

HF
3221
.A1
C3
no. 39-85
to 42-85

Canadian Market Opportunities— Import Profile



Government
of Canada

Regional Industrial
Expansion

Gouvernement
du Canada

Expansion industrielle
régionale

Canada

GOLF EQUIPMENT

Pub. Nos: 39-85 to 42-85

December 1985

Think  Pensons
Canadian | canadien

DEPARTMENT OF REGIONAL
INDUSTRIAL EXPANSION
LIBRARY

FEB 9 1988

BIBLIOTHEQUE
MINISTERE DE L'EXPANSION
INDUSTRIELLE REGIONALE

GOLF EQUIPMENT

Pub. Nos: 39-85 to 42-85 December 1985

Including:

Golf Bags	-	39-85
Golf Carts, Not Powered	-	40-85
Golf Gloves	-	41-85
Golf Club Grips	-	42-85

FOR MORE INFORMATION PLEASE CONTACT:

DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION
MARKET INFORMATION AND ANALYSIS DIVISION
MARKET DEVELOPMENT BRANCH
Department of Regional Industrial Expansion
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 992-4446

INDUSTRIELLE REGIONALE
MINISTRE DE L'EXPANSION
LEISURE PRODUCTS DIVISION
Food and Consumer Products Industries Branch
Department of Regional Industrial Expansion
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 992-1045

OR

The nearest DRIE Regional Office.
These offices are listed on the
last page 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.

PUB. NOS: 39-85 to 42-85

CANADIAN MARKET OPPORTUNITIES - IMPORT PROFILE

GOLF EQUIPMENT

This report is one of a continuing series designed to increase business awareness of the potential existing for domestic production and to stimulate Canadian business to further explore potential opportunities in both the Canadian and export markets. 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.

This report consists of four individual products presented as follows:

<u>NUMBER</u>	<u>IMPORT PRODUCT</u>	<u>COMMODITY CODE</u>	<u>PAGES</u>
39-85	Golf Bags	832-26-30	4-7
40-85	Golf Carts, Not Powered	832-26-40	8-11
41-85	Golf Gloves	832-26-50	12-15
42-85	Golf Club Grips	832-26-60	16-19

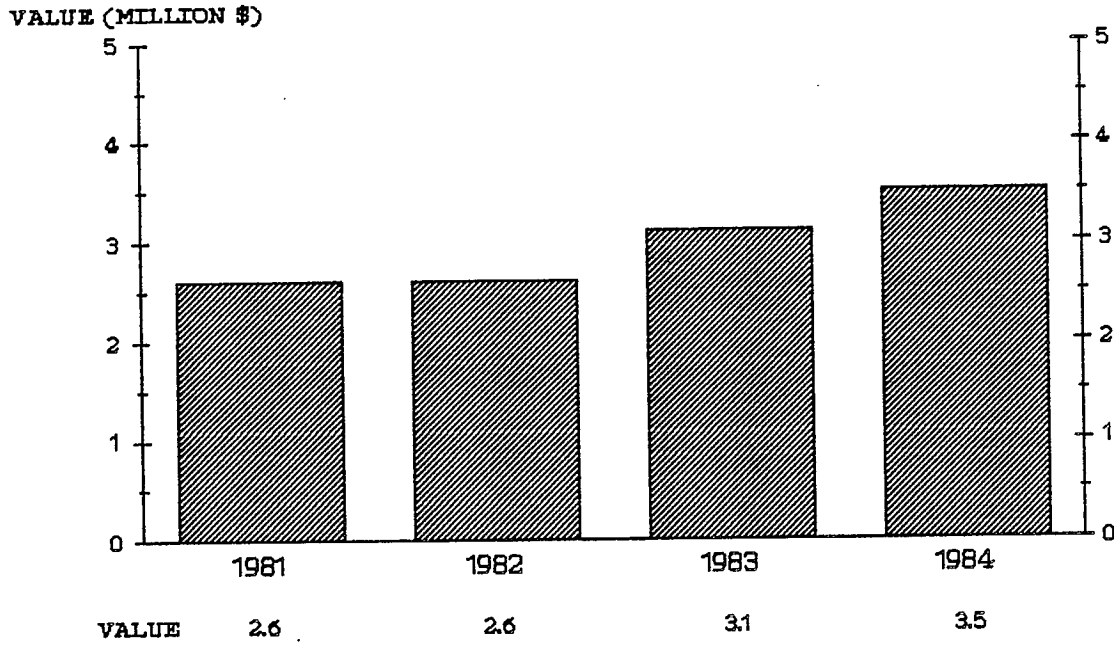
A Market Summary (page 20) provides a brief overview of the market for these products.

