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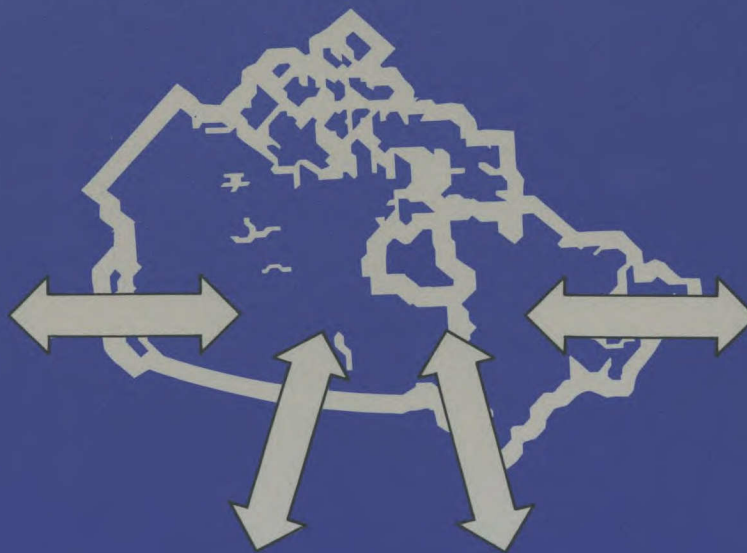
MARKET INTELLIGENCE

ALUMINUM BASEBALL AND SOFTBALL BATS

JANUARY TO JUNE 1991

Pub. No.: 91125-IA

February 1992



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ALUMINUM BASEBALL AND SOFTBALL BATS

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Industry, Science and Technology Canada
Statistics Canada, Tel.: (613) 951-9647
Revenue Canada, Tel.: (613) 954-6892
U.S. Department of Commerce,
Bureau of the Census,
Tel.: (301) 763-7754

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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 Nomenclature.

Valuation

Dollar values shown in this report are based on selling price F.O.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.

Rounding

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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ALUMINUM BASEBALL AND SOFTBALL BATS

I. INTRODUCTION AND SCOPE

This Import Analysis 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.

Baseball and softball bats made of aluminum and wood are included in Harmonized System Commodity Code (H.S.) 9506.99.90.11 "Bats for Baseball or Softball, Finished". Only aluminum bats were analyzed in this report.

This analysis of aluminum baseball and softball bats is based on a detailed examination of Revenue Canada customs import documents for the period January to June 1991. The following H.S. import commodity code was analyzed:

<u>Description</u>	<u>H.S. Commodity Code Analyzed</u>
-----Bats for baseball or softball	
-----Finished	9506.99.90.11

Total imports of all types of bats for baseball and softball during the period analyzed (January to June 1991) amounted to \$3.3 million (377,000 units). Only \$2.2 million of this total is reported on due to the unavailability of Revenue Canada Customs Documents. Imports of aluminum baseball and softball bats during this period were valued at \$1.8 million. Shipments of wooden baseball and softball bats during the same period were valued at approximately \$400 thousand.

II. IMPORT TRENDS

Total imports for the year 1991 of baseball bats were valued at \$4.9 million.

IMPORTS OF BATS, BASEBALL AND SOFTBALL

<u>1988</u>		<u>1989</u>		<u>1990</u>		<u>1991</u>		<u>Average Annual Growth Rate 1988-1991</u>
(No. 000)	(\$000)	(No. 000)	(\$000)	(No. 000)	(\$000)	(No. 000)	(\$000)	(%)
270	2 717	228	2 005	299	2 627	516	4 896	+21.7

The remainder of this report deals only with January to June 1991 imports of bats made of aluminum.

ALUMINUM BASEBALL AND SOFTBALL BATS

III. ANALYSIS OF IMPORTS

During the months of January to June 1991 imports of aluminum baseball and softball bats, as analyzed in this report, totalled 110 thousand units for a value of \$1.8 million.

