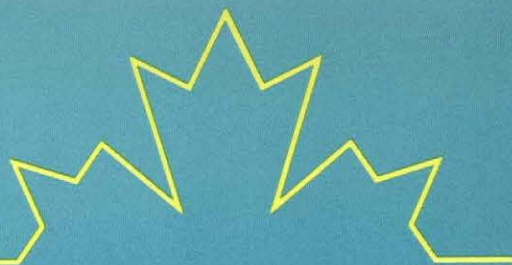


HF  
3221  
.14  
no.  
87020-PM



# IMPORT ANALYSIS

## Market Research Support

ALUMINUM BASEBALL AND SOFTBALL BATS

JANUARY TO DECEMBER 1986

Pub. No.: 87020-PM January 1988



Government  
of Canada

Regional Industrial  
Expansion

Gouvernement  
du Canada

Expansion industrielle  
régionale

Canada

I.O. 2677

DEPARTMENT OF REGIONAL  
INDUSTRIAL EXPANSION  
LIBRARY

MAY 17 1988

BIBLIOTHEQUE  
MINISTERE DE L'EXPANSION  
INDUSTRIELLE REGIONALE

ALUMINUM BASEBALL AND SOFTBALL BATS

JANUARY TO DECEMBER 1986

Pub. No.: 87020-PM January 1988

EXPLANATORY NOTES

Method

The data shown in this analysis is 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.

The information presented in this report is more detailed than that generally available from Statistics Canada or other publications. Data which might reveal information about individual importers is aggregated.

Valuation

Dollar values shown in this report 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.

Rounding

Figures may not add due to rounding.

REFERENCE SOURCES

Department of Regional Industrial Expansion  
Statistics Canada  
Revenue Canada

FOR MORE INFORMATION PLEASE CONTACT:

Market Information and Analysis Division  
Market Development Branch  
Industrial Expansion  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Tel: (613) 954-4970

OR

Leisure Products Division  
Service Industries & Consumer  
Goods Branch  
Department of Regional Industrial  
Expansion  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Tel: (613) 954-3109

OR

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

TABLE OF CONTENTS

	<u>PAGE</u>
I. INTRODUCTION AND SCOPE	4
II. IMPORT TRENDS	4
III. ANALYSIS OF IMPORTS	5
IV. CANADIAN PRODUCTION	6
 <u>APPENDICES</u>	
A IMPORTS OF ALUMINUM BASEBALL AND SOFTBALL BATS, BY TYPE, SIZE AND PRICE RANGE	7
B IMPORTS OF ALUMINUM BASEBALL AND SOFTBALL BATS, BY PROVINCE OF CLEARANCE	10
C CANADIAN IMPORTERS	11
D FOREIGN EXPORTERS TO CANADA	12
E CANADIAN AND FOREIGN TARIFFS	13
 DRIE REGIONAL OFFICES	 14

IMPORT ANALYSIS

ALUMINUM BASEBALL AND SOFTBALL BATS

I. INTRODUCTION AND SCOPE

This Import Analysis is one of a series prepared in order to assist businesses and other organizations in their market research of specific products. The detailed import information provided in these reports supports studies by organizations seeking to expand existing production lines, change individual product characteristics or engage in new manufacturing investment in Canada. The coverage of an import analysis is developed in close consultation with the client, and is tailored to meet those specific requirements. It is important to emphasize that this report does not attempt any assessment as to the feasibility of competing in a particular market.

Baseball and softball bats made of aluminum are included (along with wooden bats) in Canadian International Trade Classification (C.I.T.C.) import commodity code 832-89-41 "Bats, baseball and softball". Only aluminum bats were analysed in this report.

II. IMPORT TRENDS

As shown below, total imports of baseball bats, both wooden and aluminum, were \$1.3 million in 1986. Imports have been decreasing steadily since 1983 both in terms of values and quantities.

IMPORT OF BATS, BASEBALL AND SOFTBALL INCLUDING WOODEN  
JANUARY TO DECEMBER

<u>1983</u>		<u>1984</u>		<u>1985</u>		<u>1986</u>		<u>% Value</u>
<u>(000 No.)</u>	<u>(\$000)</u>	<u>(000 No.)</u>	<u>(\$000)</u>	<u>(000 No.)</u>	<u>(\$000)</u>	<u>(000 No.)</u>	<u>(\$000)</u>	<u>Change 1985-1986</u>
321	2 050	267	1 965	233	1 845	164	1 276	-30.81

The remainder of this report deals with 1986 imports of bats made of aluminum only.

III. ANALYSIS OF IMPORTS

During the months of January to December 1986 imports of aluminum baseball and softball bats, as analysed in this report, totalled 58 555 units for a value of \$806 743.

