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no. 81-87  
to 82-87



# IMPORT PROFILE

## Investment Opportunities

GYMNASIUM, EXERCISING AND HEALTH  
STUDIO EQUIPMENT AND PARTS

Pub. Nos: 81-87 and 82-87 March 1987



Government  
of Canada

Regional Industrial  
Expansion

Gouvernement  
du Canada

Expansion industrielle  
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GYMNASIUM, EXERCISING AND HEALTH  
STUDIO EQUIPMENT AND PARTS

Pub. Nos: 81-87 and 82-87 March 1987

Including:

PART A: Gymnasium Equipment and Parts	81-87
PART B: Exercising and Health Studio Equipment and Parts	82-87

**FOR MORE INFORMATION PLEASE CONTACT:**

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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 companies, but customs values exceed selling prices for many transactions between affiliated companies. 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.

**Rounding**

Figures may not add due to rounding.

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GYMNASIUM, EXERCISING AND HEALTH

STUDIO EQUIPMENT AND PARTS

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CANADIAN MARKET OPPORTUNITIES - IMPORT PROFILE

GYMNASIUM, EXERCISING AND HEALTH  
STUDIO EQUIPMENT AND PARTS

INTRODUCTION AND SCOPE

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.

The report consists of two individual groups of products presented as follows:

<u>PUBLICATION NUMBER</u>	<u>IMPORT PRODUCT GROUP</u>
81-87	PART A - GYMNASIUM EQUIPMENT AND PARTS
82-87	PART B - EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

The total value of imports reached \$33.4 million in 1985, with the latter class representing the major portion of imports at \$29.6 million. Growth has been consistently large and increasing since 1982. Over 50 per cent of the imports originate in the United States. The Federal Republic of Germany and Taiwan are the other major countries of export.

CANADIAN PRODUCTION

At least 30 Canadian companies are principally engaged in the manufacture of gymnasium, exercising and health studio equipment and parts. The majority are located in Ontario and Québec. Statistics Canada reports that shipments of gymnasium equipment and exercise equipment totalled \$27.2 million in 1983 and \$33.3 million in 1984, the latest year for which data are available. In 1985, shipments are estimated at over \$40 million.

EXPORTS

Although the Canadian manufacturers indicate that they export gymnasium, exercising and health studio equipment and parts, Statistics Canada does not publish specific export data for these products. They are included in the export class "Sporting and recreation equipment and parts, not elsewhere specified". However, it is known that segments of the gymnasium, exercising and health studio equipment industry are internationally competitive and approximately \$15 to \$18 million of total production is exported.

### MARKET SUMMARY

The total gymnasium, exercise and fitness market has shown rapid growth between 1982 and 1985, not only in Canada, but also in North America. During this period, the Canadian market has increased from an estimated \$29.5 million to about \$70.5 million. Nearly all of this increase has occurred in the exercise and fitness segment because of high consumer demand. On the other hand, the gymnasium equipment market has been quite stable during this period. It is estimated that the exercise and fitness segment represents over 80 per cent of the total market with the gymnasium segment slightly under 20 per cent.

An issue having a major negative impact on the gymnasium and exercise equipment market, has been the rapid increase in insurance premiums for product liability coverage. In a number of instances, companies, especially those gymnasium equipment firms exporting to the United States, are finding it difficult to obtain insurance coverage, and if they do so, the premiums are exorbitant. Since the majority of the gymnasium companies and many of the exercise equipment firms are Canadian-owned and small to medium-sized, this has had a detrimental effect on their cash flow.

However, despite the insurance problem, the Canadian industry is internationally competitive, and it is estimated that up to 40 per cent of its production is exported, of which about one-half is to the United States. Currently, there are about 8 to 10 exercise equipment firms, and four to five gymnasium equipment firms which are aggressively competing in foreign markets.

At the supplier level, the Canadian market has also seen a major increase in the number of importers, assemblers, and manufacturers. Currently, it is estimated that the Canadian market is divided more or less equally between imports and Canadian-made products. Recently, there has been an increased emphasis on licensing and joint ventures involving the manufacturing and distribution of major fitness equipment lines in Canada. For instance, such U.S. companies as Diversified Products, Polaris Ironco and Hydra Fitness have all established some type of licensing or manufacturing arrangement in Canada within the last three years.

In total, the gymnasium segment has had little increase in either employment or number of manufacturers between 1982 and 1985. The segment includes not only the actual apparatus and parts, but also other items such as scoreboards, backboards, etc. In most instances, the final customer is either an institution, commercial establishment, or association. Schools, universities, recreation centres and sports complexes represent most of the market for these products with very little sold directly through retailers to the consumer. Companies which wish to aggressively expand sales, usually must direct much of their promotional effort at the institutional/commercial level. For gymnastic apparatus such as horses, spring boards, beams, bars, mats, etc., exposure at major meets and endorsements by influential associations are factors which are also of considerable importance if a company wishes to achieve greater sales.

The exercise and fitness equipment sector continues to grow at a phenomenal rate both in Canada and the United States. This high growth rate has been spurred by consumer demand for home fitness items. The changing emphasis within this segment has helped to maintain and fuel the demand. Exercycles, rowing machines, mini-gyms, treadmills and recumbent exercycles are all products within this segment which have helped to sustain the high growth rate. With interest currently being shown in sophisticated electronic readouts and monitors and multi-action units, plus the development of a replacement market characterized by upgraded features, it is expected that the high growth rate will continue for several years in order to meet demand.

MARKET SUMMARY (CONT'D)

In view of the expected high continued growth of this market in the near term, and the substantial imports (\$37.3 million in 1986), significant opportunities may exist for increased domestic production.

This report was prepared by:

the Market Development Branch  
in collaboration with the  
Leisure Products Division,  
Food and Consumer Products Industries Branch.

DEPARTMENT OF REGIONAL INDUSTRIAL EXPANSION

Pub. Nos: 81-87 and 82-87





PART A

GYMNASIUM EQUIPMENT AND PARTS (81-87)



PART A: GYMNASIUM EQUIPMENT AND PARTS

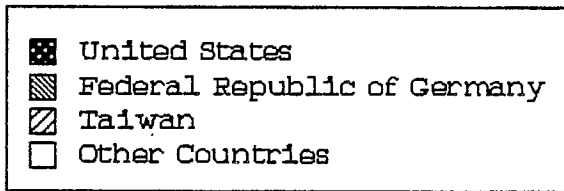
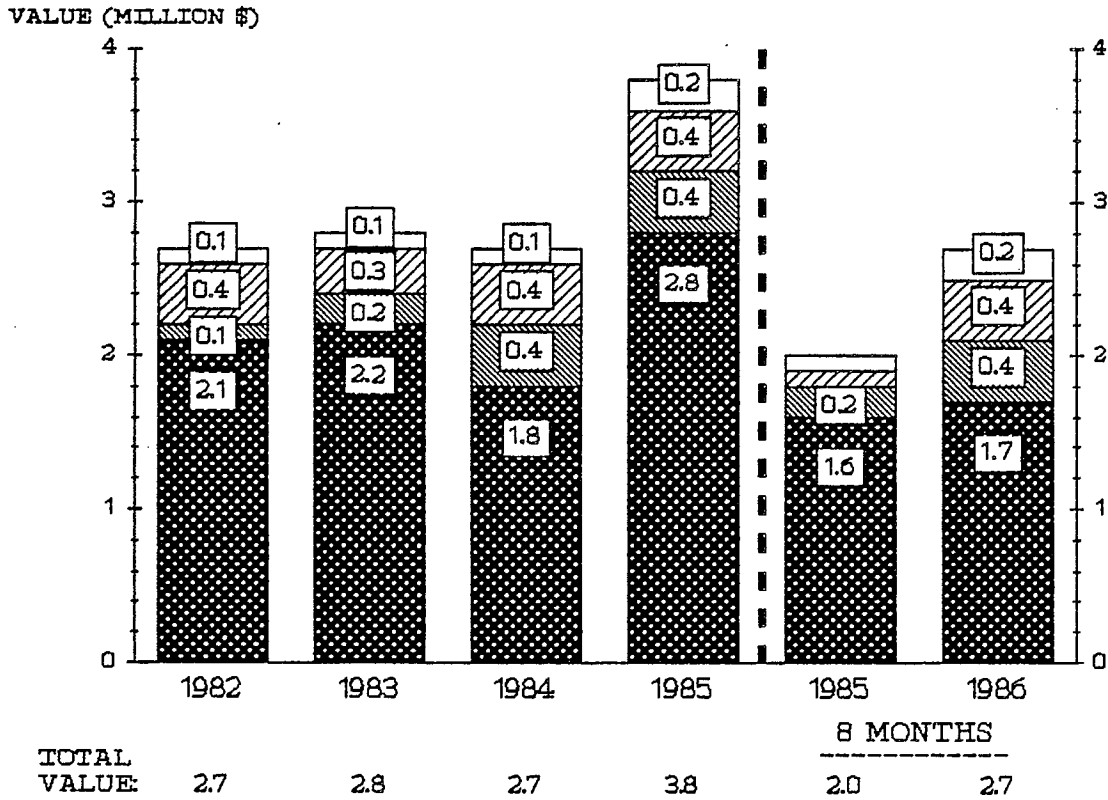
SCOPE

Import commodity codes analyzed in this segment of the report are summarized as follows according to the Canadian International Trade Classification (C.I.T.C.). All tables in this part, unless otherwise indicated, consist of data for the combined total of the following eight commodity codes.

<u>CODE</u>	<u>DESCRIPTION</u>
832 81 11	BARS, PARALLEL, GYMNASIUM EQUIPMENT
832 81 12	BEAMS, BALANCE, GYMNASIUM EQUIPMENT
832 81 13	HORSES, POMMEL AND VAULTING, GYMNASIUM EQUIPMENT
832 81 14	MATS, TUMBLING, ETC., GYMNASIUM EQUIPMENT
832 81 15	SPRINGBOARDS, GYMNASIUM EQUIPMENT
832 81 16	TRAMPOLINES, GYMNASIUM EQUIPMENT
832 81 18	GYMNASIUM EQUIPMENT, NOT ELSEWHERE SPECIFIED, PARTS OF
832 81 19	GYMNASIUM EQUIPMENT, NOT ELSEWHERE SPECIFIED

**PART A: GYMNASIUM EQUIPMENT AND PARTS**

**IMPORT TRENDS: OVERVIEW**



Imports of gymnasium equipment and parts have grown from \$2.7 million in 1982 to \$3.8 million in 1985. For the first three years of the period, the total import value remained virtually unchanged. However, imports increased by 40 per cent in 1985, when compared to 1984.

For the first eight months of 1986, imports of gymnasium equipment and parts rose by 36 per cent when compared to the corresponding period of 1985. These imports amounted to \$2.7 million.

