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Industry, Science and Technology Canada Industrie, Sciences et Technologie Canada

# MARKET INTELLIGENCE

## SHOELACES

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SHOELACES

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## REFERENCE SOURCES

Industry, Science and Technology Canada Statistics Canada, Tel.: (613) 951-9647 Revenue Canada, Tel.: (613) 954-7178 U.S. Department of Commerce, Bureau of the Census Tel.: (301) 763-7754

## TARIFFS

Enquiries concerning **Canadian** tariffs should be directed to the nearest Customs and Excise office or to:

Tariff Programs Revenue Canada Customs and Excise Ottawa, Ontario K1A 0L5 Tel.: (613) 954-7178 Fax.: (613) 954-2509 Enquiries concerning tariffs and other government trade regulations in foreign countries should be directed to:

Info Export External Affairs Ottawa, Ontario K1A 0G2 Tel.: (613) 993-6435 OR 1-800-267-8376 Fax.: (613) 996-9709

## EXPLANATORY NOTES

## **Commodity Classification**

Canadian Trade statistics are classified and published according to the International Convention on the Harmonized Commodity and Description Coding System (H.S.), as defined by the Canadian Customs Tariff and Statistical Nomenciature

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## Valuation <sup>(181)</sup>

Dollar values shown in this report are based on selling price EO.B. plant, in Canadian dollars. This selling price represents the value paid by the importer, excluding all freight, packing and insurance costs when specified. All trade discounts, when applicable, are also deducted from the selling price.

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Figures may not add due to rounding.

#### Canada - U.S. Exchange Rate

The Bank of Canada exchange rates were used to convert U.S. imports reported in \$US to \$Cdn.

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## I. INTRODUCTION AND SCOPE

This is one of a continuing series of market intelligence reports designed to increase business awareness of the potential existing for production in Canada and to assist businesses and other organizations in their market research of specific products. The detailed information provided in these reports supports studies by organizations seeking to expand existing production lines, change individual product characteristics or engage in new manufacturing investment in Canada. The coverage of a market intelligence report is developed in close consultation with the client, and is tailored to meet their specific requirements. It is important to emphasize that this report does not attempt any assessment as to the feasibility of competing in a particular market.

This report is based on data from several sources for the following Harmonized System (H.S.) commodity codes:

## Description

Shoelaces of cotton or other vegetable fibres, except solely of jute:

- Braided
- Other

Shoelaces of other textile materials:

- Braided

- Other

H.S. Commodity Codes Analyzed

> 6307.90.92.11 6307.90.92.19

6307.90.99.11 6307.90.99.19

## II. SUMMARY OF CANADIAN IMPORTS

## ALL TYPES OF SHOELACES

1988	1989	1990	<u>Major Country</u> % of Total Value		
<u>Value</u> (\$000)	<u>Value</u> (\$000)	<u>Value</u> (\$000)	<u>1988</u>	<u>1989</u>	<u>1990</u>
953	1 185	1 542	U.S.A. 58	U.S.A. 67	U.S.A. 63

1990 CANADIAN IMPORTS BY PROVINCE OF CUSTOMS CLEARANCE ALL TYPES OF SHOELACES

5. <sup>1</sup>. .

	<u>Nfld.</u>	<u>P.E.I.</u>	<u>N.S.</u>	<u>N.B.</u>	Qué.	<u>Ont.</u>	<u>Man.</u>	<u>Sask.</u>	<u>Alta.</u>	<u>B.C.</u>	All <u>Provinces</u> <sup>(1)</sup>
Value (\$000)	0	0	0	0	349	903	29	0	40	210	1 542