The imports consisted of 54 thousand units valued at \$916 thousand identified as baseball bats and 53 thousand units valued at \$783 thousand identified as softball bats.

The most prominent size of both aluminum baseball and softball bats were 34 inches (86.4 cm) in length. These accounted for 46 thousand units valued at \$795 thousand; 35 inch (88.9 cm) bats accounted for 8 thousand units valued at \$313 thousand. Six thousand units valued at \$81 thousand could not be identified as to type because of insufficient information on the import documents. Refer to Appendix A for further details on imports by type, size and price range.

All shipments originated from the United States. The average unit price for aluminum baseball bats was \$17.06. Aluminum softball bats average unit price was \$14.77.

According to departmental sources, aluminum baseball and softball bats are not manufactured in Canada.

SUMMARY OF ALUMINUM BATS

<u>Size</u> (inches)	Baseball Bats		Softball Bats		Type Not Indicated		All Types	
	<u>No.</u> (000)	<u>Value</u> (\$000)	<u>No.</u> (000)	<u>Value</u> (\$000)	<u>No.</u> (000)	<u>Value</u> (\$000)	<u>No.</u> (000)	<u>Value</u> (\$000)
Under 30	15.6	157.6	8.1	78.1	-	-	23.7	235.7
30	6.6	67.4	4.5	43.9	-	-	11.1	111.3
31	1.4	25.6	1.6	19.9	-	-	3.0	45.5
32	1.7	28.5	2.0	26.6	-	-	3.7	55.1
33	5.0	65.3	3.7	50.6	-	-	8.7	115.9
34	14.5	245.7	31.7	549.0	-	-	46.2	794.7
35	7.6	312.6	-	-	-	-	7.6	312.6
Not Known	<u>1.3</u>	<u>13.0</u>	<u>1.6</u>	<u>15.2</u>	<u>3.3</u>	<u>52.9</u>	<u>6.2</u>	<u>81.1</u>
TOTAL								
All Sizes	53.7	915.7	53.2	783.3	3.3	52.9	110.2	1 751.9

ALUMINUM BASEBALL AND SOFTBALL BATS

IV. MARKET OVERVIEW

Currently there are no manufacturers of aluminum or composite bats in Canada and there is only one manufacturer of wooden bats. Since there are also no manufacturers of the aluminum billets required for bat manufacturing, virtually all aluminum bats are imported in finished form, mostly from the U.S.A. In 1991, total imports of bats reached 516,000 units for a value of \$4.9 million. It is estimated that aluminum bats represented over 85 per cent of the \$4.9 million. The major sources of imported aluminum bats are Easton and Hillerich and Bradsby, both of which supply bats to their Canadian subsidiaries. Another significant supplier is American Modern Metals which will brand bats for various companies. Other aluminum bat suppliers are Worth, Mizuno and Marshall Clark (Powerflyte).

In 1991 it is estimated that there are almost 4.7 million registered ball players in Canada of which about 2.5 are registered in softball and 2.2 million in baseball. The baseball/softball equipment market continues to be healthy in Canada. There are strong indications that the market for aluminum bats should increase in coming years as an aging but active population spurs the continued growth of ball leagues and their derivatives such as slo-pitch, 3 and 5 pitch leagues, master leagues, etc. Aluminum bats are more durable and are considered to provide more contact power than a wooden bat. As such they are generally the bat of preference by both recreational and competitive players and are allowed in all leagues up to the major league baseball level. Thus it is the bat with the most potential to exploit this growth in the softball/baseball sector.

In terms of technology, the bat market is experiencing a number of technological advances. Although composite bats have been introduced, aluminum continues to be the most popular and innovations in aluminum alloys, end weighting, thin wall tubing, etc., continue to give impetus to this market.

The recent decision in February 1992 to remove tariffs from all countries on aluminum bats as part of the government's response to cross border shopping and the dramatic growth in the use of aluminum hockey stick shafts would indicate that the potential may now exist for a viable Canadian based manufacturing and/or processing operation to service this growing segment of the sporting goods market.