Other related products are examined in the following published import profiles:

- 31-85 Golf Balls (excluding hollow practice balls)
- 32-85 Golf Clubs (individual and sets)
- 33-85 Finished Parts of Golf Clubs

39-85 - GOLF BAGS

IMPORT TRENDS



Imports of golf bags have risen steadily from \$2.6 million in 1982 to \$3.5 million in 1984.

GOLF BAGS (CONTINUED)

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

<u>Foreign Country of Export</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	Average	Per Cent	6-Month	
					Annual	Growth	Change	Imports
					Rate	Change	Jan. to June	1985
					1981-1984	1983-1984	1984	1985
					%	%		
REPUBLIC OF KOREA Value (\$000)	613	724	1 161	1 821	44	57	1 261	967
UNITED STATES Value (\$000)	1 724	1 513	1 100	1 062	-15	-3	863	668
TAIWAN Value (\$000)	261	289	719	533	27	-26	350	520
PHILIPPINES Value (\$000)	22	31	46	30	11	-35	-	57
COLOMBIA Value (\$000)	-	-	-	18	N/A	N/A	18	-
OTHER Value (\$000)	10	27	51	4	-26	-92	2	20
TOTAL Value (\$000)	2 630	2 584	3 077	3 468	10	13	2 494	2 232

N/A - Not applicable

The Republic of Korea's share of total imports has risen rapidly from 23 per cent in 1981 to 53 per cent in 1984, representing an average annual growth rate of 44 per cent. During the same period the United States' share of total imports decreased from 66 per cent in 1981 to 31 per cent in 1984, an average annual drop of 15 per cent. The rise in the value of imports from the Republic of Korea is due to its highly competitive cost position in the low-to-medium price range bags.

GOLF BAGS (CONTINUED)

IMPORT MARKET CONCENTRATION
(BY % OF TOTAL 1984 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>	<u>Top 20</u> <u>Importers</u>	<u>Top 30</u> <u>Importers</u>
58	73	83	85

The 10 top importers accounted for 73 per cent of the total imports for 1984. Of these 10 firms, seven were located in Ontario. Five were classified as manufacturers of sporting and athletic goods and four as wholesalers of sporting and recreational goods and supplies.

(NOTE: "Top importers" are the known importers with the largest imports by value in 1984.)

TYPE AND LOCATION OF THE 30 TOP KNOWN IMPORTERS - 1984
(85 % OF TOTAL IMPORT VALUE)

	<u>MANUFACTURERS</u>		<u>WHOLESALEERS</u>		<u>OTHER</u>		<u>TOTAL</u>	
	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>
Ontario	5	605	10	573	3	155	18	1 333
Quebec	3*	204*	3	590	-	-	12*	1 630*
Western Provinces			5	827	1	9		
Atlantic Provinces	-	-	-	-	-	-	-	-
TOTAL	8	809	18	1 990	4	164	30	2 963
Per cent of 1984 Total Value		23%		57%		5%		85%

* Quebec and Western Provinces aggregated to preserve confidentiality.

There were 52 known importers of golf bags during 1984. The top 30 known importers accounted for 85 per cent or \$3 million of the total imports. Of these 30 importers, 18 were wholesalers whose total imports represented 57 per cent of the import total. Eleven of these 18 firms were classed specifically as wholesalers of sporting and recreational goods and supplies.

CANADIAN PRODUCTION

There are at least three known Canadian manufacturers of golf bags, all located in Ontario. Statistics Canada does not publish specific production data for golf bags.

EXPORTS

Exports of golf bags from Canada are believed to be negligible, but there are no authoritative data on this.