PART A: GYMNASIUM EQUIPMENT AND PARTS

VALUE OF IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

<u>Foreign Country of Export</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	Average	Per cent	8-Month	
					Annual	Change	Imports	Imports
					Growth Rate	1984-1985	Jan. to Aug.	Jan. to Aug.
					1982-1985	1984-1985	1985	1986
					%	%		
UNITED STATES								
Value (\$000)	2 086	2 180	1 761	2 792	10	59	1 635	1 684
FEDERAL REPUBLIC OF GERMANY								
Value (\$000)	139	185	420	429	46	2	178	427
TAIWAN								
Value (\$000)	448	329	368	351	-8	-5	132	424
FRANCE								
Value (\$000)	32	69	69	60	23	-13	25	20
HONG KONG								
Value (\$000)	3	0	0	57	167	N/A	10	19
OTHER								
Value (\$000)	29	66	93	98	50	5	38	165
TOTAL								
Value (\$000)	2 737	2 829	2 711	3 787	11	40	2 018	2 739

N/A - Not applicable

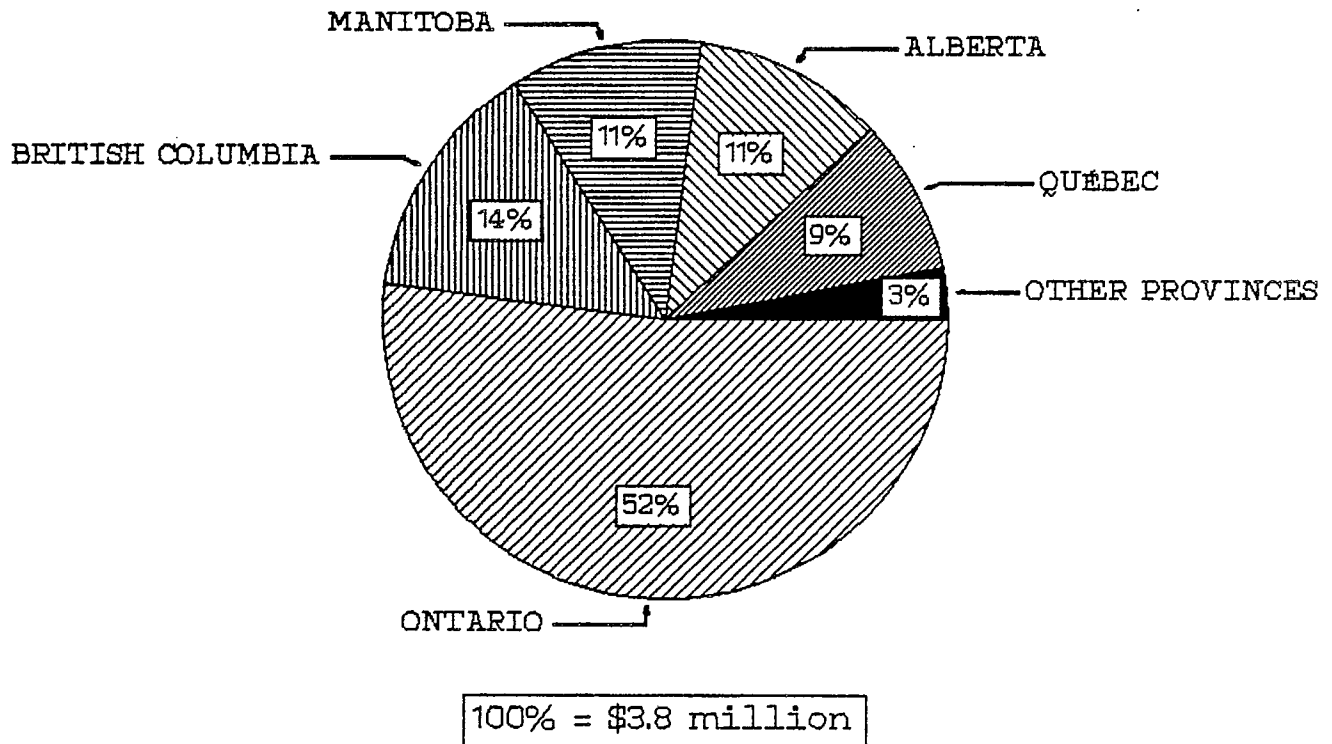
Between 1982 and 1985, the United States was the major exporter to Canada of gymnasium equipment and parts. It accounted for at least 65 per cent of the imports. The second largest importer, the Federal Republic of Germany, increased its import market share from 5 per cent in 1982 to 11 per cent in 1985. During the same period, Taiwan's share of the import market fell from 16 to 9 per cent.

After experiencing a major increase of 59 per cent from 1984 to 1985, for the first eight months of 1986, imports of gymnasium equipment and parts from the U.S. remained virtually unchanged when compared to the same period in 1985. However, during the said period, imports from the Federal Republic of Germany and Taiwan increased by 140 and 221 per cent, respectively.

PART A: GYMNASIUM EQUIPMENT AND PARTS

VALUE OF IMPORTS BY PROVINCE OF CLEARANCE

1985



In 1985, imports of gymnasium equipment and parts cleared through the provinces of Ontario and British Columbia totalled \$2.5 million, or 66 per cent of the total imports. Ontario had the top share with \$2.0 million, or 52 per cent of total imports. British Columbia followed with \$540 000, or 14 per cent. Manitoba and Alberta each accounted for another \$424 000, or 11 per cent of the total. The remaining value of imports (three per cent) entered Canada through the other provinces.

NOTE: For more detailed data on imports by major foreign countries of export and provinces of clearance, see Appendix B, page 19.

PART A: GYMNASIUM EQUIPMENT AND PARTS

IMPORT TRENDS: BY TYPE

C.I.T.C. Commodity Code	Description	1982	1983	1984	1985	Average Annual Growth Rate 1982-1985 %	Major Country of Export		8-Month Imports	
							1985 Value (\$000)	Per Cent of Total %	Jan.- 1985	Aug. 1986
832 81 11	Bars, Parallel						United States			
	Quantity (No.)	4 246	46	214	232	-62			142	19
	Value (\$000)	26	10	24	43	18	29	67	30	9
832 81 12	Beams, Balance						Yugoslavia			
	Quantity (No.)	6	0	2	169	204			19	0
	Value (\$000)	3	0	2	16	75	12	75	4	0
832 81 13	Horses, Pommel and Vaulting						Yugoslavia			
	Quantity (No.)	2	4	8	77	238			20	0
	Value (\$000)	1	2	2	20	171	12	60	7	0
832 81 14	Mats, Tumbling, etc.						United States			
	Value (\$000)	150	156	140	175	5	84	48	88	127
832 81 15	Springboards						United States			
	Quantity (No.)	23	0	6	65	41			5	4
	Value (\$000)	9	0	3	8	-4	8	100	1	3
832 81 16	Trampolines						United States			
	Quantity (No.)	21 476	5 313	6 433	1 775	-56			1 751	5 913
	Value (\$000)	935	249	230	199	-40	88	44	190	259
832 81 18	Gymnasium Equipment, Not Elsewhere Specified, Parts of						United States			
	Value (\$000)	538	897	241	234	-24	181	77	129	203
832 81 19	Gymnasium Equipment, Not Elsewhere Specified						United States			
	Value (\$000)	1 075	1 515	2 069	3 092	42	2 303	74	1 569	2 138
<b>TOTAL</b>							United States			
	Value (\$000)	2 737	2 829	2 711	3 787	11	2 792	74	2 018	2 739

In 1985, the most significant product category was gymnasium equipment, not elsewhere specified, which accounted for 82 per cent of the total import value. Trampolines accounted for 34 per cent of the total in 1982 but their import market share fell to 5 per cent of the total by 1985.

The United States was the major country of export for six of the eight categories under study. Yugoslavia was dominant, however, in exports of beams and horses to Canada, accounting for 75 and 60 per cent, respectively, of the total import value of these products in 1985.



PART A: GYMNASIUM EQUIPMENT AND PARTS

IMPORT MARKET CONCENTRATION  
(BY % OF TOTAL 1985 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>	<u>Top 15</u> <u>Importers</u>
52	60	64

The 10 major importers accounted for \$2.3 million or 60 per cent of the total imports of gymnasium equipment and parts. Four of these ten companies were wholesalers, three were manufacturers of sporting and athletic goods and three were retailers of sporting goods and bicycle shops. Six of the ten companies were located in Ontario.

NOTE: "Top importers" are the known importers with the largest imports by value in 1985.

TYPE AND LOCATION OF THE TOP 20 KNOWN IMPORTERS - 1985  
(66% OF TOTAL IMPORT VALUE)

	<u>MANUFACTURERS</u>		<u>WHOLESALERS</u>		<u>RETAILERS</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	933*	1		7	1 034	13	1 940
Western Provinces	1		1	344***	2	154**	4	186
Québec	-	-	2		1		3	340
Atlantic Provinces	-	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>6</b>	<b>933</b>	<b>4</b>	<b>344</b>	<b>10</b>	<b>1 178</b>	<b>20</b>	<b>2 464</b>

Per cent of 1985

Total Value	25%	9%	32%	66%
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\* Ontario and Western Provinces aggregated to preserve confidentiality.

\*\* Western Provinces and Québec aggregated to preserve confidentiality.

\*\*\* Ontario, Western Provinces and Québec aggregated to preserve confidentiality.

In 1985, there were at least 72 importers of gymnasium equipment and parts. The total value of imports for all importers equalled \$3.8 million. The top 20 importers accounted for \$2.5 million or 66 per cent of the total import value. Of these 20 importers, ten were retailers, six manufacturers, and four wholesalers. Of the ten retailers, three were department stores which accounted for \$804 000 or 21 per cent of the total imports, and five were sporting goods stores and bicycle shops which accounted for \$324 000 or nine per cent of the total imports. Of the six manufacturers, three were producers of sporting and athletic goods, accounting for \$844 000 or 22 per cent of the total imports.