Mr. B. Van Zant
Recreational and Household Products Directorate

ALUMINUM BASEBALL AND SOFTBALL BATS

BY TYPE, SIZE AND PRICE RANGE

JANUARY TO JUNE 1991

<u>Type</u>	<u>Size</u>		<u>Price Range</u>	<u>Quantity</u>	<u>Value</u>	<u>Average Unit Price</u>
	(in.)	(cm)	(\$)	(No.)	(\$)	(\$)
Baseball Bats	26	66.0	7.00 to 7.99	4 224	31 683	7.50
			8.00 to 8.99	1 482	12 251	8.27
			9.00 to 18.99	<u>1 050</u>	<u>15 069</u>	<u>14.35</u>
				6 756	59 003	8.73
	27	68.6	8.50 to 11.00	1 796	15 742	8.76
			12.50 to 32.00	<u>280</u>	<u>4 032</u>	<u>14.40</u>
				2 076	19 774	9.53
	28	71.1	7.00 to 13.50	776	9 193	11.85
			14.00 to 45.00	<u>260</u>	<u>8 238</u>	<u>31.68</u>
				1 036	17 431	16.83
	29	73.7	8.50 to 10.99	5 268	53 536	10.16
			11.00 to 42.00	<u>496</u>	<u>7 810</u>	<u>15.75</u>
				5 764	61 346	10.64
	30	76.2	7.50 to 9.99	5 500	49 626	9.02
			10.00 to 15.00	379	4 665	12.31
			16.00 to 50.00	<u>684</u>	<u>13 120</u>	<u>19.18</u>
				6 563	67 412	10.27
	31	78.7	8.50 to 10.49	204	1 911	9.37
			10.50 to 12.99	168	1 880	11.19
			13.00 to 15.49	213	3 039	14.27
			15.50 to 16.99	138	2 219	16.08
			17.00 to 50.00	<u>698</u>	<u>16 595</u>	<u>23.78</u>
				1 421	25 644	18.05
	32	81.3	7.50 to 10.49	651	5 857	9.00
			10.50 to 13.50	171	1 998	11.69
			14.00 to 17.00	212	3 347	15.79
			18.00 to 19.00	377	7 129	18.91
			29.00 to 60.00	<u>272</u>	<u>10 194</u>	<u>37.48</u>
				1 683	28 526	16.95
	33	83.8	9.00 to 11.00	3 563	37 357	10.48
			12.00 to 14.50	587	7 793	13.28
			15.50 to 16.49	264	4 234	16.04
			16.50 to 19.00	302	5 677	18.80
			32.00 to 60.00	<u>268</u>	<u>10 276</u>	<u>38.34</u>
				4 984	65 336	13.11

ALUMINUM BASEBALL AND SOFTBALL BATS

BY TYPE, SIZE AND PRICE RANGE

JANUARY TO JUNE 1991 (Cont'd)