GOLF BAGS (CONTINUED)

CANADIAN TARIFFS, 1985

Tariff Item	Description	% of Total Import Value (1984)	TARIFF TREATMENT				
			British Prefer- ential Tariff %	U.K. and Ireland %	Most Favoured Nation Tariff %	General Tariff %	General Prefer- ential Tariff %
62200-01	Trunks, valises, hat boxes, carpet bags, tool bags, and baskets of all kinds, n.o.p.	98	12.5	17.5	18.1	40	12
	<u>Future Scheduled Rates :</u>						
	January 1, 1986				17.8		
	January 1, 1987				17.5		

N.o.p. - Not otherwise provided for

Tariff Arrangements and Foreign Countries of Export:

MOST FAVOURED NATION: UNITED STATES, TAIWAN

MOST FAVOURED NATION OR GENERAL PREFERENTIAL*: REPUBLIC OF KOREA, PHILIPPINES, COLOMBIA

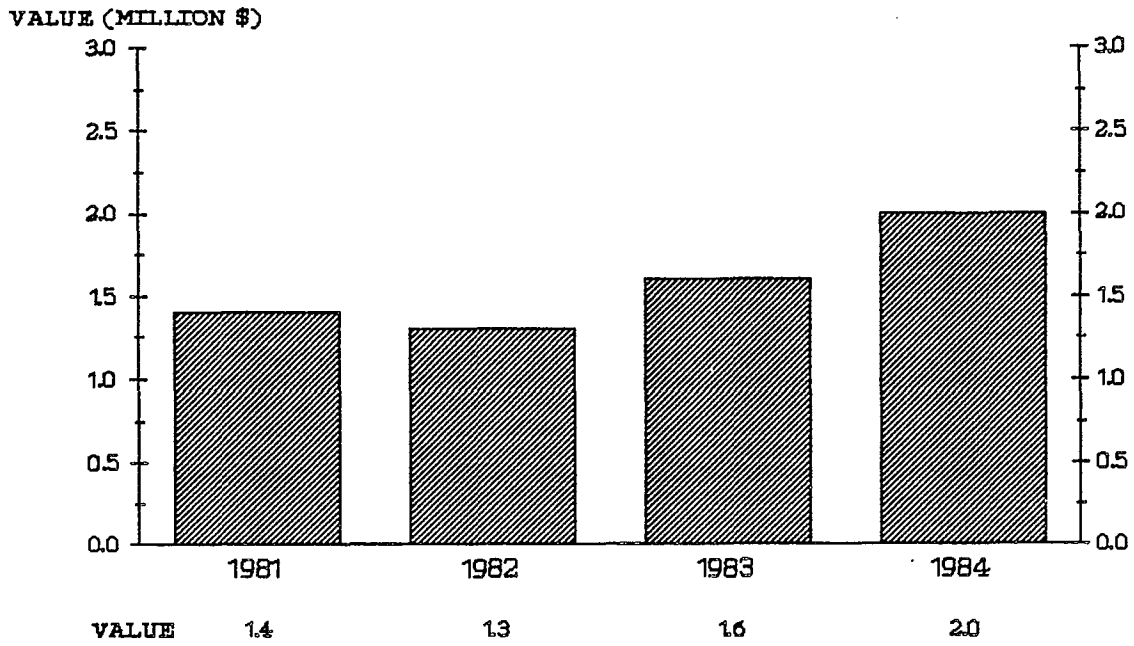
ENQUIRIES CONCERNING TARIFFS SHOULD BE DIRECTED TO THE NEAREST CUSTOMS AND EXCISE OFFICE OR TO:

TARIFF PROGRAMS
REVENUE CANADA
CUSTOMS AND EXCISE
OTTAWA, ONTARIO
K1A 0L5
TEL: (613) 992-8589

*NOTE: In order to qualify for General Preferential Tariff treatment a special certificate of origin is required.

40-85 - GOLF CARTS, NOT POWERED

IMPORT TRENDS



Imports of unpowered golf carts have increased from \$1.4 million in 1981 to \$2.0 million in 1984.

GOLF CARTS, NOT POWERED (CONTINUED)

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

Foreign Country of Export	1981	1982	1983	1984	Average	Per Cent	6-Month	
					Annual Growth Rate 1981-1984 %	Change 1983-1984 %	Imports Jan. to June 1984	1985
UNITED STATES Value (\$000)	1 394	1 273	1 519	1 428	1	-6	1 157	1 184
TAIWAN Value (\$000)	2	-	23	262	408	1 039	203	272
UNITED KINGDOM Value (\$000)	2	29	57	172	341	202	88	115
REPUBLIC OF KOREA Value (\$000)	-	-	1	108	N/A	10 700	91	106
OTHER Value (\$000)	-	1	2	4	N/A	100	2	-
TOTAL Value (\$000)	1 398	1 303	1 602	1 974	12	23	1 541	1 677

N/A - Not applicable

From 1981 to 1984 the value of imports of non-powered golf carts increased at an average annual rate of 12 per cent. Based on the first six months of 1985, the rate of increase appears to have declined.

