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# IMPORT ANALYSIS

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COMPACT DISC PLAYERS

JANUARY 1984 TO JUNE 1985



Government  
of Canada

Regional Industrial  
Expansion

Gouvernement  
du Canada

Expansion industrielle  
régionale

Canada 

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COMPACT DISC PLAYERS

JANUARY 1984 TO JUNE 1985



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SECTION I - INTRODUCTION

Scope of Analysis

This analysis of imports of compact disc players is based on a detailed examination of Revenue Canada, Customs and Excise import documents for the period January 1984 to June 1985. Compact disc players are classified to Canadian International Trade Classification import commodity code 637-59-10 "Phonographs, Domestic Type."

Method

The data shown in this analysis were extracted from Revenue Canada Customs documents. These documents provide a description of the products, names of importers, exporters, quantities, dollar values, unit prices, countries of origin, provinces of entry, tariff applications and rates of exchange.

Please note that dollar values shown are based on selling price F.O.B. plant, in Canadian dollars. This selling price represents the value paid by the importer, excluding all freight, packing and insurance costs when specified. All trade discounts when applicable are also deducted from the selling price.

References

- (1) Customs Tariff: Item 44535-1 and 44536-3
- (2) Canadian International Trade Classification  
(Cat. #65-502E, Statistics Canada)
- (3) Imports by Commodities  
(Cat. #65-007, Statistics Canada)  
Commodity Code 637-59-10

SECTION II - ANALYSIS AND OBSERVATIONS

Analysis of Imports

Imports of compact disc players as reported on documents examined for the period January 1984 to June 1985, totaled 17,343 units valued at \$5,262,753.

The table below indicates that shifts in proportion of imports from the higher priced ranges (\$200-\$400) to the lower priced ranges (\$151-\$320) have occurred, which can be attributed to the overall price decrease of CD Players.

SUMMARY OF IMPORTS BY PRICE RANGE

<u>Price Range</u> ( <u>\$</u> )	<u>Jan.-June 1984</u>			<u>July-Dec. 1984</u>			<u>Jan-June 1985</u>		
	<u>Quantity</u> No.	<u>Value</u> %	<u>Value</u> (\$000)	<u>Quantity</u> No.	<u>Value</u> %	<u>Value</u> (\$000)	<u>Quantity</u> No.	<u>Value</u> %	<u>Value</u> (\$000)
151 to 200	-	-	-	1,003	19	165	1,802	37	340
201 to 320	2,651	37	694	3,362	62	790	1,822	38	524
321 to 400	3,242	46	1,133	576	11	206	685	14	234
401 to 500	755	11	338	373	7	160	283	6	127
501 & over	<u>464</u>	<u>7</u>	<u>309</u>	<u>75</u>	<u>1</u>	<u>55</u>	<u>250</u>	<u>5</u>	<u>186</u>
Total	7,112	100	2,474	5,389	100	1,376	4,842	100	1,411