<sup>(1)</sup> Includes Yukon and Northwest Territories

## III. CANADIAN IMPORTS BY MAJOR COUNTRIES OF ORIGIN

## A - SHOELACES OF COTTON OR OTHER VEGETABLE FIBRES, EXCEPT SOLELY OF JUTE - BRAIDED (H.S. 6307.90.92.11)

Country of Origin <sup>(1)</sup>	<b>1988</b> <u>Value</u> (\$000)	<b>1989</b> <u>Value</u> (\$000)	<b>1990</b> <u>Value</u> (\$000)
United States	47	17	51
Taiwan	11		6
Federal Republic of Germany			5
Other	_3	معتين	_1
TOTAL	61	17	63
	· .*	· · · · · · ·	

**B - SHOELACES OF COTTON OR OTHER VEGETABLE FIBRES,** EXCEPT SOLELY OF JUTE - OTHER (H.S. 6307.90.92.19)

Country of Origin <sup>(1)</sup>	<b>1988</b> <u>Value</u> (\$000)	<b>1989</b> <u>Value</u> (\$000)	1990 <u>Value</u> (\$000)
United States	157	215	90
Taiwan	<b>-</b> .	27	28
Hong Kong	4	6	
Republic of Korea	31	4	1
China	22	-	3
Other	_15	_10	_6
TOTAL	229	262	128

<sup>(1)</sup> Countries are in descending order based on value for 1989.

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## III. CANADIAN IMPORTS BY MAJOR COUNTRIES OF ORIGIN (Cont'd)

Country of Origin <sup>(1)</sup>	1 <b>988</b> <u>Value</u> (\$000)	<b>1989</b> <u>Value</u> (\$000)	<b>1990</b> <u>Value</u> (\$000)
United States	56	136	230
Austria	1	39	62
Taiwan	12	30	73
Federal Republic of Germany	-	22	15
Other	_6	_7	10
TOTAL	75	234	390
		,	.4

C - SHOELACES OF OTHER TEXTILE MATERIALS - BRAIDED (H.S. 6307.90.99.11)

D - SHOELACES OF OTHER TEXTILE MATERIALS - OTHER (H.S. 6307.90.99.19)

Country of Origin <sup>(1)</sup>	1988 <u>Value</u> (\$000)	<b>1989</b> <u>Value</u> (\$000)	1 <b>990</b> <u>Value</u> (\$000)
United States	289	421	599
Taiwan	126	121	299
italy	8	46	12
Austria	5	32	21
Federal Republic of Germany	116	21	3
United Kingdom	22	13	2
Other	_22	<u>_18</u>	_25
TOTAL	588	672	961

<sup>(1)</sup> Countries are in descending order based on value for 1989.

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## **IV. CANADIAN SHIPMENTS**

Statistics Canada reports that shipments of "Laces (boot, shoe, etc.)" totalled \$7.3 million in 1985 and \$5.4 million in 1986, the latest year for which data are available.

## V. CANADIAN EXPORTS - 1989

Statistics Canada does not publish detailed export statistics for shoelaces. They are included in the export class "Other made up (textile) articles, including dress patterns - other".

## VI. CANADIAN IMPORTERS - 1989

## A - SHOELACES OF COTTON OR OTHER VEGETABLE FIBRES, EXCEPT SOLELY OF JUTE - BRAIDED (H.S. 6307.90.92.11)

Imports of shoelaces of cotton or other vegetable fibres except solely of jute - braided totalled \$17 000 in 1989. The eight importers are listed below in alphabetical order. The importer is not necessarily the end-user of the product. This list excludes individuals.

#### <u>Name</u>

A W Peters Enterprises Limited Alexandria Footwear Ltd. Bennett Fleet Inc. Browning Canada Sports Ltd. Cute Things Inc. Great West Supplies & Findings Ltd. Hunnisett Chemicals Ltd. Lander Distributors

#### Address

Dartmouth, N.S. Montréal, Qué. Ville-Vanier, Qué. St-Laurent, Qué. Richmond, B.C. Saskatoon, Sask. Toronto, Ont. Vancouver, B.C.

