

CATALOGUE No.

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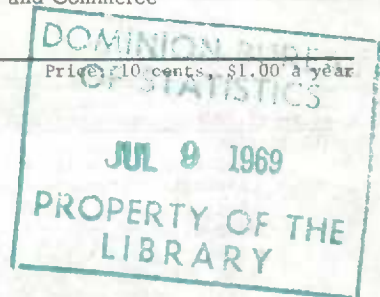
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SOAPS AND SYNTHETIC DETERGENTS

APRIL 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					
<u>April 1969</u>					
<u>A. BULK PRODUCTS</u>					
<u>1. Soaps</u>					
(a) Noodles, chips, flakes or powder:					
Built	301,016	x	-	-	557,348
Unbuilt	908,669	x	-	-	828,156
(b) Bars (toilet, laundry and miscellaneous)	560,347	x	x	-	434,262
(c) Liquids, pastes and jellies	188,320	x	x	-	168,676
<u>2. Synthetic detergents</u>					
(a) Granular (excluding automatic dishwashing and bottle washing compounds):					
Built - For re-packaging	1,110,175	-	-	-	1,003,947
Other	2,487,304	x	-	-	3,024,361
Unbuilt - For re-packaging	x	x	-	x	x
Other	351,038	x	x	-	349,286

See page 4 for footnotes.

Manufacturing and Primary Industries Division

July 1969
6506-728

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		
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	1,199,658	-	-	-	1,192,207
Other	691,583	x	x	-	670,618
Built (laundry and general purpose):					
For dilution and/or re-packaging	x	-	-	-	x
Other	461,593	x	-	-	513,293
(c) Pastes and slurries (type produced for sale):					
For dilution and/or re-packaging	x	-	-	-	x
Other	1,011,809	x	-	-	1,027,169
3. Other washing and cleaning products					
(a) Dishwashing and bottle cleaning compounds ...	1,521,179	x	x	-	1,646,656
(b) Floor and wall cleaning compounds (excluding solvent base cleaners and wax strippers) ..	909,730	x	x	-	940,706
(c) Liquid and paste hand soaps and cleaners	203,072	x	x	-	176,058
B. HOUSEHOLD PRODUCTS					
1. Soaps					
(a) Bars:					
Toilet	4,969,438	x	x	x	4,385,937
Laundry and miscellaneous	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	16,452,903	x	-	x	17,825,328
Packaged for private brands	1,053,588	x	-	-	1,039,632
(b) Liquid:					
Light duty (primarily for dishwashing excluding automatic dishwasher products):					
Direct retail sales	6,784,982	-	-	x	6,244,115
Packaged for private brands	x	-	-	-	508,030
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	6,834,670	x	-	-	8,604,742
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	567,084	-	-	x	1,077,833
Granular	1,375,463	x	-	-	x
(c) Fabric softeners					
	1,551,477	x	-	-	1,347,968
(d) Automatic dishwasher products					
	441,391	x	x	-	437,511
(e) Scouring cleansers (abrasive type)					
	x	x	x	x	2,432,778

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		
<u>Four months ended April 1969</u>					
<u>A. BULK PRODUCTS</u>					
<u>1. Soaps</u>					
(a) Noodles, chips, flakes or powder:					
Built	1,614,184	x	-	-	1,989,561
Unbuilt	3,521,284	x	-	-	3,423,073
(b) Bars (toilet, laundry and miscellaneous)	1,531,149	x	x	-	1,529,371
(c) Liquids, pastes and jellies	891,512	x	x	-	725,845
<u>2. Synthetic detergents</u>					
(a) Granular (excluding automatic dishwashing and bottle washing compounds):					
Built - For re-packaging	4,514,192	-	-	-	4,609,286
Other	10,484,770	x	-	x	11,224,588
Unbuilt - For re-packaging	x	x	-	-	x
Other	x	x	x	-	1,184,288
(b) Liquid:					
Light duty (primarily for dishwashing excluding automatic dishwashing and bottle washing machine compounds):					
For dilution and/or re-packaging	3,935,902	-	-	-	3,962,875
Other	2,754,069	x	x	-	3,124,235
Built (laundry and general purpose):					
For dilution and/or re-packaging	x	-	-	-	x
Other	1,937,581	x	x	-	2,003,728
(c) Pastes and slurries (type produced for sale):					
For dilution and/or re-packaging	x	-	-	-	x
Other	4,516,897	x	-	-	4,285,393
<u>3. Other washing and cleaning products</u>					
(a) Dishwashing and bottle cleaning compounds ...	5,536,638	x	x	-	6,293,841
(b) Floor and wall cleaning compounds (excluding solvent base cleaners and wax strippers) ..	3,912,262	x	x	-	3,871,188
(c) Liquid and paste hand soaps and cleaners	855,547	x	x	-	766,208

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	17,938,193	x	x	x	15,466,745
Laundry and miscellaneous	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	x	x	x	x	71,761,139
Packaged for private brands	x	x	-	-	x
(b) Liquid:					
Light duty (primarily for dishwashing excluding automatic dishwasher products):					
Direct retail sales	25,621,875	x	-	x	23,732,042
Packaged for private brands	x	x	-	-	2,314,700
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	26,130,193	x	-	-	31,509,617
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	6,627,162	x	-	-	5,414,809
(d) Automatic dishwasher products	x	x	x	-	1,302,302
(e) Scouring cleansers (abrasive type)	x	x	x	x	10,637,285

Note: In the case of the commodity contained herein it is estimated that coverage is approximately 95%.
x Confidential to meet secrecy requirements of the Statistics Act.