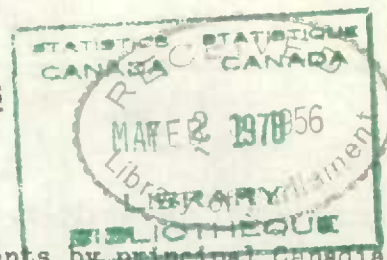


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Vol. 2-No. 12

December, 1955

Price: \$1.00 per year, 10¢ per copy.

SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$4,297,025 during December, 1955. Soaps accounted for \$1,610,703 or 37.5 per cent of this total, while synthetic detergents accounted for \$2,686,322 or 62.5 per cent. The shipments for December, 1955, included 1,335,675 pounds of bar laundry and household soaps at \$223,780; 1,515,442 pounds of soap chips and flakes in household packages at \$207,411; 2,217,863 pounds of toilet soaps in bars at \$652,706; and 1,993,365 pounds of soap powders in household packages at \$450,700. Shipments of solid synthetic detergents in household packages totalled 8,264,871 pounds at \$2,266,475; liquid synthetic detergents in household packages totalled 689,472 pounds at \$257,928 during the same period.

Prepared in the Metal and Chemical Products Section, Industry and Merchandising Division.

Table 1 - Production and Factory Shipments, December, 1955

Item	Production	Factory shipments	
		Quantity shipped	Value of shipments*
	(Pounds)	(Pounds)	\$
Hard soaps:			
Bar laundry and household soaps:			
(a) Built .....	102,118	76,057	10,992
(b) Not built .....	1,635,310	1,259,618	212,788
Soap chips and flakes:			
(a) In household packages (under 25 pounds) ...	460,664	538,513	95,531
(b) In bulk (25 pounds and over) .....	1,074,588	976,929	111,880
Toilet soaps (except liquid) (when less than 2 pounds each) .....	3,171,388	2,217,863	652,706
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ...	3,469,243	1,993,365	450,700
(b) In bulk (25 pounds and over) .....	756,848	553,251	76,106
Synthetic detergents:			
Solid (including bars, flake or powder):			
(a) In household packages (under 25 pounds) ...	10,277,828	8,264,871	2,266,475
(b) In bulk (25 pounds and over) .....	586,029	634,269	118,645
Liquid:			
(a) Packaged (when in individual containers of less than one gallon) .....	1,566,970	689,472	257,928
(b) Bulk (when in individual containers of one gallon or more) .....	128,460	125,846	37,207
Paste:			
Bulk (when in individual containers of one gallon or more) .....	23,746	27,231	6,067
TOTAL .....	XXX	XXX	4,297,025

\* Computed on the same basis as for the annual Census of Industry reports.

NOTE: The above figures are for firms which normally account for 95 per cent of the total Canadian production. These figures have not been expanded.



Table 2 - Production and Factory Shipments, Twelve Months Ended December, 1955

Item	Production	Factory shipments	
		Quantity shipped	Value of shipments*
	(Pounds)	(Pounds)	\$
Hard soaps:			
Bar laundry and household soaps:			
(a) Built .....	2,031,349	1,952,168	255,606
(b) Not built .....	16,208,272	15,403,336	2,665,236
Soap chips and flakes:			
(a) In household packages (under 25 pounds) ...	7,364,517	7,195,469	1,191,025
(b) In bulk (25 pounds and over) .....	13,987,584	13,177,679	1,476,041
Toilet soaps (except liquid) (when less than 2 pounds each) .....	37,212,818	37,850,630	10,790,158
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):			
(a) In household packages (under 25 pounds) ...	39,750,685	39,947,400	8,125,542
(b) In bulk (25 pounds and over) .....	8,935,121	8,824,433	1,131,249
Synthetic detergents:			
Solid (including bars, flake or powder):			
(a) In household packages (under 25 pounds) ...	111,343,099	111,193,878	30,245,433
(b) In bulk (25 pounds and over) .....	8,542,523	8,704,559	1,608,973
Liquid:			
(a) Packaged (when in individual containers of less than one gallon) .....	11,184,361	10,315,408	3,517,507
(b) Bulk (when in individual containers of one gallon or more) .....	1,422,759	1,411,032	419,936
Paste:			
Bulk (when in individual containers of one gallon or more) .....	788,328	764,728	177,700
TOTAL .....	XXX	XXX	61,604,406

\* Computed on the same basis as for the annual Census of Industry reports.

NOTE: The above figures are for firms which normally account for 95 per cent of the total Canadian production. These figures have not been expanded.

See January report for list of reporting firms.

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