The United States has consistently been the major exporter to Canada, accounting for 95 per cent of the value in 1983. In 1984, other countries (chiefly Taiwan, the United Kingdom and the Republic of Korea) occupied over a quarter of the import market.

GOLF CARTS, NOT POWERED (CONTINUED)

IMPORT MARKET CONCENTRATION
(BY % OF TOTAL 1984 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>	<u>Top 20</u> <u>Importers</u>	<u>Top 30</u> <u>Importers</u>
76	85	87	88

The 10 top importers accounted for 85 per cent of the total imports for 1984. Of these 10 firms, five were located in Ontario, two in Quebec, two in British Columbia and one in Manitoba.

(NOTE: "Top importers" are the known importers with the largest imports by value in 1984.)

TYPE AND LOCATION OF THE 30 TOP KNOWN IMPORTERS - 1984
(88 % OF TOTAL IMPORT VALUE)

	<u>MANUFACTURERS</u>		<u>WHOLESALERS</u>		<u>RETAILERS</u>		<u>OTHER</u>		<u>TOTAL</u>	
	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>
Ontario			7	1 076	3	379	2	3		
Quebec	4*	99*	3	64	-	-	-	-	30*	1 734*
Western Provinces			6	49	4	62	1	2		
Atlantic Provinces	-	-	-	-	-	-	-	-	-	-
TOTAL	4	99	16	1 189	7	441	3	5	30	1 734
Per cent of 1984 Total Value		5%		60%		22%		**		88%

* Ontario, Quebec and Western Provinces aggregated to preserve confidentiality.

** Less than one per cent.

There were 30 known importers of non-powered golf carts during 1984, accounting for \$1.7 million or 88 per cent of the total imports. Of the 30, 16 were wholesalers, representing 60 per cent of the import total. Eight of these 16 firms were classed specifically as wholesalers of sporting and recreational goods and supplies.

CANADIAN PRODUCTION

There are at least two known Canadian manufacturers of non-powered golf carts, one each in British Columbia and Ontario. Statistics Canada does not publish production data for golf carts.

GOLF CARTS, NOT POWERED (CONTINUED)

EXPORTS

Statistics Canada does not publish data on exports of non-powered golf carts. They are included in the export class "Sporting and recreation equipment and parts not elsewhere specified". Exports are believed to be minimal.

CANADIAN TARIFFS, 1985

Tariff Item	Description	% of Total Import Value (1984)	TARIFF TREATMENT				
			British Prefer- ential Tariff %	U.K. and Ireland %	Most Favoured Nation Tariff %	General Tariff %	General Prefer- ential Tariff %
43910-01	Cars, travel trailers, tent trailers, non-commercial snow-mobile, utility, boat and commercial horse trailers, trailers for use as permanent mountings for machinery or equipment; wheelbarrows, trucks and hand carts; road or railway scrapers	98	10	10.2	12	30	8

Tariff Arrangements and Foreign Countries of Export:

MOST FAVOURED NATION: UNITED STATES, TAIWAN
 MOST FAVOURED NATION OR GENERAL PREFERENTIAL*: REPUBLIC OF KOREA
 MOST FAVOURED NATION OR U.K. AND IRELAND: UNITED KINGDOM

