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IMPORT ANALYSIS

Market Research Support

RECHARGEABLE FLASHLIGHTS
AND LANTERNS

JANUARY TO JUNE 1985



Government
of Canada

Regional Industrial
Expansion

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du Canada

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SECTION I - INTRODUCTION

Scope of Analysis

This analysis of rechargeable flashlights and lanterns is based on a detailed examination of Revenue Canada Custom imports documents for the period January to June 1985. These rechargeable lights were classified to the Canadian International Trade Classification in the following import commodity codes:

68178-30 "Flashlights, Battery Type, Exc. Photographic"
68178-31 "Lanterns, Flashlight Type Electric"

Due to the recent proliferation of designs and models of both flashlights and lanterns, it is increasingly difficult to differentiate between the two products. Therefore, this report treats the two products as one, and instead analyzes the data by unit price range.

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 and 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 44502-02
- (2) Canadian International Trade Classification
(Cat. #65-502E, Statistics Canada)

SECTION II - ANALYSIS AND OBSERVATIONS

Analysis of Imports

Imports of rechargeable flashlights and lanterns as reported on documents examined for the period January to June 1985, totalled 146,484 units valued at \$1,245,088. Imported rechargeable lights ranged in unit price from \$3.00 to \$100.00.

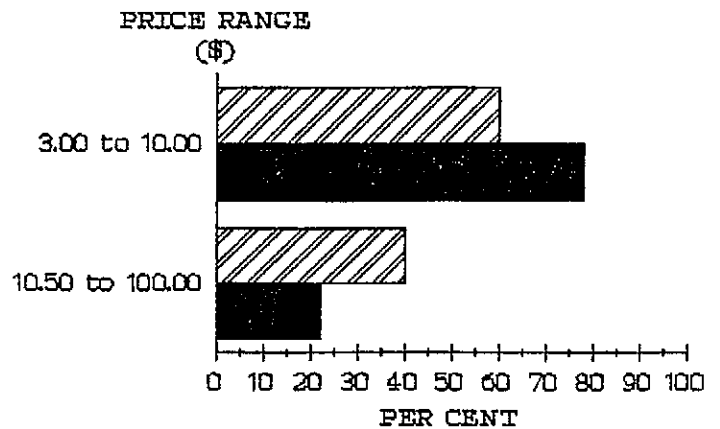
Summary of Imports

<u>Price Range</u> (<u>\$</u>)	<u>Quantity</u> (<u>No.</u>)	<u>% of Total</u> <u>Quantity</u>	<u>Value</u> (<u>\$</u>)	<u>% of Total</u> <u>Value</u>
3.00 to 10.00	114,456	78	751,097	60
10.50 to 100.00	32,028	22	493,991	40
	146,484	100	1,245,088	100

The major proportion of imports are in the \$5.50 to \$10.00 price range, as is shown in the detailed Table 1.

FIG.1 - IMPORT DISTRIBUTION

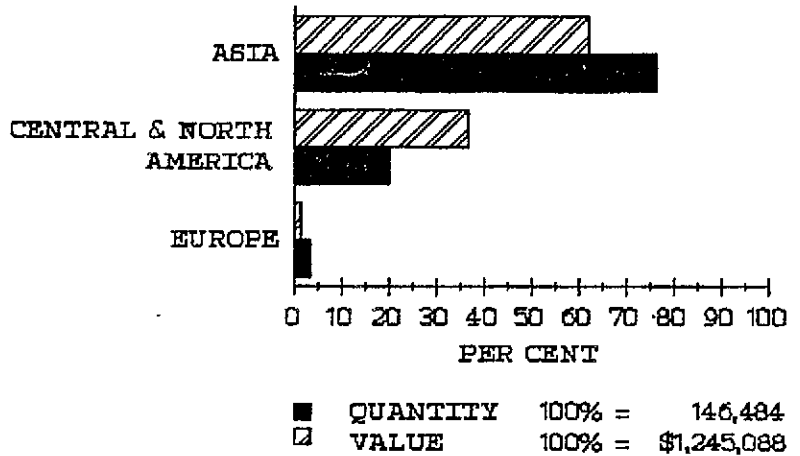
Rechargeable lights with a price range of up to \$10.00 made up 78 per cent by quantity and 60 per cent by value of the import market.



■ QUANTITY 100% = 146,484
▨ VALUE 100% = \$1,245,088

Of the total import market value, shipments from Asia accounted for 62 per cent. Forty-two per cent of the total shipments were from Hong Kong (see Table 2). The remaining countries in descending order of value were Mexico, Japan, Taiwan, United States and West Germany. A detailed list of foreign exporters to Canada in descending order of value is shown on page 7.