The imports consisted of 30 000 units valued at \$409 000 identified as baseball bats, and 19 000 units valued at \$256 000 as softball bats.

The most prominent sizes of aluminum bats were 34 inches (86.4 Cm) in length, which accounted for 17 500 bats valued at \$275 000; 33 inches (83.2 Cm) in length accounted for 10 000 bats valued at \$123 000. Ten thousand bats valued at \$142 000 could not be identified as to type or size because of insufficient information on the import documents. Refer to Appendix A for further details on imports by type, size and price range.

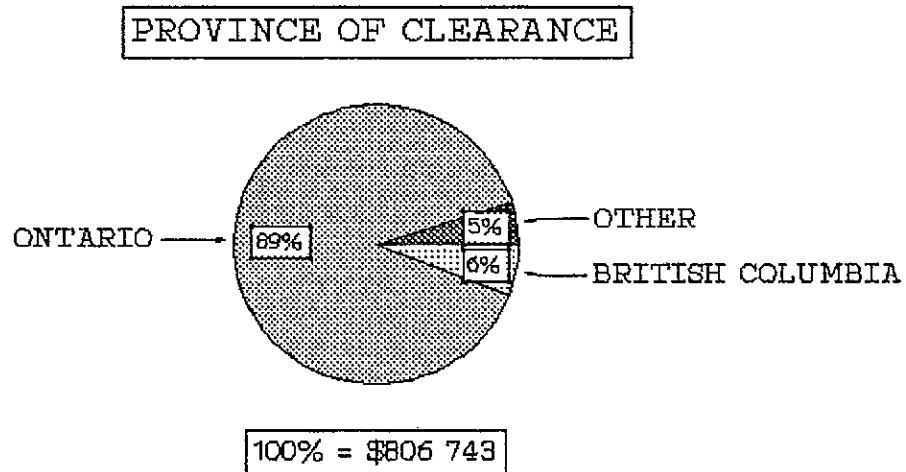
SUMMARY OF ALUMINUM BATS

Size (inches)	Baseball Bats		Softball Bats		Type Not Indicated		All Types	
	(No.) (000)	Value (\$000)	(No.) (000)	Value (\$000)	(No.) (000)	Value (\$000)	(No.) (000)	Value (\$000)
Under 33	4.2	56.6	3.9	33.8	-	-	8.1	90.4
33	5.0	63.5	5.3	59.3	-	-	10.3	122.8
34	8.3	122.7	9.2	152.3	-	-	17.5	275.0
35 and Not) Indicated)*	<u>12.4</u>	<u>165.8</u>	<u>1.0</u>	<u>11.0</u>	<u>9.5</u>	<u>142.0</u>	<u>22.9</u>	<u>318.8</u>
Total - All Sizes	29.9	408.6	19.4	256.4	9.5	142.0	58.8	807.0

\* Aggregated in order to preserve confidentiality of Canadian importers

All shipments originated from United States. The average unit price for aluminum bats was \$13.78.

Ontario was the major province through which the imports of aluminum bats were cleared, accounting for 52 719 units (90 per cent) for a value of \$718 695 (89 per cent). Appendix B contains more details.



OTHER: INCLUDES QUEBEC, ALBERTA AND SASKATCHEWAN

IMPORT MARKET CONCENTRATION

<u>Principal Consignees/ Importers (By Value)</u>	<u>Cumulative Quantity (No.)</u>	<u>Cumulative % of Total Quantity</u>	<u>Cumulative Value (\$)</u>	<u>Cumulative % of Total Value</u>
3	37 607	64	511 908	63
6	50 251	86	685 045	85
10	53 863	92	745 322	92
All importers (41)	58 555	100	806 743	100

There were 41 known consignees/importers of aluminum baseball and softball bats in 1986. The top ten consignees/importers accounted for \$745 322 or 92 per cent of the dollar value of imports. (All consignees/importers are listed in alphabetical order in Appendix C).

IV. CANADIAN PRODUCTION

According to departmental sources, aluminum baseball and softball bats are not manufactured in Canada.