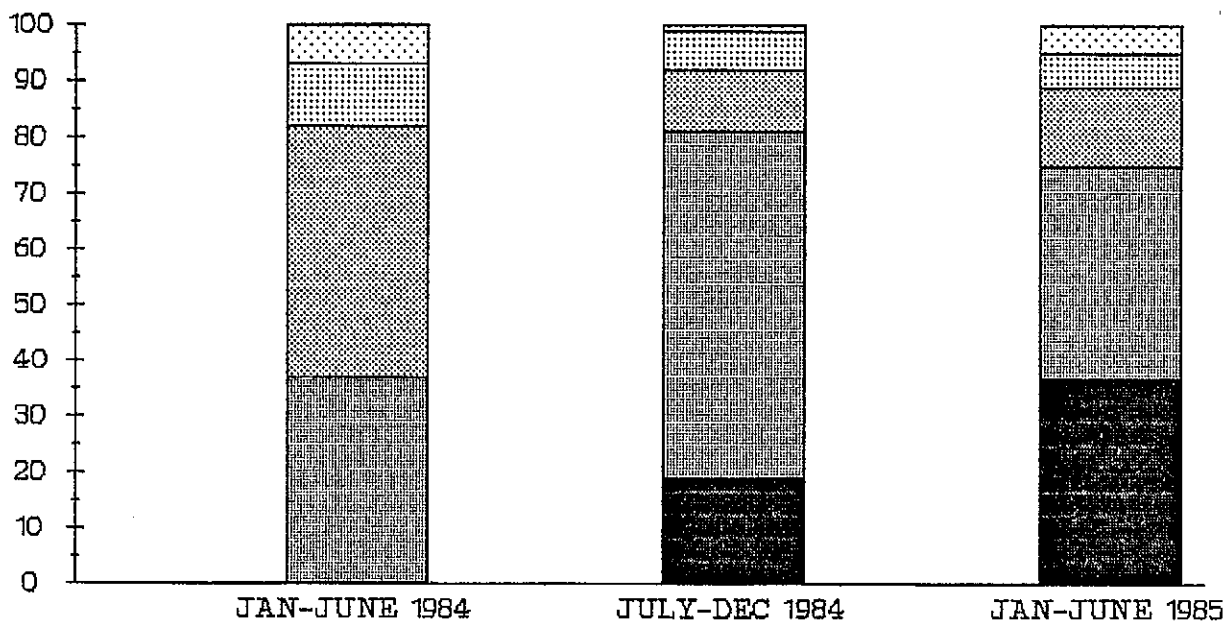
For detailed breakdown see Table 1.

GRAPH

COMPACT DISC PLAYERS

SUMMARY OF IMPORTS BY PRICE RANGE

PER CENT OF QUANTITY IN PRICE RANGE:



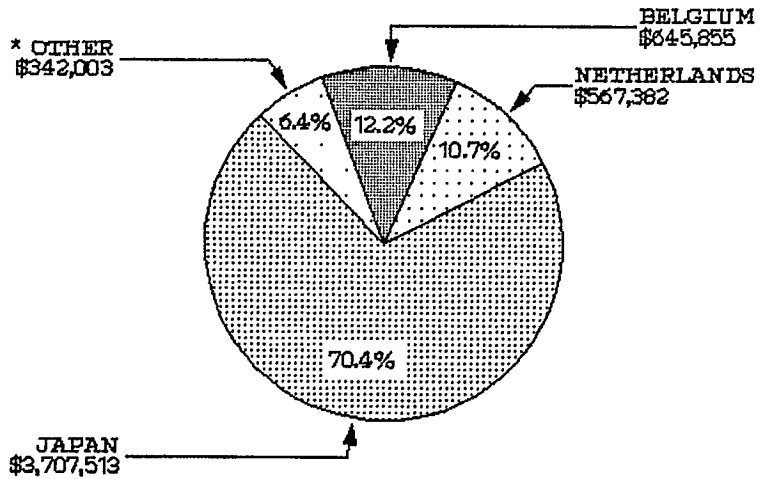
UNIT PRICE RANGE:

- 151-200
- ▒ 201-320
- ▓ 321-400
- ░ 401-500
- ◌ 501 & OVER

NOTE: PERCENTAGE FIGURES ARE ROUNDED

FIG.1 - COUNTRY OF ORIGIN

Of the total import market value, shipments originating from Japan accounted for 70 per cent followed by Belgium with 12 per cent and the Netherlands with 11 per cent. The remaining countries in descending order of value were United Kingdom, United States, Switzerland, West Germany and Denmark. Their values were aggregated for reasons of confidentiality.