PART A: GYMNASIUM EQUIPMENT AND PARTS

APPENDIX A

CANADIAN TARIFFS, 1985

Tariff Item	Description	% of Total Import Value (1985)	Tariff Treatment				
			British Prefer- ential Tariff %	Most Favoured Nation Tariff %	General Tariff %	General Prefer- ential Tariff %	U.K. and Ireland %
44603-01	Manufactures, articles or wares, of iron or steel or of which iron or steel or both are the component materials of chief value, n.o.p.	55	10.1	12.1	35	8.0	10.2
	January 1, 1986		10.0	11.1	35	7.0	10.2
	January 1, 1987		10.0	10.2	35	6.5	10.2
42700-01	Machines, n.o.p., and accessories, attachments, control equipment and tools for use therewith; parts of the foregoing	14	2.5	10.7	35	2.5	9.2
	January 1, 1986		2.5	9.9	35	2.5	9.2
	January 1, 1987		2.5	9.2	35	2.5	9.2
93907-01	Articles of materials of the kinds described in headings 93901 to 93906 inclusive n.o.p., other than articles covered by tariff items						
	93907-02 to 93907-14	9	14.6	14.6	30	9.5	14.6
	January 1, 1986		14.1	14.1	30	9.0	14.1
	January 1, 1987		13.6	13.6	30	9.0	13.6
93903-75	Regenerated cellulose; cellulose nitrate, cellulose acetate and other cellulose esters, cellulose ethers or other chemical derivatives of cellulose, plasticised or not (for example, collodions, celluloid); not including vulcanised fibre: Foamed and expanded, in logs, sheets, blocks, boards, flakes, granules, powder, shreds, scrap or waste	4	13.1	13.1	25	8.5	13.1
	January 1, 1986		12.8	12.8	25	8.5	12.8
	January 1, 1987		12.5	12.5	25	8.0	12.5

PART A: GYMNASIUM EQUIPMENT AND PARTS

APPENDIX A

CANADIAN TARIFFS, 1985 (CONT'D)

Tariff Item	Description	% of Total Import Value (1985)	Tariff Treatment					
			British Prefer- ential Tariff %	Most Favoured Nation Tariff %	General Tariff %	General Prefer- ential Tariff %	U.K. and Ireland %	
93902-77	Polymerisation and copolymerisation products (for example, polyethylene, polytetrahaloethylenes, polyisobutylene, polystyrene, polyvinyl chloride, polyvinyl acetate, polyvinyl chloroacetate and other polyvinyl derivatives, polyacrylic and polymethacrylic derivatives, coumarone-indene resins).							
	Foamed and expanded, in logs, sheets, blocks, boards, flakes, granules, powder, shreds, scrap or waste.							
	Polyethylene type	4	14.3	14.3	25	9.5	14.3	
	January 1, 1986		14.1	14.1	25	9.0	14.1	
	January 1, 1987		13.9	13.9	25	9.0	13.9	

N.o.p. - Not otherwise provided for

Tariff Arrangements and Foreign Countries of Export:

Countries which benefit from the Most Favoured Nation tariff treatment: United States, Federal Republic of Germany, Taiwan, France  
 Country which benefits from the Most Favoured Nation or General System of Preference\*: Hong Kong

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) 954-7018

\* NOTE: In order to qualify for the General System of Preference, a special certificate of origin is required.

PART A: GYMNASIUM EQUIPMENT AND PARTS

VALUE OF IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT AND PROVINCE OF CLEARANCE

1985

<u>Foreign Country of Export</u>	<u>CANADA</u>	<u>NFLD</u>	<u>P.E.I.</u>	<u>N.S.</u>	<u>N.B.</u>	<u>QUE</u>	<u>ONT</u>	<u>MAN</u>	<u>SASK</u>	<u>ALTA</u>	<u>B.C.</u>
UNITED STATES Value (\$000)	2 792	49	0	3	0	259	1 257	424	16	400	383
FEDERAL REPUBLIC OF GERMANY Value (\$000)	429	0	0	0	3	0	419	0	0	0	6
TAIWAN Value (\$000)	351	0	0	0	0	27	164	0	0	23	137
FRANCE Value (\$000)	60	0	0	0	0	59	1	0	0	0	0
HONG KONG Value (\$000)	57	0	0	0	0	0	57	0	0	0	0
OTHER Value (\$000)	98	0	0	0	1	0	81	0	1	0	14
TOTAL Value (\$000)	3 787	49	0	3	4	345	1 979	424	17	423	540

PART A: GYMNASIUM EQUIPMENT AND PARTS

CANADIAN IMPORTERS

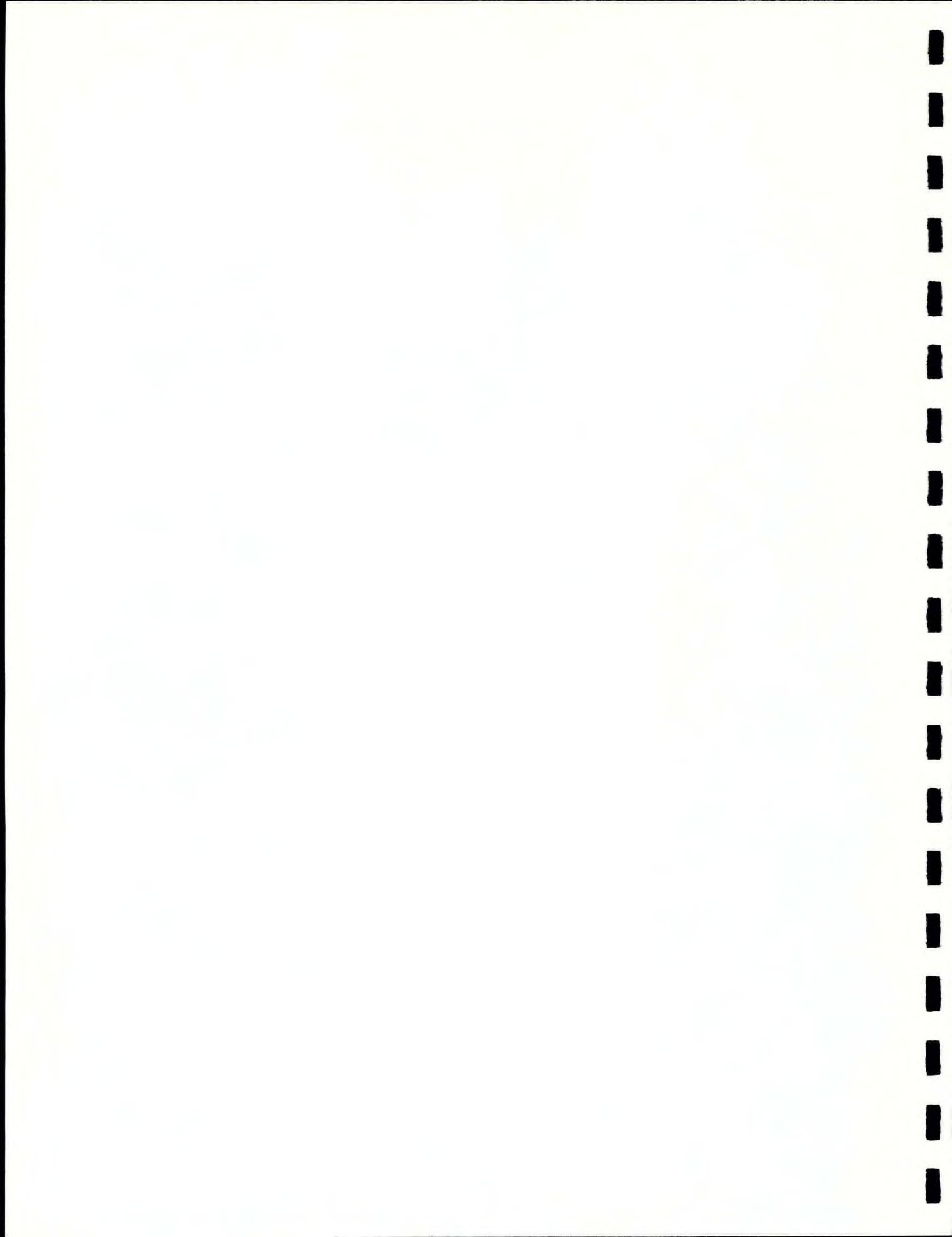
Importers of gymnasium equipment and parts during 1985, as indicated in this report, are listed below in alphabetical order. This list includes all importers except individuals and a minimal number of importers whose names were not available.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
A M F Canada Ltd.	Guelph, Ont.	J A Preston of Canada Limited	Mississauga, Ont.
Athletes Wear Co. Ltd.	Winnipeg, Man.	Jack Watson Sports Inc.	Markham, Ont.
Beta Electronics Ltd.	Edmonton, Alta.	K Mart Canada Ltd.	Brampton, Ont.
Bionetics Ltd.	St-Laurent, Qué.	Kelsey School Division 45	The Pas, Man.
Brock University	St. Catharines, Ont.	Kodiak Industries Ltd.	Winnipeg, Man.
Campbell Soup Co. Ltd.	Toronto, Ont.	Les Entreprises S R Potten	
Canadian Tire Corporation Ltd.	Toronto, Ont.	Enterprises Ltée	Oorval, Qué.
Cardon Rehabilitation Products		Magnatrim Equipment Inc.	Montréal, Qué.
Div. of Intra-Med Industries		Mount Allison University	Sackville, N.B.
Ltd.	Mississauga, Ont.	N C Cameron & Sons Ltd	Toronto, Ont.
Centaur Products Inc.	Burnaby, B.C.	Natural Source Products Inc.	Kelowna, B.C.
Champlain Regional College	Sherbrooke, Qué.	O G D Outdoor Gear Ltd.	St-Laurent, Qué.
Club Nautilus d'Anjou Inc.	Brossard, Qué.	Outwest Sports Ltd.	Pincher Creek, Alta.
Consumers Distributing Co.		Oxford Development Group Ltd	
Ltd.	Rexdale, Ont.	(Eastern Canada Oiv.)	Toronto, Ont.
Oiet Centre Inc.	Calgary, Alta.	Queens University	Kingston, Ont.
Oizard of Canada Ltd.	Toronto, Ont.	Raymond (1973) Ltée	Anjou, Qué.
Oow Chemical Canada Inc.	Sarnia, Ont.	Régent St-Pierre Inc.	Montréal, Qué.
Équipement de Physiothérapie		Roblin Sporting Goods Ltd.	Winnipeg, Man.
P Gélinas Ltée	Westmount, Qué.	Simpsons-Sears Ltd.	Toronto, Ont.
FVJ Import Sales Ltd	Oakville, Ont.	Slick Fashions Accessories	
Fitnessland Inc.	Thornhill, Ont.	(1980) Inc.	Toronto, Ont.
Frantisi Inc.	Willowdale, Ont.	Southeastern Commonwealth	
Freedom Sports Limited	North Vancouver,	Orilling Ltd.	Halifax, N.S.
	B.C.	Strong Enterprises Ltd.	Mississauga, Ont.
Frikon Industries Ltd.	Mississauga, Ont.	Team Skyline Sports Ltd.	North Vancouver, B.C.
Gagnon Sports Inc.	Montréal, Qué.	Techno Sport Québec Inc.	Ste-Foy, Qué.
General Mills Canada Inc.	Rexdale, Ont.	Tellabs Communications	
Gold's Gym O/B Erbro Fitness		Canada Ltd.	Mississauga, Ont.
Inc.	Kitchener, Ont.	The Corp. of the Pres. Church	
Granite Club Ltd.	Willowdale, Ont.	of Jesus Christ of Latter	
Guy Massicotte Sports Inc.	Québec, Qué.	Day Sts.	Salt Lake City, UT,
Gymnasium & Health Equipment			U.S.A.*
Ltd.	Markham, Ont.	The Workers Compensation Bd.	
Haidaway Buildings Systems		Province of Alberta	Edmonton, Alta.
Ltd.	Vancouver, B.C.	Unilux Manufacturing Co. Inc.	Woodridge, Ont.
Hasbro Industries (Canada)		Universal Package Corporation	Mount Royal, Qué.
Ltd.	Longueuil, Qué.	Universal Sales Agency, O/B	
Hussey Seating Co. (Canada)		Universco Ltd.	Toronto, Ont.
Ltd.	Toronto, Ont.	University of Manitoba	Winnipeg, Man.
International Correspondence		Venco Products Ltd.	Richmond, B.C.
Schools Canadian Ltd.	Montréal, Qué.	Vic Tanny Int'l. Inc.	Oetroit, MI, U.S.A.*
Irwin Toy Limited	Toronto, Ont.		