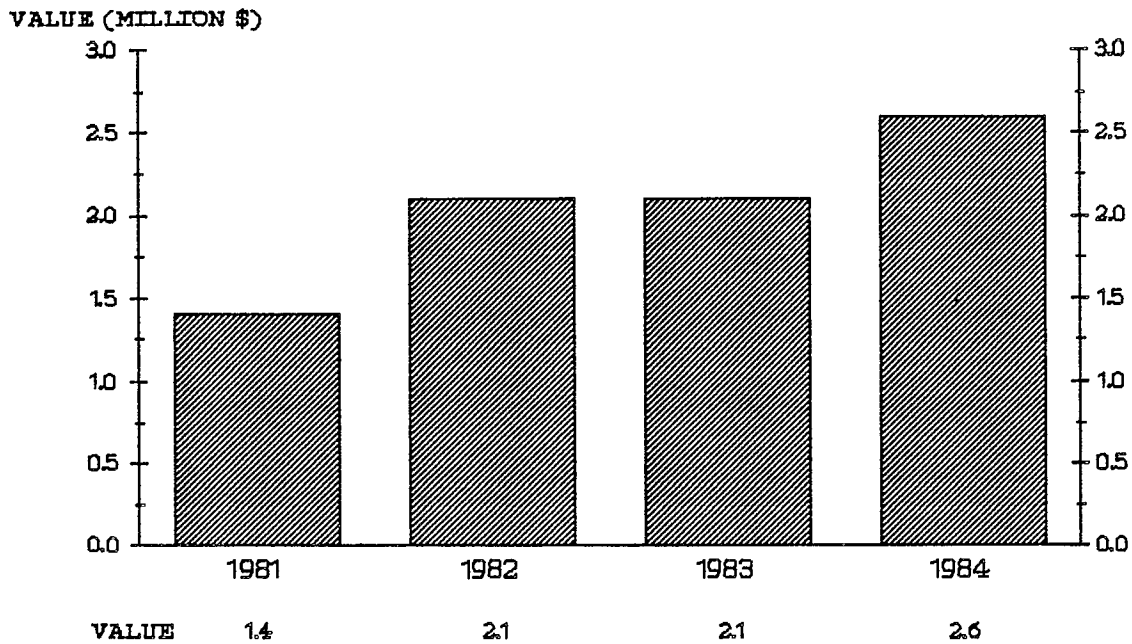
ENQUIRIES CONCERNING TARIFFS SHOULD BE DIRECTED TO THE NEAREST CUSTOMS AND EXCISE OFFICE OR TO:

TARIFF PROGRAMS
 REVENUE CANADA
 CUSTOMS AND EXCISE
 OTTAWA, ONTARIO
 K1A 0L5
 TEL: (613) 992-8589

*NOTE: In order to qualify for General Preferential Tariff treatment a special certificate of origin is required.

41-85 - GOLF GLOVES

IMPORT TRENDS



Imports of golf gloves were \$2.1 million in both 1982 and 1983 and increased to \$2.6 million in 1984.

GOLF GLOVES (CONTINUED)

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

Foreign Country of Export	1981	1982	1983	1984	Average	Per Cent	6-Month	
					Annual Growth Rate 1981-1984 %	Change 1983-1984 %	Imports Jan. to June 1984	1985
REPUBLIC OF KOREA Value (\$000)	710	1 103	1 414	1 797	36	27	1 400	1 706
PHILIPPINES Value (\$000)	420	402	215	271	-14	26	200	118
INDONESIA Value (\$000)	141	428	179	201	13	12	178	48
UNITED STATES Value (\$000)	76	32	144	200	38	39	175	114
JAPAN Value (\$000)	-	102	123	93	N/A	-24	92	127
OTHER Value (\$000)	10	14	6	68	89	1 033	-	3
TOTAL Value (\$000)	1 357	2 081	2 081	2 630	25	26	2 045	2 116

N/A - Not applicable

From 1981 to 1984 imports of golf gloves increased at an average annual rate of 25 per cent in terms of dollar value. Indications from comparisons of six-month figures in 1984 and 1985 are that imports will probably be a little higher in 1985.

The Republic of Korea has consistently been the major exporter to Canada, accounting for 68 per cent of the value in both 1983 and 1984. The average annual growth rate of imports from that country between 1981 and 1984 was a substantial 36 per cent. The strong position of the Republic of Korea as an exporter to Canada is due to its highly competitive cost position.

GOLF GLOVES (CONTINUED)

IMPORT MARKET CONCENTRATION
(BY % OF TOTAL 1984 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>	<u>Top 15</u> <u>Importers</u>	<u>Top 29</u> <u>Importers</u>
58	77	87	89

The 10 top importers accounted for 77 per cent of the total imports for 1984. Six were located in Ontario, three in Quebec and one in British Columbia. Three of the top 10 were classified as manufacturers of sporting and athletic goods, and four as wholesalers of sporting and recreational goods and supplies.

(NOTE: "Top importers" are the known importers with the largest imports by value in 1984.)

TYPE AND LOCATION OF THE 29 TOP KNOWN IMPORTERS - 1984
(89 % OF TOTAL IMPORT VALUE)

	<u>MANUFACTURERS</u>		<u>WHOLESALEERS</u>		<u>OTHER</u>		<u>TOTAL</u>	
	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>
Ontario	5	496	6	577	2	3	13	1 076
Quebec	4*	217*	7	930	-	-	16*	1 267*
Western Provinces			4	120	1	**		
Atlantic Provinces	-	-	-	-	-	-	-	-
TOTAL	9	713	17	1 627	3	3	29	2 343
Per cent of 1984 Total Value		27%		62%		***		89%

* Quebec and Western Provinces aggregated to preserve confidentiality.

