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SOAPS AND SYNTHETIC DETERGENTS

Factory shipments of soaps and synthetic detergents by principal Canadian producers were valued at \$5,061,792 during March, 1955. Soaps accounted for \$2,259,848 or 45 per cent of this total, while synthetic detergents accounted for \$2,801,944 or 55 per cent. The shipments for March, 1955, included 1,419,287 pounds of bar laundry and household soaps at \$238,433; 607,430 pounds of soap chips and flakes in household packages at \$98,830; 2,975,986 pounds of toilet soaps in bars at \$845,568; and 4,346,140 pounds of soap powders in household packages at \$868,298. Shipments of synthetic detergents in household packages totalled 8,841,485 pounds at \$2,394,688 during the same period.

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

Table 1 - Production and Factory Shipments, March, 1955

Item	Factory shipments	
	Quantity shipped (Pounds)	Value of shipments* \$
Hard soaps:		
Bar laundry and household soaps:		
(a) Built	192,213	23,370
(b) Not built	1,227,074	215,063
Soap chips and flakes:		
(a) In household packages (under 25 pounds)	607,430	98,830
(b) In bulk (except textile and mill) (25 pounds and over)	1,003,460	113,256
Toilet soaps (except liquid) (when less than 2 pounds each)	2,975,986	845,568
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):		
(a) In household packages (under 25 pounds)	4,346,140	868,298
(b) In bulk (25 pounds and over)	727,650	95,463
Synthetic detergents:		
Solid (including bars, flake or powder):		
(a) In household packages (under 25 pounds)	8,841,485	2,394,688
(b) In bulk (25 pounds and over)	774,676	137,624
Liquid:		
(a) Packaged (when in individual containers of less than one gallon)	542,500	210,798
(b) Bulk (when in individual containers of one gallon or more)	138,643	41,857
Paste:		
(a) Packaged (when in individual containers of less than one gallon)	-	-
(b) Bulk (when in individual containers of one gallon or more)	77,875	16,977
TOTAL	XXX	5,061,792

* 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, Three Months Ended March, 1955

Item	Factory shipments	
	Quantity shipped (Pounds)	Value of shipments* \$
Hard soaps:		
Bar laundry and household soaps:		
(a) Built	559,877	70,438
(b) Not built	3,464,066	603,909
Soap chips and flakes:		
(a) In household packages (under 25 pounds)	2,154,557	340,127
(b) In bulk (except textile and mill) (25 pounds and over)	2,584,530	294,290
Toilet soaps (except liquid) (when less than 2 pounds each)	9,372,797	2,743,883
Soap powders (granulated, powdered and sprayed, containing more than 25% anhydrous soap):		
(a) In household packages (under 25 pounds)	11,092,411	2,229,163
(b) In bulk (25 pounds and over)	1,938,632	257,889
Synthetic detergents:		
Solid (including bars, flake or powder):		
(a) In household packages (under 25 pounds)	26,556,354	7,070,344
(b) In bulk (25 pounds and over)	1,904,531	307,346
Liquid:		
(a) Packaged (when in individual containers of less than one gallon)	2,480,369	913,839
(b) Bulk (when in individual containers of one gallon or more)	262,767	78,501
Paste:		
(a) Packaged (when in individual containers of less than one gallon)	-	-
(b) Bulk (when in individual containers of one gallon or more)	281,089	67,220
TOTAL	XXX	14,976,949

* 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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