CANADIAN IMPORTERS (CONT'D)

<u>Name</u>	<u>Address</u>
Weider Équipment de Sport Cie Ltée	Montréal, Qué.
West Bend of Canada, Div. of Dart Industries Can. Ltd.	Barrie, Ont.
Western Fitness Equipment Ltd.	Saskatoon, Sask.
Wicor Canada Inc., Pump & Filtration Div.	Mississauga, Ont.
Wintergreen Communications Ltd.	Concord, Ont.
Wynne Bio Medical Ltd.	New Dundee, Ont.
York Barbell Co. Ltd.	Oakville, Ont.

\* Non-resident importer



PART B

EXERCISING AND HEALTH STUDIO  
EQUIPMENT AND PARTS (82-87)





PART B: EXERCISING AND HEALTH STUDIO  
EQUIPMENT AND PARTS

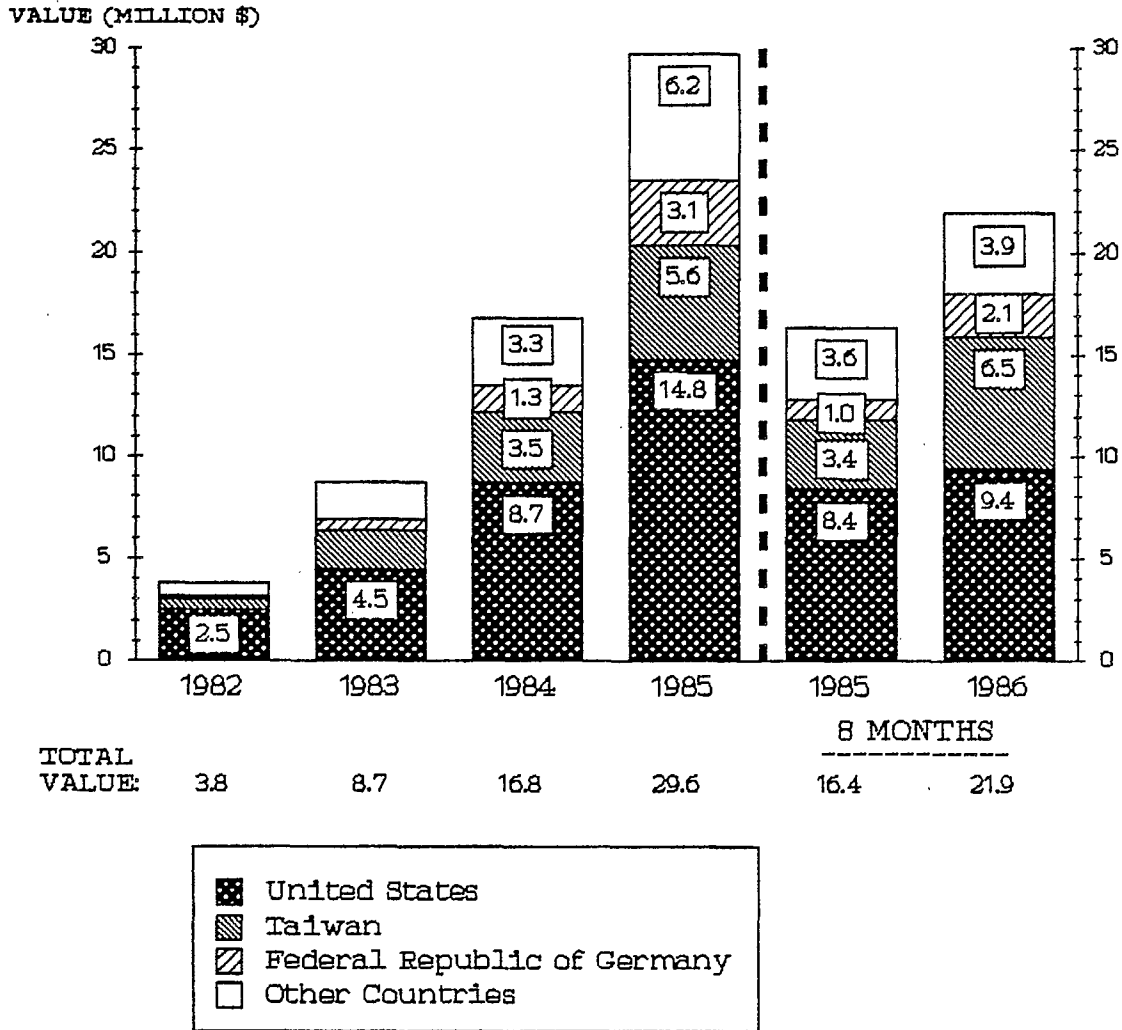
SCOPE

Import commodity codes analyzed in this part of the report are summarized as follows according to the Canadian International Trade Classification (C.I.T.C.). All tables in this part, unless otherwise indicated, consist of data for the combined total of the following five commodity codes.

<u>CODE</u>	<u>DESCRIPTION</u>
832 81 21	BARBELL AND DUMBELL SETS
832 81 31	EXERCYCLES
832 81 33	ROWING MACHINES
832 81 88	EXERCISE AND HEALTH STUDIO EQUIPMENT PARTS, NOT ELSEWHERE SPECIFIED
832 81 89	EXERCISE AND HEALTH STUDIO EQUIPMENT, NOT ELSEWHERE SPECIFIED

**PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS**

**IMPORT TRENDS: OVERVIEW**



From 1982 to 1985, imports of exercising and health studio equipment and parts increased at an average annual rate of 99 per cent. They grew from \$3.8 million in 1982, to \$29.6 million in 1985.

During the first eight months of 1986, imports of exercising and health studio equipment and parts grew by 33 per cent when compared to the first eight months of 1985. During the period January to August 1986, imports totalled \$21.9 million.

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

VALUE OF IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

Foreign Country of Export	1982	1983	1984	1985	Average Annual Growth Rate	Per cent Change	8-Month Imports	
					1982-1985	1984-1985	Jan. - Aug. 1985	1986
					%	%		
UNITED STATES Value (\$000)	2 479	4 474	8 743	14 784	81	69	8 432	9 445
TAIWAN Value (\$000)	479	1 884	3 547	5 630	127	59	3 447	6 454
FEDERAL REPUBLIC OF GERMANY Value (\$000)	217	526	1 276	3 055	141	139	1 040	2 143
REPUBLIC OF KOREA Value (\$000)	109	185	440	1 188	122	170	448	1 261
HONG KONG Value (\$000)	18	0	818	1 040	287	27	530	818
OTHER Value (\$000)	485	1 619	1 993	3 942	101	98	2 522	1 747
<b>TOTAL</b> Value (\$000)	<b>3 787</b>	<b>8 688</b>	<b>16 817</b>	<b>29 639</b>	<b>99</b>	<b>76</b>	<b>16 419</b>	<b>21 868</b>

During the period 1982 to 1985, the United States was the major exporter to Canada of exercising and health studio equipment and parts, accounting for at least 50 per cent of the imports. However, Taiwan increased its share of the import market from 13 per cent in 1982 to 19 per cent in 1985, and 30 per cent during the period January to August, 1986. Between 1982 and 1985, the Federal Republic of Germany increased its share of the import market from 6 to 10 per cent.

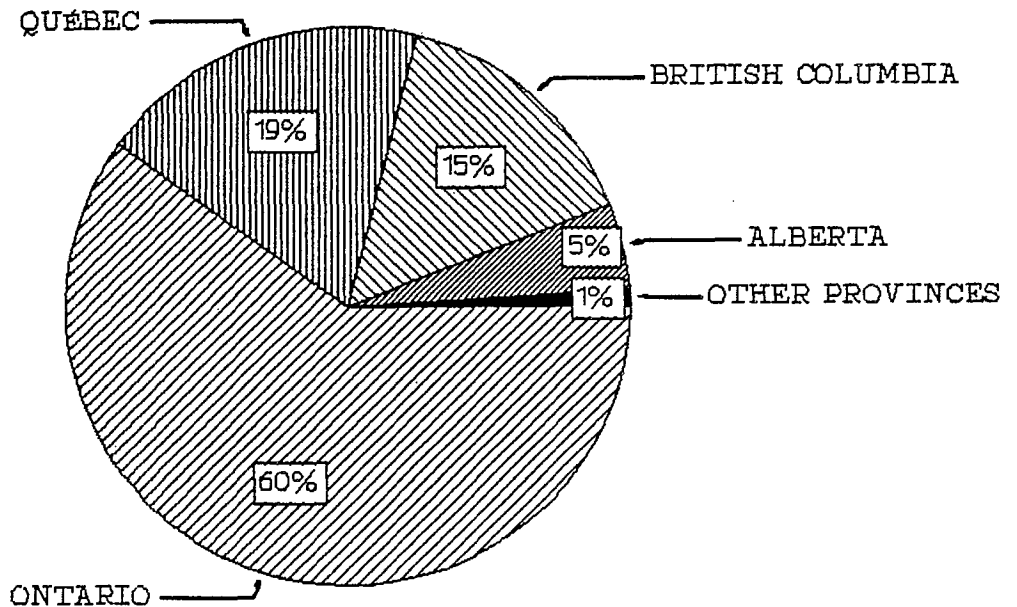
For the first eight months of 1986, imports of exercising and health studio equipment and parts from Taiwan increased by \$3 million, or 87 per cent over the corresponding period of 1985, followed by the Federal Republic of Germany (\$1.1 million, or 106 per cent), and the U.S. (\$1 million, or 12 per cent).

For more detailed data on imports by major foreign country of export for individual products within this group see appendices A1 through A5, pages 36 through 40.