<u>Type</u>	<u>Size</u> (in.) (cm)		<u>Price Range</u> (\$)	<u>Quantity</u> (No.)	<u>Value</u> (\$)	<u>Average Unit Price</u> (\$)
Baseball Bats (cont'd)	34	86.4	6.00 to 11.00	3 298	31 605	9.58
			12.00 to 15.99	2 566	38 606	15.05
			16.00 to 17.00	6 115	100 246	16.39
			17.50 to 18.99	380	7 136	18.78
			19.00 to 22.50	473	9 545	20.18
			27.00 to 39.99	1 284	41 341	32.20
			40.00 to 41.99	80	3 321	41.51
			42.00 to 60.00	<u>297</u>	<u>13 865</u>	<u>46.68</u>
				14 493	245 664	16.95
	35	88.9	15.50 to 46.00	7 647	312 588	40.88
	Not Known		4.00 to 72.00	1 259	13 021	10.34
TOTAL - Baseball Bats				53 682	915 745	17.06
Softball Bats	26	66.0	7.50 to 8.99	1 411	11 994	8.50
			9.00 to 14.00	<u>253</u>	<u>2 560</u>	<u>10.12</u>
				1 664	14 554	8.75
	27	68.6	8.50 to 10.50	3 460	31 920	9.23
	28	71.1	8.50 to 10.99	967	9 714	10.05
			11.00 to 12.00	<u>1 182</u>	<u>13 711</u>	<u>11.60</u>
				2 149	23 425	10.90
	29	73.7	7.00 to 9.50	135	1 234	9.14
			10.00 to 15.50	<u>647</u>	<u>6 978</u>	<u>10.79</u>
				782	8 212	10.50
	30	76.2	8.50 to 8.99	1 620	14 485	8.94
			9.00 to 10.50	2 468	23 456	9.50
			11.00 to 17.00	<u>440</u>	<u>5 987</u>	<u>13.61</u>
				4 528	43 929	9.70
	31	78.7	9.00 to 10.49	830	8 206	9.89
			10.50 to 36.00	<u>730</u>	<u>11 650</u>	<u>15.96</u>
				1 560	19 855	12.73

ALUMINUM BASEBALL AND SOFTBALL BATS

BY TYPE, SIZE AND PRICE RANGE

JANUARY TO JUNE 1991 (Cont'd)

Type	Size		Price Range	Quantity	Value	Average Unit Price
	(in.)	(cm)	(\$)	(No.)	(\$)	(\$)
Softball Bats (cont'd)	32	81.3	8.50 to 10.50	935	8 902	9.52
			11.00 to 14.50	493	5 919	12.01
			15.00 to 16.99	501	8 322	16.61
			17.00 to 45.00	<u>105</u>	<u>3 455</u>	<u>32.90</u>
				2 034	26 597	13.08
	33	83.8	9.00 to 10.50	1 560	14 740	9.45
			12.00 to 13.99	541	6 836	12.64
			14.00 to 17.00	1 386	22 282	16.08
			18.00 to 57.00	<u>175</u>	<u>6 747</u>	<u>38.55</u>
				3 662	50 605	13.82
	34	86.4	3.50 to 7.50	1 277	7 537	5.90
			8.50 to 10.49	1 253	12 134	9.68
			10.50 to 12.49	5 048	58 034	11.50
			12.50 to 12.99	11 365	143 400	12.62
			13.00 to 14.99	2 137	31 442	14.71
			15.00 to 15.99	1 699	26 500	15.60
			16.00 to 16.99	2 300	38 571	16.77
			17.00 to 18.00	469	8 231	17.55
			19.00 to 22.50	1 794	38 011	21.19
			25.00 to 29.99	476	12 709	26.70
			32.00 to 39.99	1 022	35 284	34.52
			40.00 to 46.00	2 073	92 654	44.70
			48.00 to 80.00	<u>750</u>	<u>44 480</u>	<u>59.31</u>
				31 663	548 985	17.34
	Not Known		7.50 to 45.00	1 545	15 159	9.81
TOTAL - Softball Bats				53 047	783 242	14.77
Not Known	Not Known		8.00 to 99.00	3 252	52 926	16.27
TOTAL - Not Known				3 252	52 926	16.27
TOTAL - ALL BATS				109 981	1 751 913	15.93

ALUMINUM BASEBALL AND SOFTBALL BATS

CANADIAN IMPORTERS

JANUARY TO JUNE 1991

(H.S. 9506.99.90.11)

Importers of aluminum baseball and softball bats during the period January to June 1991, as indicated in this report, are listed below in alphabetical order. Where the importer is not the same as the consignee, (i.e. the recipient of the goods shipped), the name of the consignee rather than that of the importer is listed. The importer or consignee is not necessarily the end-user of the product.

IMPORT MARKET CONCENTRATION

<u>Principal Consignees/Importers</u> (By Value)	<u>Cumulative Value</u> (\$000)	<u>Cumulative % of Total Value</u>
3	1 329	76
6	1 496	85
10	1 639	94
All Importers (20)	1 752	100

There were 20 known consignees/importers of aluminum baseball and softball bats during the period January to June 1991. The top three consignees/importers accounted for \$1.3 million or 76 per cent of the total dollar value of imports.