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## VI. CANADIAN IMPORTERS - 1989 (Cont'd)

## **B** - SHOELACES OF COTTON OR OTHER VEGETABLE FIBRES, EXCEPT SOLELY OF JUTE - OTHER (H.S. 6307.90.92.19)

The principal 15 importers of shoelaces of cotton or other vegetable fibres except solely of jute - other accounted for 81 per cent of the total import value during 1989.

Principal <u>Importers</u> (No.)	Cumulative <u>Value</u> (\$000)	Cumulative % of Total Value
5	151	58
10	192	73
15	213	81
25	232	88
All Importers (53)	262	100

The principal 25 importers are listed below in alphabetical order. The importer is not necessarily the end-user of the product. This list excludes individuals.

#### <u>Name</u>

Airstream Aerospace Inc. AMK Imports Div. of AMK Investments Ltd. Athletes Foot Ltd., The Converse Canada Limited D H Howden & Co. Limited Department of National Defence G H Wood & Company Ltd. Genfoot Inc. Goody Canada Ltd. Keir & Son Surgical Ltd. Kirby & Wilson Manufacturing Inc. London Drugs Ltd. OGD Outdoor Gear Ltd. Regal Greetings and Gifts Div. of Cdn Corp. Mgmt. Co. Ltd. Rosedale Draperies Inc. Rosita Shoe Company (Canada) Ltd. Sealy Canada Ltd. Sidbec Disco Ltée. Slick Promotions & Ideas Ltd. Souliers Feuilles d'Érable Ltée., Les Special Market Ltd. Suite 100 Ltd. Ted Fletcher Sports Equipment Inc. United Technologies Automotive (Canada) Inc. Val-Abel Textiles Ltd.

<u>Address</u>

Mississauga, Ont. Weston, Ont. Kitchener, Ont. Mississauga, Ont. London, Ont. Ottawa, Ont. Toronto, Ont. Montréal, Qué. Toronto, Ont. Vancouver, B.C. Rexdale, Ont. Richmond, B.C. St-Laurent, Qué.

Toronto, Ont. Ville-d'Anjou, Qué. Montréal, Qué. Scarborough, Ont. Contrecoeur, Qué. Toronto, Ont. Laval, Qué. Vancouver, B.C. Toronto, Ont. Lachine, Qué. St. Thomas, Ont. Montréal, Qué.

#### VI. CANADIAN IMPORTERS - 1989 (Cont'd)

## C - SHOELACES OF OTHER TEXTILE MATERIALS - BRAIDED (H.S. 6307.90.99.11)

The principal 15 importers of shoelaces of other textile materials - braided accounted for 89 per cent of the total import value during 1989.

Principal <u>Importers</u> (No.)	Cumulative Value (\$000)	Cumulative % <u>of Total Value</u>
5	156	67
10	189	81
15	208	89
All Importers (28)	234	100

The importers are listed below in alphabetical order. The importer is not necessarily the end-user of the product. This list excludes individuals.

Name

126765 Canada Inc. AMK Imports Div. of AMK Investments Ltd. Arc Enterprises Limited Austria Import West Bennett Fleet Inc. Canstar Sports Group Inc. Chateau Stores of Canada Ltd. Comet Strip Enterprises Ltd. Dominion Skate Company Ltd. Eddie Bauer Canada Div. of General Mills Canada Inc. Greb Inc. H H Brown Shoe Company (Canada) Ltd. Jaber Trading Co. Ltd. Jana & Company Leather & Shoe Findings Supply Company Plasti-Snap San Francisco Gifts Ltd. Santana Inc. Shoelaces Ltd. Soles Sporting Goods Ltd. Souliers Feuilles D'Érable Ltée., Les Star Slipper Company Ltd. Tilco Plastics (1976) Limited Toronto Bowlerama Ltd.

#### <u>Address</u>

Montréal, Qué. Weston, Ont. Burnaby, B.C. Surrey, B.C. Ville-Vanier, Qué. Kitchener, Ont. Mount Royal, Qué. Vancouver, B.C. Brampton, Ont.

