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# Canadian Market Opportunities— Import Profile

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Government  
of Canada

Regional Industrial  
Expansion

Gouvernement  
du Canada

Expansion industrielle  
régionale

Canada

AUTOMOBILE LAMPS, SEALED-BEAM

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OR

The nearest DRIE Regional Office.  
These offices are listed on page 8  
of this publication.

**REFERENCE SOURCES**

Department of Regional Industrial Expansion

Statistics Canada

Revenue Canada

Supply and Services Canada

**EXPLANATORY NOTES**

**Valuation**

Imports are generally recorded at the values established for customs duty purposes according to the provisions of the Customs Act. Customs values are identical to selling prices for most transactions between non-affiliated firms, but customs values exceed selling prices for many transactions between affiliated firms. All values are reported in Canadian dollars and do not include duty.

**Average Growth Rate**

Growth rates are calculated on the basis of annual compounding.

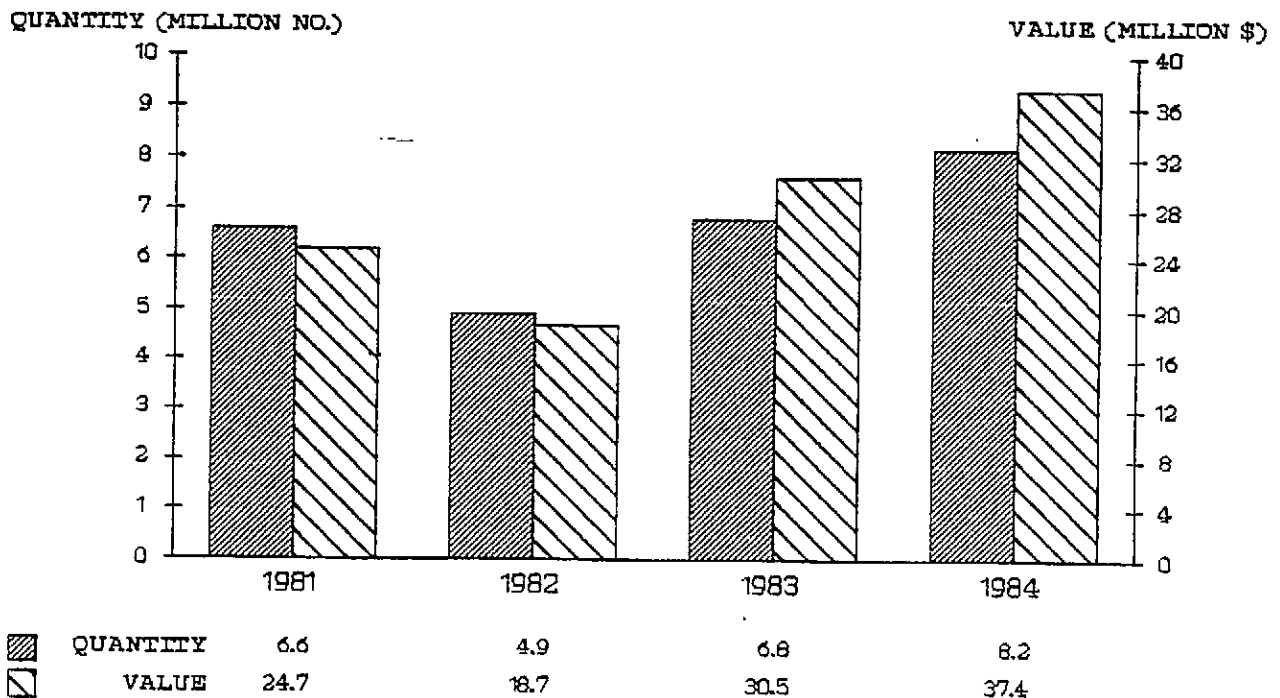
CANADIAN MARKET OPPORTUNITIES - IMPORT PROFILE

AUTOMOBILE LAMPS, SEALED-BEAM

INTRODUCTION

This report is one of a continuing series designed to increase business awareness of the potential existing in the Canadian marketplace for domestic production and to stimulate Canadian business to explore further potential market opportunities in Canada. It is important to emphasize that this report does not attempt any assessment as to the feasibility of manufacturing or competing in a particular market and should be treated as an indicator or starting point for the manufacturer or entrepreneur.

A - IMPORT TRENDS  
OF  
AUTOMOBILE LAMPS, SEALED-BEAM



During the years 1981 to 1984 imports of sealed-beam lamps increased at an average annual rate of seven per cent in terms of quantity and 15 per cent in terms of dollar value.