PERCENTAGE OF VALUE 100% = \$5,262,753

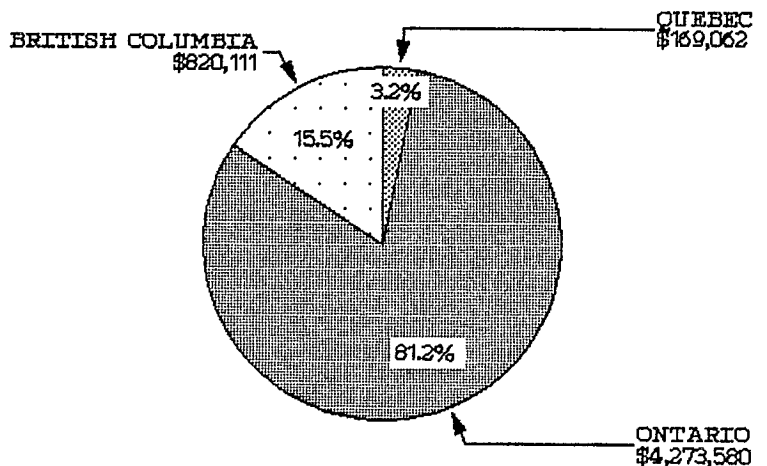
\* OTHER: Includes United Kingdom, United States, Switzerland, West Germany & Denmark

SOURCE: Own Survey

Of the \$5,262,753 of imports, the top six importers accounted for \$3,750,346 or 71 per cent of the total value (see table 2).

FIG.3 - PROVINCE OF ENTRY

Ontario was the major region of entry accounting for 81 per cent of the total value, followed by British Columbia with 16 per cent. Quebec accounted for the remaining 3 per cent.



PERCENTAGE OF VALUE 100% = \$5,262,573

SOURCE: Own Survey



SECTION III - RESULTS

Canadian Importers

Importers of compact disc players during the period January 1984 to June 1985, as indicated in this report, are listed below in alphabetical order.

<u>Name</u>	<u>Address</u>
A & A Canada, Div. of Tandy Electronics Ltd.	Barrie, Ontario
A.V. Force The	Toronto, Ontario
Akai Audio Video Canada Inc.	Richmond, British Columbia
Alpine Electronics of Canada	Markham, Ontario
	Unionville, Ontario
Astro Audio Ltd.	Islington, Ontario
BSR Canada Ltd.	Rexdale, Ontario
Canadian General Electric Co.	Toronto, Ontario
Carsen W. Co. Ltd.	Don Mills, Ontario
DGH Television Systems Ltd.	Scarborough, Ontario
General Technical Services Ltd.	N. Vancouver, British Columbia
Henry Azima Laboratories	Toronto, Ontario
JVC Canada Inc.	Scarborough, Ontario
Linbrook Industries Ltd.	Scarborough, Ontario
Matsushita Electric of Canada	Mississauga, Ontario
Media Videotex Canada Ltd.	Vancouver, British Columbia
Minolta Canada Inc.	Toronto, Ontario
Mission Electronics of Canada Inc.	Montréal, Québec
	Mississauga, Ontario
Mitsubishi Electric Sales Ltd.	Markham, Ontario
Moss Music Group, Inc.	West Hill, Ontario
North American Trading Co.	Montréal, Québec
Parker S.H. Co.	Don Mills, Ontario
Phillips Electronics Ltd.	Scarborough, Ontario
Sanyo Canada Inc.	Toronto, Ontario
Sharp Electronics of Canada	Rexdale, Ontario
Shriro Canada Ltd.	Montréal, Québec
Sony of Canada Ltd.	Willowdale, Ontario
	Whitby, Ontario
	Richmond, British Columbia
Steintron International Electronics Ltd.	Richmond, British Columbia
Studer Revox Canada Ltd.	Toronto, Ontario
Toshiba of Canada Ltd.	Willowdale, Ontario
Tri-Tel Associates Ltd.	Willowdale, Ontario
Trio Kenwood Canada Inc.	Mississauga, Ontario

Foreign Exporters to Canada

Major exporters to Canada of compact disc players shown in this report are listed in descending order of dollar value. These exporters accounted for 92 per cent of the total analyzed value of \$5,262,753.