Toronto, Ont. Mississauga, Ont. Richmond, Qué. Brampton, Ont. Vancouver, B.C. Montréal, Qué. Montréal, Qué. Edmonton, Alta. Sherbrooke, Qué. North Vancouver, B.C. Toronto, Ont. Laval, Qué. Toronto, Ont. Peterborough, Ont. Toronto, Ont.

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#### VI. CANADIAN IMPORTERS - 1989 (Cont'd)

## D - SHOELACES OF OTHER TEXTILE MATERIALS - OTHER (H.S. 6307.90.99.19)

The principal 25 importers of shoelaces of other textile materials - other accounted for 86 per cent of the total import value during 1989.

Principal Importers (No.)		Cumulative <u>Value</u> (\$000)		Cumulative % of Total Value	
5	· · · ·	377		56	
10		486	. *	72	
15		529		79	
25		578		86	
All Importers (93)		672	· •	100	

The principal 25 importers are listed below in alphabetical order. The importer is not necessarily the end-user of the product. This list excludes individuals.

#### <u>Name</u>

147911 Canada Inc. Airstream Aerospace Inc. Aoco Limited Austria Import West Black Photo Corporation Cadillac Shoe Products Inc. D-J Consortium Inc. Dominion Skate Company Ltd. Faberge of Canada Limited Flex-O-Lite of Canada Ltd. Gamebridge Inc. Genfoot Incorporated Goody Canada Ltd. Harling Marketing Inc. Kiwi Polish Co. (Canada) Limited Larson Fabrics Ltd. Liward Marketing Inc. Moneysworth & Best Shoe Repair Inc. Omni Floorcoverings Ltd. Otto Timm Enterprises Ltd. S E A Distributing Inc. Summit Carpet Industries Ltd. Tana Canada Inc. Wm E Coutts Company Ltd. Wrisco Ltd.

#### Address.

St-Laurent, Qué. Mississauga, Ont. Markham, Ont. Surrey, B.C. Markham, Ont. Lathrup Village, MI, USA\* London, Ont. Brampton, Ont. Downsview, Ont. St. Thomas, Ont. St-Jérome, Qué. Montréal, Qué. Toronto, Ont. Pointe-Claire, Qué. Burlington, Ont. London, Ont. Scarborough, Ont. Rexdale, Ont. Mississauga, Ont. Oakville, Ont. Langley, B.C. Pickering, Ont. Montréal, Qué. Willowdale, Ont. Markham, Ont.

\* Non-resident importer

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## VII. FOREIGN EXPORTERS TO CANADA - 1989

## ALL TYPES OF SHOELACES

Major exporters to Canada of shoelaces are listed by major country of origin in descending order of dollar value. These exporters accounted for 68 per cent of the total value of Canadian imports during 1989.

Country of Origin	<u>Name of Foreign Exporter</u>		Value of Expo to Canada <u>1989</u> (\$000)
			(4000)
Inited States	Pentapco Inc.	)	
Inited States	Graeber Industries	)	370*
aiwan	Taiwan New Idea Serv. Ent.	)	
Inited States	Mitchellace Inc.	a an	
Jnited States	Wm. Jette & Son	)	
ustria	Tobby Band U Flechtwaren	)	136*
Jnited States	Cadillac Shoe Products Inc.	)	
United States	U.S. Defense Depot	)	
United States	Dupont Novelties	)	71*
ederal Republic of Germany	Reimann	<b>)</b>	
taly	Dametto SNC	)	
Austria	Walter Goebel	j j	54*
ederal Republic of Germany	Tobby	)	
Jnited States	Larson Fabrics Inc.	)	
aiwan	Megaunion Inc.	) .	49*
taly	Icaro Olivieri SPA	)	
alwan	Test Rite Int'l.	)	• • • • • • • • • • • • • • • • • • • •
taly	Oima SPA	j	33*
Jnited Kingdom	Bonar & Flotex Ltd.	)	
TOTAL.			809

\* Aggregated to preserve confidentiality of Canadian importers.