IMPORTS OF ALUMINUM BASEBALL AND SOFTBALL BATS  
BY TYPE, SIZE AND PRICE RANGE  
JANUARY TO DECEMBER 1986

<u>Type</u>	<u>Size</u>		<u>Price Range</u> ( <u>\$</u> )	<u>Quantity</u> ( <u>No.</u> )	<u>Value</u> ( <u>\$</u> )	<u>Average</u> <u>Unit Price</u> ( <u>\$</u> )
	( <u>in.</u> )	( <u>cm</u> )				
Baseball Bats	26	66	8.00 to 28.00	301	3 148	10.48
	27	68.6	7.00 to 15.00	827	7 229	8.74
	28	71	5.00 to 14.99	271	2 896	10.69
			15.00 to 28.00	<u>145</u>	<u>2 832</u>	<u>19.53</u>
				416	5 728	13.77
	29	73.7	10.00 to 14.99	285	3 699	12.98
			15.00 to 25.00	<u>146</u>	<u>2 508</u>	<u>17.18</u>
				431	6 207	14.40
	30	76.2	5.00 to 14.99	643	6 573	10.22
			15.00 to 25.00	<u>82</u>	<u>1 561</u>	<u>19.04</u>
				725	8 134	11.22
	31	78.7	5.00 to 14.99	442	5 018	11.35
			15.00 to 35.00	<u>353</u>	<u>8 789</u>	<u>24.90</u>
				795	13 807	17.37
32	81.3	8.00 to 14.99	364	4 190	11.51	
		15.00 to 24.99	229	4 189	18.29	
		25.00 to 41.00	<u>111</u>	<u>3 963</u>	<u>35.70</u>	
			704	12 342	17.53	
33	83.2	8.00 to 14.99	4 266	44 821	10.51	
		15.00 to 24.99	429	7 856	18.31	
		25.00 to 48.00	<u>304</u>	<u>10 872</u>	<u>35.76</u>	
			4 999	63 549	12.71	
34	86.4	6.00 to 14.99	5 756	65 437	11.37	
		15.00 to 24.99	2 007	36 538	18.21	
		25.00 to 34.99	157	4 702	29.95	
		35.00 to 50.00	<u>388</u>	<u>16 065</u>	<u>41.40</u>	
			8 308	122 742	14.77	



IMPORTS OF ALUMINUM BASEBALL AND SOFTBALL BATS  
BY TYPE, SIZE AND PRICE RANGE (CONT'D)  
JANUARY TO DECEMBER 1986

<u>Type</u>	<u>Size</u>		<u>Price Range</u> ( <u>\$</u> )	<u>Quantity</u> ( <u>No.</u> )	<u>Value</u> ( <u>\$</u> )	<u>Average</u> <u>Unit Price</u> ( <u>\$</u> )	
	( <u>in.</u> )	( <u>cm</u> )					
Baseball Bats	35	88.9	9.00 to 24.99	2 526	26 918	10.66	
			25.99 to 34.99	159	5 057	31.81	
			35.00 to 58.00	<u>34</u>	<u>1 335</u>	<u>39.26</u>	
				2 719	33 310	12.25	
	Not Known	Not Known	6.00 to 9.99	2 334	16 483	7.06	
			10.00 to 14.99	6 579	95 743	14.55	
			15.00 to 19.99	298	5 438	18.25	
			20.00 to 34.99	73	2 089	28.62	
			35.00 to 57.00	<u>326</u>	<u>12 736</u>	<u>39.07</u>	
				9 610	132 489	13.79	
TOTAL - Baseball Bats				29 835	408 685	13.70	
Softball Bats	26	66 )	8.00 to 22.00	569	5 789	10.17	
							27
	28	71 )					
	29	73.7	8.00 to 22.00	132	1 391	10.54	
	30	76.2	9.00 to 14.99	148	1 696	11.46	
			15.00 to 22.00	<u>27</u>	<u>473</u>	<u>17.52</u>	
				175	2 169	12.39	
	31	78.7	8.00 to 14.99	216	2 418	11.19	
			15.00 to 34.00	<u>61</u>	<u>1 647</u>	<u>27.00</u>	
				277	4 065	14.67	
32	81.3	5.00 to 14.99	2 657	18 408	6.93		
		15.00 to 19.99	65	1 228	18.89		
		20.00 to 26.00	<u>33</u>	<u>741</u>	<u>22.45</u>		
			2 755	20 377	7.40		

\* Aggregated in order to preserve confidentiality of Canadian importers.