** Less than \$500

*** Less than 1 per cent

There were 29 known importers of golf gloves during 1984, and they accounted for \$2.3 million or 89 per cent of the total imports. Of the 29 importers, 17 were wholesalers whose total imports represented 62 per cent of the import total. Ten of these 17 firms were classed specifically as wholesalers of sporting and recreational goods and supplies.

GOLF GLOVES (CONTINUED)

CANADIAN PRODUCTION

Golf gloves are not currently produced in Canada.

EXPORTS

As there is no Canadian production of golf gloves, exports are unlikely.

CANADIAN TARIFFS, 1985

Tariff Item	Description	% of Total Import Value (1984)	TARIFF TREATMENT				
			British Prefer- ential Tariff %	U.K. and Ireland %	Most Favoured Nation Tariff %	General Tariff %	General Prefer- ential Tariff %
56830-01	Gloves and mitts of all kinds, n.o.p.	95.9	20	25	25	45	16.5
56825-01	Gloves of kid, n.o.p.	4.1	13.5	13.5	13.5	45	9
	<u>Future Scheduled Rates:</u>						
	January 1, 1986				12.4		
	January 1, 1987				11.3		

N.o.p. - Not otherwise provided for

Tariff Arrangements and Foreign Countries of Export:

MOST FAVOURED NATION: UNITED STATES, JAPAN

MOST FAVOURED NATION OR GENERAL PREFERENTIAL*: REPUBLIC OF KOREA, PHILIPPINES, INDONESIA

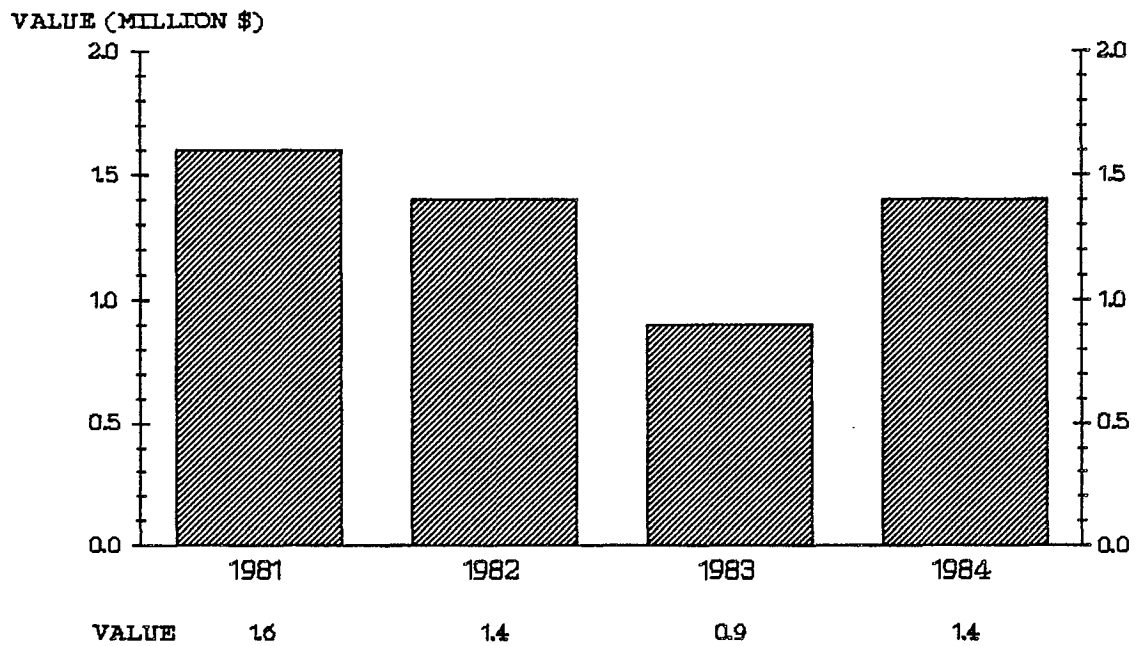
ENQUIRIES CONCERNING TARIFFS SHOULD BE DIRECTED TO THE NEAREST CUSTOMS AND EXCISE OFFICE OR TO:

TARIFF PROGRAMS
REVENUE CANADA
CUSTOMS AND EXCISE
OTTAWA, ONTARIO
K1A 0L5
TEL: (613) 992-8589

*NOTE: In order to qualify for General Preferential Tariff treatment a special certificate of origin is required.