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

VALUE OF IMPORTS BY PROVINCE OF CLEARANCE

1985



100% = \$29.6 million

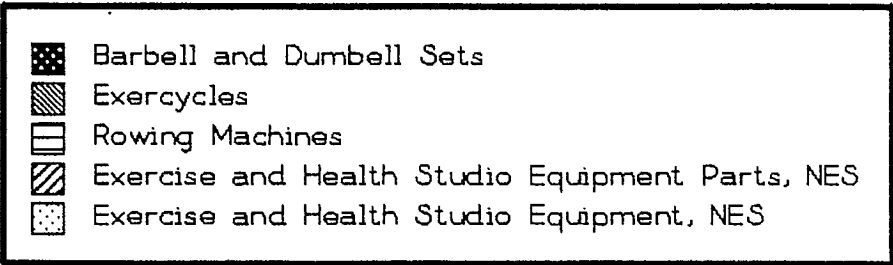
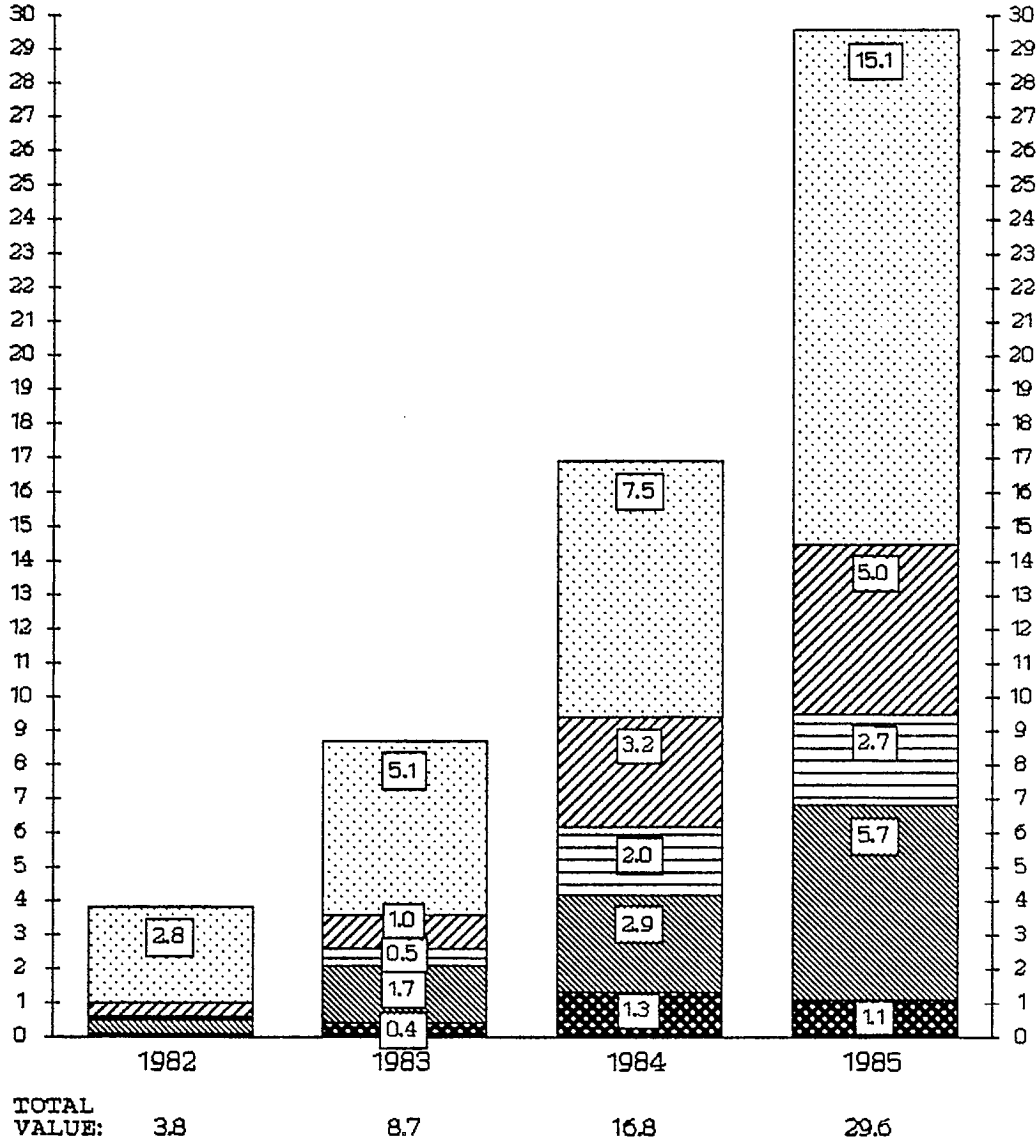
In 1985, the principal province of clearance of the imports of exercising and health studio equipment and parts was Ontario. This province represented \$17.7 million, or 60 per cent of the import total. The next ranking province of entry was Québec, with \$5.5 million, or 19 per cent of the total, followed by British Columbia (\$4.3 million, or 15 per cent), Alberta (\$1.6 million, or five per cent), and the remaining provinces (\$0.5 million, or one per cent).

NOTE: For more information on imports by major foreign countries of export and provinces of clearance, see Appendix C, page 42.

**PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS**

**IMPORT TRENDS: BY TYPE**

VALUE (MILLION \$)



PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

IMPORT TRENDS: BY TYPE (CONT'D)

C.I.T.C. Commodity Code	Description	1982	1983	1984	1985	Average Annual Growth Rate 1982-1985 %	Major Country of Export		8-Month Imports	
							1985 Value (\$000)	Per Cent of Total %	Jan. - Aug. 1985	1986
832 81 21	Barbell and Dumbell Sets Value (\$000)	55	425	1 252	1 130	174	Taiwan 688	61	565	741
832 81 31	Exercycles Value (\$000)	411	1 653	2 860	5 694	140	United States 1 719	30	3 174	4 346
832 81 33	Rowing Machines Quantity (No.) Value (\$000)	1 230 121	6 180 528	23 648 2 039	34 568 2 718	204 182	United States 1 340		22 775 1 563	34 987 3 351
832 81 88	Exercise and Health Studio Equipment Parts, Not Elsewhere Specified Value (\$000)	391	950	3 158	4 983	134	United States 2 772	56	2 765	3 973
832 81 89	Exercise and Health Studio Equipment, Not Elsewhere Specified Value (\$000)	2 809	5 132	7 508	15 114	75	United States 8 825	58	8 352	9 457
TOTAL							United States			
	Value (\$000)	3 787	8 688	16 817	29 639	99	14 784	50	16 419	21 868

Overall, the most prominent product category was exercise and health studio equipment, not elsewhere specified, which accounted for 51 per cent of the total import value in 1985, followed by exercycles (19 per cent) and exercise and health studio equipment parts, not elsewhere specified (17 per cent).

In 1985, the United States was the main country of export to Canada for four of the five categories of products under study. Taiwan, however, was dominant in exports of barbell and dumbell sets, accounting for 61 per cent of the total value of imports in 1985.

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

BARBELL AND DUMBELL SETS

IMPORT MARKET CONCENTRATION  
(BY % OF TOTAL 1985 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>	<u>Top 15</u> <u>Importers</u>
56	67	71

The 10 major importers of  barbells and dumbells  accounted for \$0.8 million, or 67 per cent of the total imports. Five of these companies were retailers, three wholesalers and two manufacturers. Seven of the ten companies were located in Ontario.

NOTE: "Top importers" are the known importers with the largest imports by value in 1985.

BARBELL AND DUMBELL SETS

TYPE AND LOCATION OF THE TOP 23 KNOWN IMPORTERS - 1985  
(73% OF TOTAL IMPORT VALUE)

	<u>MANUFACTURERS</u>		<u>WHOLESALEERS</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	4	416	2	205*	6	111	1	-	13	-
Québec	-	-	1	-	3	31	1	11**	5	823**
Western Provinces	-	-	3	49	-	-	2	-	5	-
Atlantic Provinces	-	-	-	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>4</b>	<b>416</b>	<b>6</b>	<b>254</b>	<b>9</b>	<b>142</b>	<b>4</b>	<b>11</b>	<b>23</b>	<b>823</b>
Per cent of 1985 Total Value		37%		22%		13%		1%		73%

\* Ontario and Québec aggregated to preserve confidentiality.

\*\* Ontario, Québec and Western Provinces aggregated to preserve confidentiality.

There were at least 38 importers of  barbell and dumbell sets  in 1985. The total value of imports for all importers equalled \$1.1 million. The top 23 importers accounted for \$832 000 or 73 per cent of the total import value. Of these 23 importers, four were manufacturers representing \$416 000 or 37 per cent of the total, six were wholesalers accounting for \$254 000 or 22 per cent of the total imports, and nine were retailers with \$142 000 or 13 per cent of the total imports.



PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

EXERCYCLES

IMPORT MARKET CONCENTRATION  
(BY % OF TOTAL 1985 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>	<u>Top 15</u> <u>Importers</u>
37	56	66

In 1985, the 10 major importers accounted for \$3.2 million, or 56 per cent of the total imports. Of these companies, four were retailers, of whom three were department stores. Of the ten major importers, three were manufacturers, and two were wholesalers. Seven of the top ten importers were located in Ontario.

NOTE: "Top importers" are the known importers with the largest imports by value in 1985.

EXERCYCLES

TYPE AND LOCATION OF THE TOP 20 KNOWN IMPORTERS - 1985  
(73% OF TOTAL IMPORT VALUE)

	<u>MANUFACTURERS</u>		<u>WHOLESALEERS</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	4	723	2		5	1 723**	3	268	14	2 290
Québec	-	-	1	944*	1		-	-	2	1 368***
Western Provinces	-	-	1		-	-	-	-	1	
Atlantic Provinces	-	-	-	-	-	-	-	-	-	-
Non-resident Importers	-	-	-	-	-	-	3	484	3	484
<b>TOTAL</b>	<b>4</b>	<b>723</b>	<b>4</b>	<b>944</b>	<b>6</b>	<b>1 723</b>	<b>6</b>	<b>753</b>	<b>20</b>	<b>4 142</b>

Per cent of 1985

Total Value	13%	17%	30%	13%	73%
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\* Ontario, Québec and Western Provinces aggregated to preserve confidentiality.

\*\* Ontario and Québec aggregated to preserve confidentiality.

\*\*\* Québec and Western Provinces aggregated to preserve confidentiality.

There were at least 95 importers of exercycles in 1985. The total value of imports for all importers equalled \$5.7 million. The top 20 importers accounted for \$4.1 million, or 73 per cent of the total import value. Of these 20 importers, six were retailers, of whom three were department stores accounting for \$1.2 million, or 22 per cent of the total import value. Four were manufacturers representing \$723 000, or 13 per cent, and four were wholesalers representing \$944 000, or 17 per cent of the total import value.

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

ROWING MACHINES

IMPORT MARKET CONCENTRATION  
(BY % OF TOTAL 1985 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>	<u>Top 15</u> <u>Importers</u>
41	59	68

Ten companies importing rowing machines accounted for \$1.6 million, or 59 per cent of the total imports in 1985. Of these importers, there were five retailers, of whom three were department stores. Four of the ten major importers were wholesalers, and one was a manufacturer. Seven of the top ten were located in Ontario.

NOTE: "Top importers" are the known importers with the largest imports by value in 1985.