NOTE: This list includes all importers except individuals.

<u>Name</u>	<u>Address</u>
Canadian Tire Corp. Ltd.	Willowdale, Ont.
Daignault Rolland Co. Ltd.	Montréal, Qué.
Easton Sport Canada Inc.	Ville St. Laurent, Qué.
Frikon Industries Ltd.	Mississauga, Ont.
G.D. Kirsch Sales Agency Ltd.	Edmonton, Alta.
H. Douglas Brown Enterprises Ltd.	St. George, Ont.
Hillerich & Bradsby of Canada Ltd.	Wallaceburg, Ont.
Irwin Toy Ltd.	Toronto, Ont.
Jelinek Sports Ltd.	Oakville, Ont.
National Sports Dist. Ltd.	Pickering, Ont.
Paris Glove of Canada Ltd.	Montréal, Qué.
Prostock Athletic Supply Ltd.	Burnaby, B.C.
Rawlings Canada Ltd.	Mississauga, Ont.
R & I Sports Ltd.	Thunder Bay, Ont.
Spalding of Canada Ltd.	Concord, Ont.
Sport Hattem Inc.	St. Herome, Qué.
Tournament Sports Ltd.	Kitchener, Ont.
Toys-R-US (Canada) Ltd.	Concord, Ont.
White Rock Renegades Ltd.	Vancouver, B.C.
Wilson Sports Ltd.	Belleville, Ont.

ALUMINUM BASEBALL AND SOFTBALL BATS

FOREIGN EXPORTERS TO CANADA

JANUARY TO JUNE 1991

(H.S. 9506.99.90.11)

Major exporters to Canada of aluminum baseball and softball bats during the period January to June 1991, shown in this report, are listed in descending order of dollar value. These exporters accounted for 95 per cent of the total analyzed value of \$1.8 million.

<u>Name</u>	<u>Address</u>	<u>Value of Imports (\$000)</u>
Easton Sports Inc.	Salt Lake City, UT)	
	Burlingame, CA)	
Hillerich & Bradsby Co. Inc.	Jeffersonville, IND)	1 467*
American Modern Metals	Kearny, NJ)	
Marshall Clark Mfg. Corp.	Kearny, NJ	91
Worth Sports Co.	Tullahoma, TN)	
Mizuno Sports Inc.	San Francisco, CA)	106*
Pacer Sports Inc.	Phoenixville, PA)	
 TOTAL		 1 664

* Aggregated to preserve confidentiality of Canadian importers

ALUMINUM BASEBALL AND SOFTBALL BATS

CANADIAN AND FOREIGN TARIFFS

(H.S. 9506.99.90.11)

Aluminum baseball and softball bats included in this report are dutiable under the following Canadian tariff item:

<u>Tariff Item</u>	<u>Description of Goods</u>	<u>Tariff Treatment - 1991</u>		
		<u>Most Favoured Nation Tariff</u>	<u>General Preferential Tariff</u>	<u>United States Tariff</u>
9506.99.90	Bats for baseball or softball, finished	11.8%	7.5%	8.2%*
	On and after January 1, 1992			7%*
	Bats for baseball or softball, finished, aluminum			
	On and after February 13, 1992	Free	Free	Free

* Under the FTA, the U.S. and Canadian tariffs have been reduced to 0% effective July 1991 for aluminum bats only.

Note: As of February 13, 1992, in response to cross border shopping, a decision was made to remove tariffs from all countries on aluminum bats.

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

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Effective May 1, 1991, the Market Intelligence Division of the Services to Business Branch of Industry, Science and Technology Canada became the Office of Primary Interest (OPI) for **dISTCcovery**. This service, developed by the New Brunswick Regional Office, is being implemented on a national basis and is available in most regional offices.

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