42-85 - GOLF CLUB GRIPS

IMPORT TRENDS



Imports of golf club grips declined sharply from \$1.6 million in 1981 to \$900 000 in 1983. This was followed by an increase of almost 60 per cent to 1984's \$1.4 million (still below the 1981 value).

GOLF CLUB GRIPS (CONTINUED)

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

<u>Foreign Country of Export</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	Average	Per Cent	6-Month	
					Annual Growth Rate <u>1981-1984</u> %	Change <u>1983-1984</u> %	Imports Jan. to June <u>1984</u>	<u>1985</u>
UNITED STATES Value (\$000)	1 272	1 315	869	1 333	2	53	804	995
KOREA, REPUBLIC OF Value (\$000)	-	-	-	28	N/A	N/A	28	-
TAIWAN Value (\$000)	-	46	7	22	N/A	214	2	100
UNITED KINGDOM Value (\$000)	300	2	2	14	-64	600	-	1
OTHER Value (\$000)	-	-	-	2	N/A	N/A	2	-
TOTAL Value (\$000)	1 572	1 363	878	1 399	-4	59	836	1 096

N/A - Not applicable

There was a particularly large decrease of 36 per cent in the total value of imports between 1982 and 1983. This occurred at the same time as the value of imports of complete golf clubs and finished parts showed dramatic increases. These various changes reflected largely operating decisions made by multinational firms.

The United States has consistently been the major exporter to Canada, accounting for 99 per cent of the value in 1983 and 95 per cent in 1984.

GOLF CLUB GRIPS (CONTINUED)

IMPORT MARKET CONCENTRATION
(BY % OF TOTAL 1984 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>	<u>Top 15</u> <u>Importers</u>	<u>Top 25</u> <u>Importers</u>
56	79	88	93

The 10 top importers accounted for 79 per cent of the total imports for 1984. Of these 10 firms, eight were located in Ontario and all 10 were classified as either manufacturers (six firms) or wholesalers (four firms) of sporting, athletic and recreational goods and supplies.

(NOTE: "Top importers" are the known importers with the largest imports by value in 1984.)

TYPE AND LOCATION OF THE 25 TOP KNOWN IMPORTERS - 1984
(93 % OF TOTAL IMPORT VALUE)

	<u>MANUFACTURERS</u>		<u>WHOLESALEERS</u>		<u>OTHER</u>		<u>TOTAL</u>	
	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>	<u>No. of</u> <u>Importers</u>	<u>Value</u> <u>(\$000)</u>
Ontario	7	706	6	321	3	49	16	1 076
Quebec	3*	100*	5*	102*	-	-	9*	222*
Western Provinces					1	20		
Atlantic Provinces	-	-	-	-	-	-	-	-
TOTAL	10	806	11	423	4	69	25	1 298
Per Cent of 1984 Total Value		58%		30%		5%		93%

* Quebec and Western Provinces aggregated to preserve confidentiality

There were 31 known importers of golf club grips during 1984. The 25 top known importers accounted for 93 per cent or \$1.3 million of the total imports. Of the 25 importers, 10 were manufacturers whose total imports represented 58 per cent of the import total. Seven of these 10 firms were classed specifically as manufacturers of sporting and athletic goods. Wholesalers accounted for most of the remainder. The 16 Ontario importers accounted for 77 per cent of the total imports.

GOLF CLUB GRIPS (CONTINUED)

CANADIAN PRODUCTION

There are no significant Canadian manufacturers of golf club grips, although some small firms may occasionally engage in custom manufacturing. Statistics Canada does not publish specific production data for golf club grips.

EXPORTS

Exports of golf club grips from Canada are believed to be negligible.