ROWING MACHINES

TYPE AND LOCATION OF THE TOP 21 KNOWN IMPORTERS - 1985  
(74% OF TOTAL IMPORT VALUE)

	<u>MANUFACTURERS</u>		<u>WHOLESALEERS</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	3	268	3	178	6	843	1		13	
Québec	-	-	1	448*	1	143*	1	143**	3	1 638***
Western Provinces	-	-	2		2		1		5	385
Atlantic Provinces	-	-	-	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>3</b>	<b>268</b>	<b>6</b>	<b>625</b>	<b>9</b>	<b>987</b>	<b>3</b>	<b>143</b>	<b>21</b>	<b>2 023</b>

Per cent of 1985

Total Value	10%	23%	36%	5%	74%
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\* Québec and Western Provinces aggregated to preserve confidentiality.

\*\* Ontario, Québec and Western Provinces aggregated to preserve confidentiality.

\*\*\* Ontario and Québec aggregated to preserve confidentiality.

There were at least 49 importers of rowing machines in 1985. The total value of imports for all importers equalled \$2.7 million. The top 21 importers accounted for \$2 million, or 74 per cent of the total import value. Of these 21 importers, nine were retailers, of which four were department stores accounting for \$664 000, or 24 per cent of the total import value; and four were sporting goods stores and bicycle shops. Six of the top 21 importers were wholesalers, of which three were wholesalers of sporting and recreational goods and supplies accounting for \$450 000, or 18 per cent of the import total.

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

EXERCISE AND HEALTH STUDIO EQUIPMENT PARTS, NES

IMPORT MARKET CONCENTRATION  
(BY % OF TOTAL 1985 VALUE)

<u>Top 5 Importers</u>	<u>Top 10 Importers</u>	<u>Top 15 Importers</u>
64	72	75

Seventy-two per cent, or \$3.6 million, of the total imports were imported by 10 companies. Of these importers, seven were manufacturers and three were retailers. Six of the ten major importers were located in Ontario and three in Québec.

NOTE: "Top importers" are the known importers with the largest imports by value in 1985.

EXERCISE AND HEALTH STUDIO EQUIPMENT PARTS, NES

TYPE AND LOCATION OF THE TOP 20 KNOWN IMPORTERS - 1985  
(76% OF TOTAL IMPORT VALUE)

	<u>MANUFACTURERS</u>		<u>WHOLESALEERS</u>		<u>RETAILERS</u>		<u>OTHER</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>	<u>No. of Importers</u>	<u>Value (\$000)</u>
Ontario	4	865	-	-	3	1 241**	2	50**	9	1 938
Québec	3	1 497	2	148*	1		1		7	1 863*
Western Provinces	-	-	4		-	-	-	-	4	
Atlantic Provinces	-	-	-	-	-	-	-	-	-	-
<b>TOTAL</b>	<b>7</b>	<b>2 362</b>	<b>6</b>	<b>148</b>	<b>4</b>	<b>1 241</b>	<b>3</b>	<b>50</b>	<b>20</b>	<b>3 801</b>
Per cent of 1985										
Total Value		47%		3%		25%		1%		76%

\* Québec and Western Provinces aggregated to preserve confidentiality.

\*\* Ontario and Québec aggregated to preserve confidentiality.

There were at least 69 importers of exercise and health studio equipment parts in 1985. The total value of imports for all importers equalled \$5 million. The top 20 importers accounted for \$3.8 million, or 76 per cent of the total import value. Of the top 20 importers, seven were manufacturers, of which four produced sporting and athletic goods, motorcycles, bicycles and parts, accounting for \$1.4 million, or 27 per cent of the total imports. Four of the top 20 importers were retailers (of which three were department stores) accounting for \$1.2 million, or 25 per cent of the total imports.

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

EXERCISE AND HEALTH STUDIO EQUIPMENT, NES

IMPORT MARKET CONCENTRATION  
(BY % OF TOTAL 1985 VALUE)

<u>Top 5</u> <u>Importers</u>	<u>Top 10</u> <u>Importers</u>	<u>Top 15</u> <u>Importers</u>
42	52	59

Ten major importers accounted for \$7.9 million, or 52 per cent of the total imports in 1985. Of these 10 companies, three were wholesalers, two were manufacturers and two retailers.

NOTE: "Top importers" are the known importers with the largest imports by value in 1985.

EXERCISE AND HEALTH STUDIO EQUIPMENT, NES

TYPE AND LOCATION OF THE TOP 20 KNOWN IMPORTERS - 1985  
(63% OF TOTAL IMPORT VALUE)

	<u>MANUFACTURERS</u>		<u>WHOLESALEERS</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	4	1 179	2		4		2		12	7 404
Québec	-	-	1	2 131*	1	4 545*	1	1 678**	3	
Western Provinces	-	-	1		1		2		4	2 129***
Atlantic Provinces	-	-	-	-	-	-	-	-	-	-
Non-Resident Importer	-	-	-	-	-	-	1		1	
<b>TOTAL</b>	<b>4</b>	<b>1 179</b>	<b>4</b>	<b>2 131</b>	<b>6</b>	<b>4 545</b>	<b>6</b>	<b>1 678</b>	<b>20</b>	<b>9 533</b>

Per cent of 1985

Total Value	8%	14%	30%	11%	63%
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\* Ontario, Québec and Western Provinces aggregated to preserve confidentiality.

\*\* Ontario, Québec, Western Provinces and Non-Resident Importers aggregated to preserve confidentiality.

\*\*\* Québec, Western Provinces, and Non-Resident Importers aggregated to preserve confidentiality.

In 1985, there were at least 175 importers of exercise and health studio equipment not elsewhere specified. The total value of imports for all importers equalled \$15.1 million. The top 20 importers accounted for \$9.5 million, or 63 per cent of the total import value. Of these 20 companies, six were retailers, of which three were department stores accounting for \$3.9 million, or 26 per cent of the total imports. Four of the top 20 importers were wholesalers (three of which were wholesalers of sporting and recreational goods and supplies) accounting for \$2.1 million or 14 per cent of the total imports.

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

BARBELL AND DUMBELL SETS

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

<u>Foreign Country of Export</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>Average Annual Growth Rate 1982-1985 %</u>	<u>Per Cent Change 1984-1985 %</u>
TAIWAN Value (\$000)	26	124	376	688	198	83
HONG KONG Value (\$000)	0	0	93	282	N/A	203
UNITED STATES Value (\$000)	29	229	539	128	64	-76
REPUBLIC OF KOREA Value (\$000)	0	71	228	20	N/A	-91
FEDERAL REPUBLIC OF GERMANY Value (\$000)	0	0	10	12	N/A	20
OTHER Value (\$000)	0	1	6	0	N/A	-100
<b>TOTAL</b> Value (\$000)	55	425	1 252	1 130	174	-10

N/A - Not applicable

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

EXERCYCLES

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

<u>Foreign Country of Export</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>Average Annual Growth Rate 1982-1985 %</u>	<u>Per Cent Change 1984-1985 %</u>
UNITED STATES Value (\$000)	138	457	1 039	1 719	132	65
TAIWAN Value (\$000)	11	79	787	1 606	427	104
REPUBLIC OF KOREA Value (\$000)	56	71	90	812	144	802
FINLAND Value (\$000)	72	345	303	412	79	36
HONG KONG Value (\$000)	0	0	119	353	N/A	197
SWEDEN Value (\$000)	0	170	261	301	N/A	15
FEDERAL REPUBLIC OF GERMANY Value (\$000)	63	300	221	171	39	-23
OTHER Value (\$000)	71	231	40	320	65	700
<b>TOTAL</b> Value (\$000)	411	1 653	2 860	5 694	140	99

N/A - Not applicable

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

ROWING MACHINES

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

<u>Foreign Country of Export</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>Unit Price 1986</u> \$	<u>Average Annual Growth Rate 1983-1986</u> %	<u>Per Cent Change 1985-1986</u> %
<b>UNITED STATES</b>							
Quantity (No.)	189	3 036	4 287	8 225		252	92
Value (\$000)	46	269	734	1 340	163	208	83
<b>TAIWAN</b>							
Quantity (No.)	4	1 103	10 572	15 625		1 475	48
Value (\$000)	0	65	630	895	57	N/A	42
<b>FINLAND</b>							
Quantity (No.)	448	1 914	2 729	1 731		57	-37
Value (\$000)	43	176	262	186	107	63	-29
<b>FEDERAL REPUBLIC OF GERMANY</b>							
Quantity (No.)	0	20	4 725	2 313		N/A	-51
Value (\$000)	0	1	361	164	71	N/A	-55
<b>ITALY</b>							
Quantity (No.)	0	0	0	5 152		N/A	N/A
Value (\$000)	0	0	0	54	10	N/A	N/A
<b>OTHER</b>							
Quantity (No.)	589	107	1 335	1 522		37	14
Value (\$000)	32	17	52	79	52	35	52
<b>TOTAL</b>							
Quantity (No.)	1 230	6 180	23 648	34 568		204	46
Value (\$000)	121	528	2 039	2 718	79	182	33

N/A - Not applicable

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

EXERCISE AND HEALTH STUDIO EQUIPMENT PARTS, NES

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

<u>Foreign Country of Export</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>Average Annual Growth Rate 1982-1985 %</u>	<u>Per cent Change 1984-1985 %</u>
UNITED STATES Value (\$000)	175	348	1 289	2 772	151	115
TAIWAN Value (\$000)	37	259	639	665	162	4
JAPAN Value (\$000)	58	244	473	510	106	8
HONG KONG Value (\$000)	0	0	586	347	N/A	-41
FEDERAL REPUBLIC OF GERMANY Value (\$000)	65	47	32	219	50	584
OTHER Value (\$000)	56	52	139	470	103	238
<b>TOTAL</b> Value (\$000)	<b>391</b>	<b>950</b>	<b>3 158</b>	<b>4 983</b>	<b>134</b>	<b>58</b>

N/A - Not applicable



PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

EXERCISE AND HEALTH STUDIO EQUIPMENT, NES

IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

<u>Foreign Country of Export</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>Average Annual Growth Rate 1982-1985 %</u>	<u>Per cent Change 1984-1985 %</u>
UNITED STATES Value (\$000)	2 091	3 171	5 142	8 825	62	72
FEDERAL REPUBLIC OF GERMANY Value (\$000)	89	178	652	2 489	204	282
TAIWAN Value (\$000)	405	1 357	1 115	1 776	64	59
THE NETHERLANDS Value (\$000)	0	8	61	582	N/A	854
DENMARK Value (\$000)	0	121	34	414	N/A	1 118
OTHER Value (\$000)	224	297	504	1 028	66	104
<b>TOTAL</b> Value (\$000)	<b>2 809</b>	<b>5 132</b>	<b>7 508</b>	<b>15 114</b>	<b>75</b>	<b>101</b>

N/A - Not applicable

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

CANADIAN TARIFFS, 1985

Tariff Item	Description	% of Total Import Value (1985)	Tariff Treatment				U.K. and Ireland
			British Prefer- ential Tariff %	Most Favoured Nation Tariff %	General Tariff %	General Prefer- ential Tariff %	
42700-01	Machines, n.o.p., and accessories, attachments, control equipment and tools for use therewith; parts of the foregoing	54	2.5	10.7	35	2.5	9.2
	January 1, 1986		2.5	9.9	35	2.5	9.2
	January 1, 1987		2.5	9.2	35	2.5	9.2
44603-01	Manufactures, articles or wares, of iron or steel or of which iron or steel or both are the component materials of chief value, n.o.p.	32	10.1	12.1	35	8.0	10.2
	January 1, 1986		10.0	11.1	35	7.0	10.2
	January 1, 1987		10.0	10.2	35	6.5	10.2
44524-01	Electric apparatus and complete parts thereof, n.o.p.	6	12.2	12.2	30	8.0	12.2
	January 1, 1986		11.3	11.3	30	7.5	11.3
	January 1, 1987		10.3	10.3	30	6.5	10.3

N.o.p. - Not otherwise provided for

Tariff Arrangements and Foreign Countries of Export:

Countries which benefit from the Most Favoured Nation tariff treatment: United States, Taiwan,  
Federal Republic of Germany

Countries which benefit from the Most Favoured Nation or General System of Preference\*:  
Republic of Korea, Hong Kong

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) 954-7018

\* NOTE: In order to qualify for the General System of Preference, a special certificate  
of origin is required.

