	x
Other	x	x	-	-	396,773
(c) Pastes and slurries (type produced for sale):					
For dilution and/or re-packaging	x	-	-	-	x
Other	1,073,535	x	-	-	1,004,485
<u>3. Other washing and cleaning products</u>					
(a) Dishwashing and bottle cleaning compounds ...	1,473,861	x	x	-	1,736,592
(b) Floor and wall cleaning compounds (excluding solvent base cleaners and wax strippers) ..	911,005	x	x	-	832,249
(c) Liquid and paste hand soaps and cleaners	210,352	x	x	-	187,327
<u>B. HOUSEHOLD PRODUCTS</u>					
<u>1. Soaps</u>					
(a) Bars:					
Toilet	4,692,113	x	-	-	4,516,823
Laundry and miscellaneous	x	-	x	-	x
(b) Chips, flakes or powders:					
Built	x	-	x	-	x
Unbuilt	x	-	-	-	x
<u>2. Synthetic detergents</u>					
(a) Granular (including tablets but excluding automatic dishwasher products):					
Direct retail sales	17,525,208	x	x	-	16,755,423
Packaged for private brands	1,390,707	-	-	-	1,280,421
(b) Liquid:					
Light duty (primarily for dishwashing excluding automatic dishwasher products):					
Direct retail sales	6,817,904	x	-	-	5,844,009
Packaged for private brands	x	x	-	-	583,219
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	10,161,468	x	-	-	9,489,044
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	644,711	-	-	-	819,523
Granular	x	x	-	-	x
(c) Fabric softeners	1,621,708	x	x	-	1,368,185
(d) Automatic dishwasher products	518,014	x	x	-	404,393
(e) Scouring cleansers (abrasive type)	3,178,249	x	x	-	2,764,337

See page 4 for footnotes.

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

	Gross company output	Sales of products received from all other Canadian companies	Imports sold	Exports	Total sales
			pounds		
Eleven months ended November 1969					
A. <u>BULK PRODUCTS</u>					
1. <u>Soaps</u>					
(a) Noodles, chips, flakes or powder:					
Built	4,962,973	x	x	-	5,104,291
Unbuilt	8,981,429	x	-	x	8,537,181
(b) Bars (toilet, laundry and miscellaneous)	4,207,301	x	x	x	4,311,432
(c) Liquids, pastes and jellies	2,433,087	x	x	x	2,252,097
2. <u>Synthetic detergents</u>					
(a) Granular (excluding automatic dishwashing and bottle washing compounds):					
Built - For re-packaging	12,594,716	-	-	-	12,976,685
Other	x	x	x	x	32,437,435
Unbuilt - For re-packaging	x	x	-	-	x
Other	x	x	x	-	3,076,586
(b) Liquid:					
Light duty (primarily for dishwashing excluding automatic dishwashing and bottle washing machine compounds):					
For dilution and/or re-packaging	9,806,181	-	x	-	9,804,091
Other	7,736,988	x	x	-	8,220,272
Built (laundry and general purpose):					
For dilution and/or re-packaging	x	-	-	-	x
Other	x	x	x	-	5,452,575
(c) Pastes and slurries (type produced for sale):					
For dilution and/or re-packaging	x	-	-	-	x
Other	11,316,424	x	-	-	10,763,725
3. <u>Other washing and cleaning products</u>					
(a) Dishwashing and bottle cleaning compounds ...	16,323,072	x	x	-	18,377,578
(b) Floor and wall cleaning compounds (excluding solvent base cleaners and wax strippers) ..	9,485,929	x	x	-	9,721,380
(c) Liquid and paste hand soaps and cleaners	2,081,984	x	x	-	1,945,823

See page 4 for footnotes.



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

	Gross company output	Sales of products received from all other Canadian companies	Imports sold	Exports	Total sales
			pounds		
B. HOUSEHOLD PRODUCTS					
1. Soaps					
(a) Bars:					
Toilet	48,698,933	x	x	x	47,866,015
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	x	x	x	x	201,241,472
Packaged for private brands	x	x	-	-	x
(b) Liquid:					
Light duty (primarily for dishwashing excluding automatic dishwasher products):					
Direct retail sales	66,796,896	x	-	x	68,124,098
Packaged for private brands	x	x	-	-	6,760,329
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	84,148,827	x	-	-	90,850,539
Concentrate for dilution and re-sale	x	-	-	-	x
Bleaches, granular	x	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
Granular	x	x	-	-	x
(c) Fabric softeners	17,896,917	x	x	-	15,877,520
(d) Automatic dishwasher products	x	x	x	-	4,221,633
(e) Scouring cleansers (abrasive type)	x	x	x	x	30,055,925

Note: In the case of the commodity contained herein it is estimated that coverage is approximately 95%.
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