**B - IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT**  
(BASED ON 1984 FIGURES)

<u>FOREIGN COUNTRY OF EXPORT</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>UNIT PRICE 1984</u> \$	<u>AVERAGE ANNUAL GROWTH RATE 1981-1984</u> %	<u>PER CENT CHANGE 1983-1984</u> %
<b>UNITED STATES</b>							
QUANTITY (NO.)	6 579 986	4 831 890	6 786 322	8 157 383		7	20
VALUE (\$000)	24 565	18 514	30 203	37 060	4.54	15	23
<b>JAPAN</b>							
QUANTITY (NO.)	10 449	44 426	43 698	32 143		45	-26
VALUE (\$000)	34	192	215	207	6.44	83	-4
<b>OTHER</b>							
QUANTITY (NO.)	21 134	6 664	17 193	13 825		-13	-20
VALUE (\$000)	66	21	93	102	7.38	16	10
<b>TOTAL</b>							
QUANTITY (NO.)	6 611 569	4 882 980	6 847 213	8 203 351		7	20
VALUE (\$000)	24 665	18 727	30 511	37 369	4.56	15	22

During 1984 imports totalled 8.2 million units valued at \$37.4 million. Increases over 1983 were 22 per cent in terms of value and 20 per cent in terms of quantity. The average unit price in 1984 was \$4.56. The United States has consistently been the major exporter to Canada, accounting for 99 per cent of the quantity and 99 per cent of the value throughout the 1981-1984 period.

**C - IMPORT MARKET CONCENTRATION**  
(BY % OF TOTAL 1984 VALUE)

<u>TOP 5 IMPORTERS</u>	<u>TOP 10 IMPORTERS</u>	<u>TOP 20 IMPORTERS</u>
85	87	89

The five major importers accounted for 85 per cent of the total imports for 1984 and were identified as manufacturers located in Ontario.

D - TYPE AND LOCATION OF THE 35 MAJOR IMPORTERS - 1984

	<u>MANUFACTURERS</u>		<u>WHOLESALEERS</u>		<u>OTHER (1)</u>		<u>TOTAL</u>	
	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>	<u>NO. OF IMPORTERS</u>	<u>VALUE (\$000)</u>
Ontario	9	32 298	8	360	1	9	18	32 667
Quebec	4	287	3	220	-	-	7	507
Western Provinces	3 (X)	228 (X)	3 (X)	351 (X)	4 (X)	54 (X)	10 (X)	633 (X)
Atlantic Provinces								
<b>TOTAL</b>	<b>16</b>	<b>32 813</b>	<b>14</b>	<b>931</b>	<b>5</b>	<b>63</b>	<b>35</b>	<b>33 807</b>
Per Cent of 1984 Total Value		88%		2%		*		90%

\* less than one per cent

(1) Includes retailers

(X) Western Provinces and Atlantic Provinces aggregated to preserve confidentiality

There were approximately 100 importers of sealed-beam lamps during 1984. The top 35 importers accounted for \$33.8 million or 90 per cent of the total imports. Of these 35 importers 16 were identified as manufacturers, their total imports representing 88 per cent of the import total. Seven motor vehicle manufacturers accounted for approximately 70 per cent of the total imports for 1984.

E - CANADIAN PRODUCTION

There are at least two manufacturers of sealed-beam lamps in Canada. However, production statistics are not available due to confidentiality.

F - EXPORTS

Statistics Canada reports that exports of all types of electric lamps, bulbs and tubes, and parts during 1984 amounted to \$50 million. Separate data are not available for sealed-beam lamps.

G - CANADIAN TARIFFS, 1985

TARIFF ITEM	DESCRIPTION	BY % OF TOTAL VALUE (1984)	TARIFF TREATMENT				
			BRITISH(1) PREFER- ENTIAL TARIFF %	MOST FAVOURED NATION TARIFF %	GENERAL TARIFF %	GENERAL PREFER- ENTIAL TARIFF %	U.K. AND IRELAND %
95002-01	All parts and accessories and parts of automobiles, except tires and tubes, when imported for use as original equipment in automobiles to be produced in Canada by a manufacturer of automobiles	60	Free	Free	-	-	-
43829-01	Parts, n.o.p., electro-plated or not, whether finished or not, for automobiles, motor vehicles, electric trackless trolley buses, fire fighting vehicles, ambulances and hearses, or chassis enumerated in tariff items 42400-01 and 43803-01, including engines, but not including ball or roller bearings, wireless receiving sets, die castings of zinc, electric storage batteries, parts of wood, tires and tubes or parts of which the component material of chief value is rubber	24	Free	10.7	35	Free	9.2
	01/01/86			9.9			
	01/01/87			9.2			

(1) Excludes U.K. and Ireland  
N.O.P. - Not otherwise provided for

Tariff Arrangements and Foreign Countries of Export:

MOST FAVOURED NATION: UNITED STATES, JAPAN

ENQUIRIES CONCERNING 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) 996-9474

H - FEDERAL GOVERNMENT PROCUREMENTS

The Department of Supply and Services reports that federal government purchases of all types of sealed-beam lamps during 1983 were valued at \$270 000.

I - MARKET SUMMARY

The Canadian market for sealed-beam lamps is estimated by departmental sources to total approximately \$38 million (original equipment market \$28.5 million; aftermarket \$9.5 million).

There are three sizes of rectangular lamps, one of which is manufactured in Canada. Round lamps are also produced in Canada. Canadian producers export large volumes of round lamps to the United States. However, Canadian production has been decreasing because round lamps are being replaced by the rectangular type, and the parent companies of Canadian subsidiaries have set up production facilities in the United States for rectangular and halogen lamps.

In the original equipment market the product is shipped directly to vehicle manufacturers, whereas in the aftermarket sealed-beam lamps are distributed through the traditional chain as well as through mass merchandisers.

This report was prepared by:

The Market Development Branch of the  
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In collaboration with the Department's  
Automotive, Marine and Rail Branch



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