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

VALUE OF IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT AND PROVINCE OF CLEARANCE

1985

<u>Foreign Country of Export</u>	<u>CANADA</u>	<u>NFLD</u>	<u>P.E.I.</u>	<u>N.S.</u>	<u>N.B.</u>	<u>QUE</u>	<u>ONT</u>	<u>MAN</u>	<u>SASK</u>	<u>ALTA</u>	<u>B.C.</u>
UNITED STATES Value (\$000)	14 784	11	0	26	24	1 519	9 916	350	19	1 256	1 661
TAIWAN Value (\$000)	5 630	0	0	0	0	990	2 802	0	0	35	1 804
FEDERAL REPUBLIC OF GERMANY Value (\$000)	3 055	0	0	48	0	883	1 345	0	0	260	519
REPUBLIC OF KOREA Value (\$000)	1 188	0	0	0	39	89	990	0	0	0	70
HONG KONG Value (\$000)	1 040	0	0	0	0	302	722	0	0	4	12
OTHER Value (\$000)	3 942	0	0	0	0	1 713	1 930	0	0	17	279
<b>TOTAL</b> Value (\$000)	29 639	11	0	74	63	5 496	17 705	350	19	1 572	4 345

PART B: EXERCISING AND HEALTH STUDIO EQUIPMENT AND PARTS

CANADIAN IMPORTERS

Importers of exercising and health studio equipment and parts during 1985, as indicated in this report, are listed below in alphabetical order. This list includes all importers except individuals and a minimal number of importers whose names were not available. The numbers in brackets following the names of the importers indicate the specific types of exercising and health studio equipment and parts they are importing as follows: (1) Barbell-Dumbbell sets; (2) Exercycles; (3) Rowing Machines; (4) Exercise and Health Studio Equipment Parts, NES; (5) Exercise and Health Studio Equipment, NES.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
1858 4664 Québec Inc. Centre Cond. Phys. Polar Enrg.(5)	Longueuil, Qué.	Bicyclette Universelle Ltée(2)	Montréal, Qué.
21st Century Health Spa Western Ltd.(2)(4)	Winnipeg, Man.	Bill Lynch Shows Ltd.(5)	Halifax, N.S.
301776 Alberta Ltd. O/P AS Healthcare & Rehab Specialties(5)	Edmonton, Alta.	Bingo Press & Specialty Ltd.(5)	King City, Ont.
526187 Ontario Ltd.(1)(2)(3)(5)	Mississauga, Ont.	Bionetics Ltd.(5)	St-Laurent, Qué.
A M F Canada Limited(1)(2)(3) (4)(5)	Guelph, Ont.	Biosig Instruments Inc.(4)	Montréal, Qué.
A M G Sales Agency Inc.(5)	Montréal, Qué.	Bronzage U-Nic Inc.(5)	Longueuil, Qué.
AVP Extrusions Limited(5)	Newcastle, Ont.	Bryjon Enterprises Ltd.(2)(3)(5)	Winnipeg, Man.
Acorn Trading Co. Ltd.(3)	Markham, Ont.	Budget Promotion Co. Ltd.(5)	Burnaby, B.C.
Adelaide Club O/B Wingback Enterprises Limited(2)	Toronto, Ont.	C R S Sports Ltd.(2)(3)(5)	Edmonton, Alta.
Alliance Ro-Na Home Inc.(2)(3)	St. Jacobs, Ont.	Calgary Board of Education(2)	Calgary, Alta.
Ammundsen Medical Supply Ltd.(4)(5)	Vancouver, B.C.	Calgary General Hospital Emp. Savings & Credit Union Ltd.(2)	Calgary, Alta.
Aqua-Tech Pools Ltd.(1)	Winnipeg, Man.	Camaray Distributors Ltd.(5)	Vancouver, B.C.
Aquiform Distributors Ltd.(4)	Richmond, B.C.	Campbell Soup Co. Ltd. (4)(5)	Toronto, Ont.
Ardmore Golf Course Ltd.(4)(5)	Sidney, B.C.	Canadian Compact Inc.(1)(5)	Weston, Ont.
Atec Marketing Limited(5)	Ancaster, Ont.	Canadian Exim, A Div. of Canadian Eximall Corp. Limited(2)	Mississauga, Ont.
Athlétimonde Inc.(5)	Montréal, Qué.	Canadian General Electric Co. Ltd.(5)	Toronto, Ont.
Auberge Gray Rocks Ltée(2)(5)	St-Jovite, Qué.	Canadian Mr. Sweeper Inc.(5)	Burnaby, B.C.
Audax Production Canada Inc.(4)	Chambly, Qué.	Canadian Tire Corporation Ltd.(2)(4)(5)	Toronto, Ont.
B C Lions Football Club(2)	Surrey, B.C.	Canadiana Outdoor Products Inc.(2)(4)	Willowdale, Ont.
Backman Auto & Bicycle Accessory Company(2)	Montréal, Qué.	Carl Management Ltd.(5)	Calgary, Alta.
Bel O Sol Solariums (Canada) Inc.(4)	Toronto, Ont.	Carter Mapping 1979 Ltd.(2)	Calgary, Alta.
Belcourt Construction Company Ltd.(5)	Dollard des Ormeaux, Qué.	Carter Pontiac Buick Ltd.(1)	Burnaby, B.C.
Bermuda Tan Inc.(4)(5)	Toronto, Ont.	Centaur Products Inc.(2)(3)(4)(5)	Burnaby, B.C.
Bernard Monastesse Inc.(5)	Montréal, Qué.	Cheungs Taekwondo Inc.(2)	Brampton, Ont.
Bernard Young & Company Ltd.(5)	Toronto, Ont.	Club Nautilus d'Anjou Inc.(2)(4)(5)	Brossard, Qué.
Beta Electronics Ltd.(1)	Edmonton, Alta.	Collegiate Arlington Sports, Div. of Imasco Retail Inc.(5)	Scarborough, Ont.
Betz Pools Limited(4)	Stouffville, Ont.	Commonwealth Holiday Inns of Canada Limited(5)	London, Ont.
		Consumers Distributing Co. Ltd.(1)(2)(5)	Rexdale, Ont.

CANADIAN IMPORTERS (CONT'D)

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
Continental Cosmetics & Equipment Co. Ltd.(5)	Downsview, Ont.	Golds Gym, O/B Erbro Fitness Inc.(5)	Kitchener, Ont.
Continental Pharma Cryosan Inc.(5)	Montréal, Qué.	Government of Alberta (2)(5)	Edmonton, Alta.
Corma Inc.(5)	Concord, Ont.	Great West Life Assurance Co.(5)	Winnipeg, Man.
Cosmos Products Inc.(1)(5)	Richmond, B.C.	Great West Spa & Hot Tub Ltd.(5)	Richmond, B.C.
Cupolo Limited(5)	Niagara Falls, Ont.	Greenhills Funland Limited(5)	Lambeth, Ont.
Custom Trim Ltd.(2)	Waterloo, Ont.	Gymnasium & Health Equipment Ltd.(5)	Markham, Ont.
Cycle Tech Canada Ltd.(4)	Calgary, Alta.	H E R O Mfg. Co. Ltd.(2)	Burnaby, B.C.
David Fitness Equipment Limited(5)	Oshawa, Ont.	Haida Distributors Ltd.(4)	Vancouver, B.C.
Delta International Marketing Ltd.(2)(5)	Rosswell GA, USA*	Haidaway Buildings Systems Ltd.(3)(4)(5)	Vancouver, B.C.
Department of National Defence(2)(4)	Ottawa, Ont.	Hallam Sporting Goods Ltd.(4)	Willowdale, Ont.
Diet Centre Inc.(2)(5)	Calgary, Alta.	Hamilton Squash Club, O/B Ovorum Inc.(4)	Hamilton, Ont.
Diversified Products of Canada Ltd.(1)(5)	Kitchener, Ont.	Holiday Fitness Ltd.(2)(4)(5)	Ottawa, Ont.
Dizard of Canada Ltd.(5)	Toronto, Ont.	Homtronix Industries Ltd.(1)(2)(3)(5)	Vancouver, B.C.
Dodd & Richardson Limited(2)(5)	Toronto, Ont.	Howard S White Ltd.(5)	Toronto, Ont.
East West Market Exchange of Canada Inc.(5)	Mississauga, Ont.	Hudsons Bay Company(1)(3)(5)	Toronto, Ont.
Équipement de Physiothérapie P. Gélinas Ltée(5)	Westmount, Qué.	Hussey Seating Co. (Canada) Ltd(5)	Toronto, Ont.
Esthetic and Beauty Supply Service, Div. 537500 Ontario Limited(4)(5)	Don Mills, Ont.	Hydra-Gym Canada Ltd.(2)(3)(5)	Sherwood Park, Alta.
Evolution Audio Limited(5)	Burlington, Ont.	Hydro Electric Power Commission(4)(5)	Milverton, Ont.
Excavation Nadeau et Fils Inc.(5)	Pintendre, Qué.	Ideal Distributors Ltd.(4)(5)	Vancouver, B.C.
Exerciseurs Pro-Fit Canada Inc.(4)(5)	St-Georges, Qué.	Ideal Mold Corporation Ltd.(2)	Windsor, Ont.
F W Woolworth Company Ltd.(2)(3)	Weston, Ont.	International Correspondence Schools Canadian Ltd.(1)	Montréal, Qué.
FVJ Import Sales Ltd.(1)(2)(5)	Oakville, Ont.	Interwood Marketing Limited(5)	Brampton, Ont.
Fabutan of Alberta Ltd.(4)(5)	Edmonton, Alta.	J A Preston of Canada Limited(2)(4)(5)	Mississauga, Ont.
Fitnessland Inc.(1)(2)(3)(4)(5)	Thornhill, Ont.	Jack Watson Sports Inc.(2)(3)(4)(5)	Markham, Ont.
Forum de Montréal(5)	Montréal, Qué.	Jana & Company(2)(3)	Vancouver, B.C.
Fred Deeley Cycles Ltd.(2)	Richmond, B.C.	Jay Norris Canada Inc.(2)(3)(5)	St-Léonard, Qué.
Fred Martin Agencies Ltd.(2)(3)(5)	Winnipeg, Man.	Jelinek Sports, Division of Canadian Corporate Mgmt. Co. Ltd.(2)	Oakville, Ont.
Frikon Industries Ltd.(1)(3)(5)	Mississauga, Ont.	Jewish Rehabilitation Hospital(5)	Chomedey, Qué.
Gabriel of Canada Limited(5)	Toronto, Ont.	Jimbody Électrostimulateur Inc.(5)	Verdun, Qué.
Gainor Medical Canada Ltd.(1)	Edmonton, Alta.	K Marc Canada Ltd.(1)(2)(5)	Brampton, Ont.
General Mills Canada Inc.(1)(2)(3)(5)	Rexdale, Ont.	Kimberley Clark of Canada Ltd.(1)(4)	Rexdale, Ont.
Genesport Industries Ltd.(5)	Montréal, Qué.	Kinney Shoes of Canada Ltd.(5)	Weston, Ont.
Giant Yellowknife Mines Ltd.(2)	Yellowknife, N.W.T.		
Global Gym & Fitness Equipment Ltd.(2)(4)(5)	Weston, Ont.		