CANADIAN TARIFFS, 1985

Tariff Item	Description	% of Total Import Value (1984)	TARIFF TREATMENT				
			British Preferential Tariff	U.K. and Ireland	Most Favoured Nation Tariff	General Tariff	General Preferential Tariff
			%	%	%	%	%
51104-01	Finished grips for use in the manufacture of golf clubs (Temporary tariff item)	81.7	Free	Free	Free	30	Free
51100-01	Racquets and racquet frames; baseball bats; hollow practice golf balls; balls of all kinds for use in sports, games or athletics, n.o.p.; finished parts of golf clubs	8.7	13.5	13.5	13.5	35	9

N.o.p. - Not otherwise provided for

Tariff Arrangements and Foreign Countries of Export:

MOST FAVOURED NATION: UNITED STATES, TAIWAN
 MOST FAVOURED NATION OR GENERAL PREFERENTIAL*: REPUBLIC OF KOREA
 MOST FAVOURED NATION OR U.K. AND IRELAND: UNITED KINGDOM

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) 992-8589

*NOTE: In order to qualify for General Preferential Tariff treatment a special certificate of origin is required.

GOLF EQUIPMENT - MARKET SUMMARY

Between 1976 and 1981, public participation in golf was estimated to have increased by 32 per cent. Recent surveys have indicated that golf ranks among the 12 most popular recreational activities. According to the Canadian Golf Foundation, it is estimated that in 1985 there are 1.5 million Canadians who play 15 rounds or more a year, and an additional 300 000 who play on a casual basis. About 77 per cent of golfers are male.

The demographic characteristics of the United States and Canadian golfers are very similar. Most are university educated and have household incomes exceeding \$35 000 per year. In Canada, 81 per cent of those who golf are age 20 or over.

The golf bag industry in Canada is under a significant degree of import pressure. Because of the relatively small market size and import pressure in the low-to-medium price range from Far East sources, it would appear that the most likely opportunities for Canadian manufacturers are to be found in the higher-quality golf bag market segment.

The approximate size of the golf equipment import market in 1984 was:

<u>PRODUCT</u>	<u>MARKET SIZE (\$)</u>
Golf Bags	3 468 000
Golf Carts	1 974 000
Golf Gloves	2 630 000
Golf Club Grips	1 399 000
	<hr/>
TOTAL	9 471 000

Although the opportunity for import replacement within this \$9.5 million market is relatively limited in terms of size and number of products, a growing and aging populace, upgraded equipment demands and an improved economy indicate that the golf equipment market in Canada contains factors which may provide opportunities, particularly for specialized and innovative smaller-scale manufacturers.

This report was prepared by:

The Market Development Branch of
the Department of Regional Industrial Expansion
in collaboration with the Department's
Food and Consumer Products Products
Industries Branch, Leisure
Products Division

For more information please contact the nearest DRIE Regional Office

Newfoundland

P.O. Box B950
Parsons Building
90 O'Leary Avenue
St. John's, Newfoundland
A1B 3R9
Tel: (709) 772-4884

Prince Edward Island

P.O. Box 1115
Confederation Court Mall
134 Kent Street, Suite 400
Charlottetown, Prince Edward Island
C1A 7MB
Tel: (902) 566-7400

Nova Scotia

P.O. Box 940, Station M
1496 Lower Water Street
Halifax, Nova Scotia
B3J 2V9
Tel: (902) 426-2018

New Brunswick

P.O. Box 1210
Assumption Place
770 Main Street
Moncton, New Brunswick
E1C 8P9
Tel: (506) 857-6400

Québec

C. P. 247
Tour de la Bourse
800, Place Victoria, Bureau 3800
Montréal (Québec)
H4Z 1E8
Tel: (514) 283-8185

Ontario

P.O. Box 98
1 First Canadian Place, Suite 4840
Toronto, Ontario
M5X 1B1
Tel: (416) 365-3821

Manitoba

P.O. Box 981
330 du Portage Avenue
Room 608
Winnipeg, Manitoba
R3C 2V2
Tel: (204) 949-6182

Saskatchewan

Canada Building
6th Floor, 105-21st Street East
Saskatoon, Saskatchewan
S7K 0B3
Tel: (306) 975-4400

Alberta

Cornerpoint Building
10179 - 105th Street, Suite 505
Edmonton, Alberta
T5J 3S3
Tel: (403) 420-2944

British Columbia

P.O. Box 49178
Bentall Postal Station
Bentall Tower IV
1101 - 1055 Dunsmuir Street
Vancouver, British Columbia
V7X 1K8
Tel: (604) 661-0434

Yukon

Suite 301
108 Lambert Street
Whitehorse, Yukon
Y1A 1Z2
Tel: (403) 668-4655

Northwest Territories

P.O. Bag 6100
Precambrian Building
Yellowknife, Northwest Territories
X1A 1C0
Tel: (403) 920-8668 or 920-8571