<u>Name</u>	<u>Address</u>	
Sony Corp.	Tokyo	Japan
Philips Export BV	Eindhoven	Netherlands
Mission Electronics Ltd.	Huntingdon	England
Matsushita Electric Trading Co. Ltd.	Osaka	Japan
A & A Japan Ltd.	Tokyo	Japan
Toshiba Corp.	Tokyo	Japan
Alpine Electronics Inc.	Tokyo	Japan
Morantz Company Inc.	Chatsworth, CA	United States
General Electric Co.	Bridgeport, CT	United States
Makamichi Corp.	Tokyo	Japan
Mitsubishi Electric Corp.	Tokyo	Japan
Sanyo Electric Trading Co. Ltd.	Osaka	Japan

Canadian Production

According to Statistics Canada compact disc players are not manufactured in Canada at present.

TABLE 1

IMPORTS OF COMPACT DISC PLAYERS - BY PRICE RANGE

Price Range (\$)	Jan-June 1984		July-Dec 1984		Jan-June 1985		Total, 18 months	
	Qty. (No.)	Value (\$)	Qty. (No.)	Value (\$)	Qty. (No.)	Value (\$)	Qty. (No.)	Value (\$)
151 to 200	-	-	1,003	164,649	1,802	340,104	2,805	504,753
201 to 250	)	2,651*	3,362*	790,431*	181	42,375	3,929	896,283
251 to 320					1,641	481,911	3,906	1,112,275
321 to 350	1,697	571,932	)	576*	685*	234,173*	2,148	721,632
351 to 400	1,545	561,152					2,355	852,099
401 to 450	423	182,241	)	373*	283*	127,240*	829	355,080
451 to 500	332	155,445					582	270,331
501 to 700	)	464*	75*	55,273*	119	69,847	614	387,332
701 to 1,000					101	76,147	126	98,067
1,001 & over					30	40,030	49	64,901
TOTAL	7,112	2,473,614	5,389	1,377,312	4,842	1,411,827	17,343	5,262,753

\* Grouped to preserve confidentiality

TABLE 2

IMPORT MARKET CONCENTRATION

<u>Importers</u>	<u>Cumulative Quantity</u>	<u>% of Total Quantity</u>	<u>Cumulative Value</u>	<u>% of Total Value</u>
Top 3	8,194	47	2,303,131	44
Top 6	13,546	78	3,750,346	71
Top 10	15,570	90	4,522,882	86
Top 31	17,343	100	5,262,753	100

Top importers are the importers with the largest imports by value.

NOTE: Percentage figures are rounded

Canadian and Foreign Tariffs

Canada

Compact disc players included in this analysis were dutiable under the following most commonly applied tariff items.

<u>Tariff Item</u>	<u>Description</u>	<u>British Prefer- ential Tariff</u>	<u>U.K. &amp; Ireland</u>	<u>Most Favoured Nation Tariff</u>	<u>General Tariff</u>	<u>General Prefer- ential Tariff</u>
44535-1	Phonographs and parts thereof, n.o.p.....1984	5.6%	5.6%	5.6%	25%	3.5%
	.....1985	3.8%	3.8%	3.8%	25%	2.5%
44536-3	Turntables.....1984	2.8%	2.8%	2.8%	25%	1.5%
	.....1985	2%	2%	2%	25%	1%

N.O.P.: Not otherwise provided for

Tariff Arrangements and Foreign Countries of Exports:

Most favoured nation: Belgium, Denmark, Japan, Netherlands, Switzerland, West Germany  
and United States

Most favoured nation or U.K. and Ireland: United Kingdom

Tariff items and rates of duty are subject to change and need to be verified by direct reference to:

Tariff Programs  
Revenue Canada  
Customs and Excise  
Ottawa, Ontario  
K1A 0L5  
Tel: (613) 996-9474

Foreign Countries

Inquiries concerning tariffs and other government trade regulations in foreign countries should be directed to:

Trade Information Centre  
International Bureaux  
External Affairs Canada  
Ottawa, Ontario  
K1A 0G2  
Tel: (613) 993-6435