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## **VIII. CANADIAN SUPPLIERS**

The following lists are taken from two sources: a) the Business Opportunities Sourcing System (BOSS), a computerized data bank established by the Federal Department of Industry, Science and Technology Canada; and, b) the Canadian Trade Index, published by the Canadian Manufacturers' Association (CMA). These lists may not include all suppliers of the products in question, as companies must themselves register in BOSS or the Canadian Trade Index. In both cases, information on Canadian products supplied is as given by the companies.

#### BOSS

Companies are arranged in alphabetical order.

Laces, Boot, Shoe, Shirt or Stay

#### Name

Belding Corticelli (1982) Inc. Comfort Clothing Kingston Inc. Dream Machine \*McCordick Leather Div. Martin & Stewart Inc.

\*Textile Manufacturing Company Ltd.

Address

Montréal, Qué. Kingston, Ont. Brampton, Ont.

St. Catharines, Ont. Toronto, Ont.

\* Company engaged in export trade

Any enquiries and/or comments regarding the BOSS list should be directed to:

Business Opportunities Sourcing System Industry, Science and Technology Canada 235 Queen Street Ottawa, Ontario KIA OH5 Tel.: (613) 954-5031 Telex: 053-4123 Fax.: (613) 954-1894

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## VIII. CANADIAN SUPPLIERS (Cont'd)

#### CANADIAN TRADE INDEX

Companies are arranged in alphabetical order.

#### Laces, Shoe, Boot, etc.

#### <u>Name</u>

Belding Corticelli (1982) Inc. Braids and Laces Ltd. Calko Canada Inc. Cooper 1001 Articles Inc. Dominion Corde Inc. \*McCordick Leathers \*Textile Manufacturing Co. Limited

## <u>Address</u>

Montréal, Qué. Richmond Hill, Ont. Montréal, Qué. Montréal, Qué. St. Catharines, Ont. Toronto, Ont.

\* Company engaged in export trade

Any enquiries and/or comments regarding the Canadian Trade Index list should be directed to:

The Canadian Manufacturers' Association One Yonge Street Toronto, Ontario M5E 1J9 Tel.: (416) 363-7261 Telex: 065-24693 Fax.: (416) 363-3779

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## IX. CANADIAN AND FOREIGN TARIFFS

Shoelaces included in this report are dutiable under the following Canadian tariff items.

			Tariff Treatment		
Tariff <u>Item</u>	Description of Goods		Most Favoured Nation Tariff	General Preferential Tariff	United States <u>Tariff</u>
630 <b>7.90.9</b> 2	Other made up articles of cotton or other vegetable fibres, except solely of jute	•	22.5%	X	18%
	On and after January 1, 1991				15.7%
••					
6307.90.99	Other made up articles of other textile materials	24 A	25%	X	20%
	On and after January 1, 1991				17.5%

X - No GPT rate available

Enquiries concerning tariffs should be directed to the nearest Revenue Canada Customs and Excise office as listed on page two of this report.

## FOREIGN COUNTRIES

Enquiries concerning tariffs and other government trade regulations in foreign countries should be directed to External Affairs as listed on page two of this report.

## X. UNITED STATES IMPORTS BY MAJOR COUNTRIES OF ORIGIN - 1989

The United States Department of Commerce reports U.S. imports of "corset, footwear and similar lacings" as follows:

Country	, ,		% of Total		
of Origin	Quantity	<u>Value</u> <sup>(1)</sup>	Quantity	Value	
· · · · · · · · · · · · · · · · · · ·	(kg)	(\$000)			
Taiwan	55 849	1 091	71	71	
Canada	9 463	231	12	15	
Austria	8 213	58	10	4	
Federal Republic of					
Germany	792	54	1	4	
Hong Kong	939	22	1	1	•
Italy	297	20	*	. 1	
Republic of Korea	1 296	15	2	, 1	
France	33	14	*	1	
United Kingdom	320	<b></b>	*	1 .	
Japan	2	8	*	1	
Other	1 393	<u>    13</u>	_2	_1	
TOTAL	78 597	1 538	100	100	

\* Less than 0.5 per cent

(1) A conversion factor of 1.1842 was used to convert the value of 1989 U.S. imports to Canadian dollars.