FIG.2 - CONTINENT OF ORIGIN

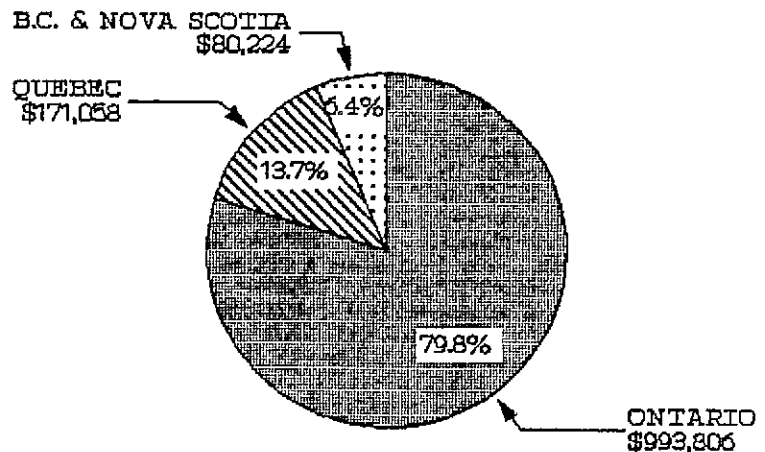


ASIA: HONG KONG, TAIWAN & JAPAN
 CENTRAL & NORTH AMERICA: MEXICO & UNITED STATES
 EUROPE: WEST GERMANY

Import market concentration is particularly tight with 67 per cent of the total value of shipments imported by only 3 importers (See Table 3). The top six importers accounted for 121,674 units or 83 per cent of the total quantity (146,484) and \$1,101,425 or 88 per cent of the total value (\$1,245,088).

Ontario was the major province of entry accounting for 80 per cent of the total value, followed by Québec with 14 per cent; British Columbia and Nova Scotia accounted for the remaining 6 per cent.

FIG.3 - PROVINCE OF ENTRY



PERCENTAGE OF VALUE 100% = \$1,245,088

SECTION III - RESULTS

Canadian Importers

Importers of rechargeable flashlights and lanterns during the period January to June 1985, as indicated in this report, are listed below in alphabetical order.

<u>Name</u>	<u>Address</u>
Areo-Feu Ltée	Longueuil, Québec
BRK Canada, Div. of Pittway Corp. of Canada Ltd.	Rexdale, Ontario
Beaver Lumber Co. Ltd.	Rexdale, Ontario
Bell Hardware Distributors Ltd.	Mississauga, Ontario
Caldwell Ind. Co. Ltd.	N. Vancouver, British Columbia
Canadian Tire Corp. Ltd.	Toronto, Ontario
Concourse Industries Regd.	Montréal, Québec
Dan Dee Imports Can. Ltd.	Mississauga, Ontario
Dorcy-Ashflash Canada Ltd.	Niagara Falls, Ontario
Duracell Inc.	Mississauga, Ontario
Eddie Bauer Canada	Toronto, Ontario
Giant Sales Co.	Burnaby, British Columbia
Henry Birks & Sons Ltd.	Montréal, Québec
Kingsway Automotive Products	Toronto, Ontario
Leimar Transportation Service	Toronto, Ontario
Levitt-Safety (Eastern) Ltd.	Toronto, Ontario
Nicholls RJ Dist. Inc.	Montréal, Québec
Onward Hardware Ltd.	Kitchener, Ontario
Outil Royal Tools Corp.	St-Laurent, Québec
Sanyo Canada Inc.	Toronto, Ontario
Shurinken Distributors Inc.	Mississauga, Ontario
Spartan Agencies Ltd.	Dartmouth, Nova Scotia
Thomas Electronic Security Ltd.	Montréal, Québec
Universal Electronics	Toronto, Ontario
Urcom Inc.	Québec, Québec

Foreign Exporters to Canada

Exporters to Canada of rechargeable flashlights and lanterns during the period January to June 1985 as indicated in Section II are listed below. They are shown in two ranges of unit price (see import summary) and in descending order of value within each range.