CANADIAN IMPORTERS (CONT'D)

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
L'Intégral Distribution Inc.(4)(5)	St-Hubert, Qué.	Olympia Sports Products Inc., C/O/B Universal Fitness Products(2)(4)	Plainview, NY, U.S.A.*
Le Club de Hockey les Nordiques Inc.(2)	Toronto, Ont.	Omnitrose Ltd.(4)(5)	Scarborough, Ont.
Léo Cycle Sports Ltée(2)	Montréal, Qué.	Ontario Store Fixtures Inc.(2)	Weston, Ont.
Les Distributions Muralex Inc.(2)(4)(5)	St-Laurent, Qué.	Outwest Sports Ltd.(2)(3)	Pincher Creek, Alta.
Les Entreprises Donald Berman Ltée(5)	Montréal, Qué.	Oxford Development Group Ltd. (Eastern Canada Div.)(2)	Toronto, Ont.
Lethbridge Community College(5)	Lethbridge, Alta.	Panduit (Canada) Limited(2)	Markham, Ont.
M A Henry Limited(1)(5)	Dundas, Ont.	Parkwood Hospital(1)(5)	London, Ont.
MTD Products Canada, O/P by SEHL Engineering Limited(2)	Kitchener, Ont.	Paulee Universal Bench Canada Ltd.(5)	Willowdale, Ont.
Magnatrim Equipment Inc.(2)(3)(5)	Montréal, Qué.	Phase Three Audio Ltd.(2)	Toronto, Ont.
Marie Anne Novelties Incorporé(3)	Montréal, Qué.	Physio E R P Ltée(1)	Montréal, Qué.
Marksport Agencies Ltd.(1)(2)(3)(4)(5)	Vancouver, B.C.	Pocklington Financial Corp. Ltd.(5)	Edmonton, Alta.
Matrox Electronic System Ltd.(5)	Dorval, Qué.	Pollack Sporting Goods Ltd.(5)	Toronto, Ont.
McCoy Foundry Company, OP by Archie McCoy (Hamilton) Ltd.(5)	Troy, Ont.	Prairie Medical Ltd.(2)	Edmonton, Alta.
Medtronic of Canada Ltd.(5)	Mississauga, Ont.	Preston Health Equipment Co.(2)(3)(4)(5)	Montréal, Qué.
Methot Sales Ltd.(4)	Ottawa, Ont.	Procycle Inc.(4)	St-Georges Est, Qué.
Metropolitan General Hospital(5)	Windsor, Ont.	Quality Craft Importers Ltd.(5)	Vancouver, B.C.
Mico Machinery Ltd.(3)(5)	Vancouver, B.C.	R H MacFarland Ltd.(5)	Halifax, N.S.
Misericordia Hospital(2)	Edmonton, Alta.	R X Soleil Inc.(2)(4)	Montréal, Qué.
Misiak Associates Limited(2)	Mississauga, Ont.	Raleigh Industries of Canada Ltd.(2)(4)	Mississauga, Ont.
Monarch Massage Equipment Ltd.(4)	Fort Erie, Ont.	Raquet Sports Group of Canada Inc.(5)	Toronto, Ont.
Monarch Plastics Limited(5)	Bramalea, Ont.	Raymond (1973) Ltée(1)(5)	Anjou, Qué.
Monark America Inc.(2)(3)(4)	Bellevue, WA, USA*	Raymond Salons Ltd.(4)	Vancouver, B.C.
Monark Sports Ltée(1)	St-Laurent, Qué.	Recreation World, C/O Craftsman World of Billiards and Recreation Ltd.(1)	Edmonton, Alta.
N.C Cameron & Sons Ltd(5)	Toronto, Ont.	Red Deer College(5)	Red Deer, Alta.
Natural Source Products Inc.(2)(3)	Kelowna, B.C.	Regal Greetings and Gifts, Div. of Canadian Corp. Mgmt. Co. Ltd.(2)(5)	Toronto, Ont.
Nautilus Canada Fitness Equipment Ltd.(1)(3)(4)(5)	Ottawa, Ont.	Régent St-Pierre Inc.(5)	Montréal, Qué.
Nautilus Omniflex Store Inc.(5)	Ottawa, Ont.	Rehabilitation Services of Canada(5)	Mississauga, Ont.
North Star Sporting Goods Ltd.(3)	Edmonton, Alta.	Rich Products of Canada Ltd.(1)	Fort Erie, Ont.
O E McIntyre Ltd.(2)(3)(5)	Laval, Qué.	Richards Surgical Limited(5)	Mississauga, Ont.
Okanagan Medical Supplies Ltd.(5)	Vernon, B.C.	Rockwood Garden 1982 Ltd.(5)	Rockwood, Ont.
		Rolf C Hagen Inc.(5)	Montréal, Qué.
		Royal City Antiques Ltd.(3)	Maple Ridge, B.C.

CANADIAN IMPORTERS (CONT'D)

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
S H Camp & Company of Canada Ltd.(5)	Trenton, Ont.	Tiberi Importing Reg'd.(5)	Montréal, Qué.
Sarnia General Hospital(2)	Sarnia, Ont.	Tri-Chem of Canada Ltd.(5)	Scarborough, Ont.
Scantrade International Ltd.(3)	Toronto, Ont.	Trimex Health Corp., Div. of 330090 Ontario(4)	Brampton, Ont.
Seneca College of Applied Arts & Technology(1)	Willowdale, Ont.	Trudi International Ltd., Operating as Gloria Stevens(5)	Duxbury, MA, U.S.A.* Montréal, Qué.
Shanscott Ontario Ltd.(5)	Vancouver, B.C.	Tye Sil Corp. Ltd.(4)	Calgary, Alta.
Siemens Electric Limited (3)(5)	Mississauga, Ont.	Ultrasun Professional Corp.(4)(5)	Toronto, Ont.
Silver Solarium Marketing Inc.(5)	Vancouver, B.C.	Universco Ltd.(2)(3)(5)	Winnipeg, Man.
Simpsons Limited(1)(5)	Toronto, Ont.	University of Manitoba(5)	Richmond, B.C.
Simpsons-Sears Ltd.(1)(2)(3)(4)(5)	Toronto, Ont.	Venco Products Ltd.(4)	Kitchener, Ont.
Spartan Drilling Ltd.(5)	Calgary, Alta.	Victoria Cycle & Wheelchair Inc.(2)	Montréal, Qué.
Spear Supply Ltd.(5)	Winnipeg, Man.	Vintan Limited(4)(5)	Montréal, Qué.
Sperry Inc., Sperry New Holland Division(2)	New Holland, PA, U.S.A.*	Weider Équipement de Sport Cie Ltée(1)(2)(3)(4)(5)	Montréal, Qué.
Sport Cheek (Calgary) Ltd.(1)(5)	Calgary, Alta.	West Bend of Canada, Div. of Dart Industries Can. Ltd.(2)(3)(4)	Barrie, Ont.
Sports Equipment of Toronto Ltd.(1)(2)(5)	Don Mills, Ont.	West Point Cycles Ltd.(2)	Vancouver, B.C.
Sportschek Sunridge Ltd.(3)(5)	Calgary, Alta.	Western Cycle & Sporting Goods Company Limited(5)	Regina, Sask.
Starkman Surgical Supply Ltd.(5)	Toronto, Ont.	Whalley Hardware, Div. of Holland Import Inc.(5)	Burnaby, B.C.
Steeles West Racquet & Fitness Inc.(2)	Woodbridge, Ont.	Woodward Stores (Vancouver) Ltd.(1)(2)(3)(4)(5)	Vancouver, B.C.
Stevens Alberta Company Ltd.(5)	Calgary, Alta.	Workers Compensation Board(5)	Toronto, Ont.
Stoma Systems Ltd.(5)	Lethbridge, Alta.	Wynne Bio Medical Ltd.(2)(3)(5)	New Dundee, Ont.
Stross Management Ltd.(4)	Edmonton, Alta.	York Barbell (BC) Ltd.(1)(2)	Burnaby, B.C.
Sullivan Marketing Group Inc.(2)	Weston, Ont.	York Barbell Co. Ltd.(1)(2)(4)(5)	Oakville, Ont.
Summit Technologies Inc.(3)(5)	Calgary, Alta.	Zellers Limited(2)(3)(4)(5)	Montréal, Qué.
Sun King Tan Systems Ltd.(5)	Langley, B.C.		
Sunbeam Corporation (Canada) Ltd.(2)(3)(4)	Toronto, Ont.		
Sunnybrook Hospital(5)	Toronto, Ont.		
Super Fitness Centres Incorporated(5)	Mississauga, Ont.		
T Eaton Co. Ltd.(2)(3)(4)	Toronto, Ont.		
Tanning Hut Inc.(5)	Rockford, IL, U.S.A.*		
Technor Developments Ltd.(5)	Willowdale, Ont.		
The Back Store, O/B. 127639 Canada Limited(5)	Toronto, Ont.		
The Canadian Coleman Company Ltd.(3)	Etobicoke, Ont.		
The Center Club (Part-Time), O/B by 256577 Alberta Ltd.(2)	Edmonton, Alta.		
The Cyclist's Corner Limited(4)	Willowdale, Ont.		
The Health Sciences Centre(4)(5)	Winnipeg, Man.		
The Home Shoppe Limited(5)	Brampton, Ont.		

\* Non-resident importer

DRIE REGIONAL OFFICES

**Newfoundland**  
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