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#### XI. MARKET OVERVIEW

Shoelaces are produced predominantly by the braiding process and in a wide variety of sizes and colours for all types of footwear and sporting goods. The shoelace industry in Canada comprises some four major manufacturers and each includes shoelaces within a broad and diversified product base of narrow fabrics and other textile products. The majority are located in Quebec and Ontario in proximity to their main suppliers (fibre, yarn producers). The sector's customer base includes industrial users such as shoe and boot manufacturers, retailers, government, shoe repair shops and recreational facilities. While sales to industrial users account for about 20 per cent of all Canadian shipments, the majority of shipments service the replacement market for shoelaces. Although no major technological advancement has occurred in this subsector in recent years, Canadian manufacturers have maintained modern facilities and equipment, including dyeing and finishing equipment, and have sufficient production capacity to service both the small but demanding Canadian market, as well as export markets. Most domestic producers maintain distribution networks across Canada.

While separate data for shoelaces are not available, it is estimated that, in 1990, the apparent Canadian market for shoelaces was \$8.0 million. Domestic shipments valued at \$6.4 million, accounted for 80 percent while imports of \$1.5 million held a 20 per cent share of the market. It is also estimated that Canadian shoelace manufacturers exported less than 5 per cent of their production with over 75 per cent of all exports destined for the United States.

Between 1986 and 1990, domestic shipments, in current dollars, increased moderately, averaging a 6.3 per cent annual growth rate. Over the same period, while the apparent Canadian market grew at an average annual rate of 8.6 per cent, imports grew at an average annual rate of 23.2 per cent. As a result, import penetration of the apparent Canadian market increased by 48.1 per cent overall and in absolute terms, the share of the market held by imports rose from 13.5 per cent in 1986 to 20.0 per cent in 1990.

While the majority of shoelace imports are sourced from the United States (63 per cent of all imports in 1990), imports from low-wage countries are growing significantly. In particular, Taiwan, the second most important source of shoelace imports, increased its share of total imports from 15 per cent in 1989 to 26.3 per cent in 1990.

Canadian shoelace producers continue to hold a dominant share of the domestic market; yet growing import pressures as well as a stagnant footwear manufacturing base in Canada are challenging them to improve their competitiveness and to find new markets in order to maintain the viability of shoelace production in Canada. It is likely that this small industry will continue to focus its marketing efforts on the domestic market and to promote its quality, service and delivery advantages to its customers. However, there may be specialized niche opportunities which could be exploited in North America and specifically in the United States. The increasing fashion orientation of sports shoes, particularly in the youth segment, provides an opportunity to Canadian producers to capitalize on the upscaling of consumer demand by enhancing their colour and design capabilities to develop new premium products for which styling and fashion content are more critical considerations than cost-competitiveness.

Nita Saville Textiles Division Service Industries and Consumer Goods Branch Telephone: (613) 954-2883 Market Intelligence Division Services to Business Branch Industry, Science and Technology Canada 235 Queen Street Ottawa, Ontario K1A 0H5 Tel.: (613) 954-4970 Fax.: (613) 954-5463 Textiles Division Textiles, Clothing and Footwear Directorate Service Industries and Consumer Goods Branch Industry, Science and Technology Canada 235 Queen Street Ottawa, Ontario K1A 0H5 Tel.: (613) 954-2883 Fax.: (613) 954-1894

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ISTC Suite 900 Scotia Tower, 650 West Georgia St. P.O. Box 11610 Vancouver, B.C. V6B 5H8 Tel.: (604) 666-0266 Fax.: (604) 666-0277

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