<u>Unit Price</u>	<u>Name</u>	<u>Address</u>	<u>Quantity (No.)</u>	<u>Value (\$)</u>
3.00 to 10.00	Continental Engineering Products	Kowloon	Hong Kong	
	Sanyo Electric Trading Co. Ltd.	Osaka	Japan	
	International Quartz Ltd.	Kowloon	Hong Kong	
	The Exco Group of Companies Ltd.	Chiu Lung	Hong Kong	
	Tung Fat Industries Ltd.	Kowloon	Hong Kong	
	Rosslare Enterprises Ltd.	Kowloon	Hong Kong	
	John Manufacturing Ltd.	Kowloon	Hong Kong	
	Witte & Sutor GmbH	Murrhardt	West Germany	
	Fulton Ind. Inc.	Wauseon, OH	United States	
	Optronics Inc.	Forth Gibson, OK	United States	
	Eddie Bauer Inc.	Seattle, WA	United States	
	Bright Star Industries Inc.	Clifton, NJ	United States	
	I.D.C. Marketing Corp.	New York, NY	United States	
	Total 3.00 to 10.00			114,456
10.50 to 100.00	Electronica BRK de Mexico S.A. de C.V.	Juarez	Mexico	
	Test-Rite Automotive Ltd.	Kowloon	Hong Kong	
	Mag Instruments Inc.	Ontario, CA	United States	
	Hamburger Woolen Co. Inc.	New York, NY	United States	
	Western Universal (HK) Ltd.	Kowloon	Hong Kong	
	Super Enterprises	Kowloon	Hong Kong	
	Koehler Mfg. Co.	Marlboro, MA	United States	
	IDC Marketing Corp.	New York, NY	United States	
	Everlite Company	Kam Bong	Hong Kong	
Total 10.50 to 100.00			32,028	493,991

Canadian Production

According to industry sources rechargeable flashlights and lanterns as described in this report are not manufactured in Canada at present.

TABLE 1
IMPORTS OF RECHARGEABLE FLASHLIGHTS AND LANTERNS

BY PRICE RANGE

JANUARY TO JUNE 1985

<u>Price Range</u> (\$)	<u>Quantity</u> (No.)	<u>Value</u> (\$)	<u>Average</u> <u>Unit Price</u> (\$)
3.00 to 5.25	30,192	125,178	4
5.50 to 10.00	84,264	625,919	7
10.50 to 20.00	31,924	485,320	15
45.00 to 100.00	<u>104</u>	<u>8,671</u>	83
	146,484	1,245,088	

TABLE 2

IMPORTS OF RECHARGEABLE FLASHLIGHTS AND LANTERNS

BY COUNTRY OF ORIGIN

JANUARY TO JUNE 1985

	<u>Quantity</u> (No.)	<u>Value</u> (\$)		<u>Quantity</u> (No.)	<u>Value</u> (\$)
Hong Kong	74,996	518,118)	Asia	112,124	772,069
Taiwan	*	*)			
Japan	*	*)			
Mexico	*	*)	Central & North America	29,300	457,036
United States	*	*)			
West-Germany	<u>5,060</u>	<u>15,983</u>)	Europe	<u>5,060</u>	<u>15,983</u>
	146,484	1,245,088		146,484	1,245,088

* Confidential - included in total.

TABLE 3
IMPORT MARKET CONCENTRATION

<u>Importers</u>	<u>Cumulative Quantity (No.)</u>	<u>% of Total Quantity</u>	<u>Cumulative Value (\$)</u>	<u>% of Total Value</u>
Top 3	81,996	56	830,652	67
Top 6	121,674	83	1,101,425	88
Top 10	144,432	99	1,223,067	98

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

All percentage figures are rounded.

Canadian and Foreign Tariffs

Canada

Rechargeable flashlights and lanterns included in this analysis were dutiable under the following most commonly applied tariff item.

<u>Tariff Item</u>	<u>Description</u>	<u>British Preferential Tariff</u>	<u>U.K. & Ireland</u>	<u>Most Favoured Nation Tariff</u>	<u>General Tariff</u>	<u>General Preferential Tariff</u>
44502-2	Portable electric flashlights designed for self-contained electrical source; complete parts therefor.....1985	5%	5%	5%	30%	Free
1986	2.5%	2.5%	2.5%	30%	Free
	...on and after January 1, 1987	Free	Free	Free	30%	Free

Tariff Arrangements and Foreign Countries of Export:

Most Favoured Nation: Japan, Taiwan, United States, West Germany

Most Favoured Nation or General Preferential*: Hong Kong, Mexico

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) 992-2707

Foreign Countries

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

Info Export
Export Programs and Services Bureau
External Affairs Canada
Ottawa, Ontario
K1A 0G2
Tel: (613) 993-6435

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