IMPORTS OF ALUMINUM BASEBALL AND SOFTBALL BATS  
BY TYPE, SIZE AND PRICE RANGE (CONT'D)  
JANUARY TO DECEMBER 1986

<u>Type</u>	<u>Size</u>		<u>Price Range</u> ( <u>\$</u> )	<u>Quantity</u> ( <u>No.</u> )	<u>Value</u> ( <u>\$</u> )	<u>Average</u> <u>Unit Price</u> ( <u>\$</u> )
	( <u>in.</u> )	( <u>cm</u> )				
Softball Bats	33	83.2	6.00 to 14.99	4 579	46 038	10.05
			15.00 to 19.99	635	11 260	17.74
			20.00 to 26.00	<u>89</u>	<u>2 019</u>	<u>22.69</u>
				5 303	59 317	11.19
	34	86.4	6.00 to 14.99	2 793	30 648	10.97
			15.00 to 19.99	5 200	91 259	17.55
			20.00 to 24.99	478	10 045	21.01
			25.00 to 29.99	415	10 712	25.81
			30.00 to 34.99	238	7 379	31.00
			35.00 to 48.00	<u>56</u>	<u>2 213</u>	<u>39.52</u>
			9 180	152 256	16.59	
	35	88.9)				
	Not Known Not Known)*		12.00 to 28.00	<u>798</u>	<u>11 304</u>	<u>14.17</u>
TOTAL - Softball Bats				19 189	256 368	13.36
Not Known	Not Known Not Known		3.00 to 66.00	<u>9 531</u>	<u>141 690</u>	<u>14.87</u>
TOTAL - All Bats				58 555	806 743	13.78

\* Aggregated in order to preserve confidentiality of Canadian importers

IMPORTS OF ALUMINUM BASEBALL AND SOFTBALL BATS  
BY PROVINCE OF CLEARANCE  
JANUARY TO DECEMBER 1986

<u>Province</u>	<u>Type</u>	<u>Quantity</u> (No.)	<u>Value</u> (\$)
Ontario	Baseball Bats	28 357	380 320
	Softball Bats	16 265	202 796
	Not Known	<u>8 097</u>	<u>135 579</u>
		52 719	718 695
British Columbia	Baseball Bats	1 106	20 060
	Softball Bats	<u>1 682</u>	<u>27 549</u>
		2 788	47 609
Québec	Baseball Bats )	2 513	28 456
	Softball Bats )*		
	Not Known )		
Alberta	Baseball Bats	62	1 043
	Softball Bats	<u>330</u>	<u>7 441</u>
		392	8 484
Saskatchewan	Baseball Bats )	<u>143</u>	<u>3 499</u>
	Softball Bats )*		
Total		58 555	806 743

\* Aggregated in order to preserve confidentiality of Canadian importers.

CANADIAN IMPORTERS

Importers of aluminum baseball and softball bats during the year 1986, as indicated in this report, are listed below in alphabetical order. Where the importer is not the same as the consignee, (i.e. the recipient of the goods shipped), the name of the consignee rather than that of the importer is listed. The importer or consignee is not necessarily the end-user of the product.

NOTE: This list includes all importers except individuals.

<u>Name</u>	<u>Address</u>
SM Continental Holdings Ltd.	Victoria, B.C.
Andrew and Wilder Associates Ltd.	Richmond, B.C.
Belvedere Cycle and Sports (1976) Ltd.	Edmonton, Alta.
Caffery, Jack Sales Inc.	Willowdale, Ont.
Cal-Ed Sports Ltd.	Ponoka, Alta.
Centre de Golf Bourassa Inc.	Montréal, Qué.
Champion Sports Ltd.	Vancouver, B.C.
Cooper of Canada Ltd.	Toronto, Ont.
D & N Sports Enterprises Ltd.	Mississauga, Ont.
Dockstader Sports Ltd.	Surrey, B.C.
Doug's Sports Ltd.	Lethbridge, Alta.
Frikon Ind. Ltd.	Mississauga, Ont.
H.O. Brown Enterprises Ltd.	St. George, Ont.
Hall's Sporting Goods (83) Ltd.	Swift Current, Sask.
Hillerich and Bradsby of Canada Ltd.	Wallaceburg, Ont.
Irwin Sports, Div. of Irwin Toys Ltd.	Toronto, Ont.
Jelinek Sports Ltd.	Oakville, Ont.
Klondike Sporting Goods Ltd.	Edmonton, Alta.
Leisure Lodge Sports Ltd.	Grimshaw, Alta.
Maniago Sports Ltd.	Burnaby, B.C.
Marathon Sporting Goods Ltd.	Regina, Sask.
Montgomery's Ltd.	Wetaskiwin, Alta.
MVP Athletic Supplies Ltd.	New Westminster, B.C.
Nantais Sport Shop Ltd.	Windsor, Ont.
Norlite Enterprises Ltd.	Prince Albert, Sask.
Olympian Sports Ltd.	Saskatoon, Sask.
Paris Glove of Canada Ltd.	Montréal, Qué.
Pimlott's Sports Ltd.	Victoria, B.C.
Prostock Athletic Supply Ltd.	Burnaby, B.C.
Rano-Dy Sports Inc.	Lachine, Qué.
Drumheller Co-op Ltd.	Drumheller, Alta.
Ray's Sport Centre Ltd.	Victoria, B.C.
Spalding Canada Inc.	Downsview, Ont.
Sport Chek (Calgary) Ltd.	Calgary, Alta.
Sports Distributors of Canada Ltd.	Burlington, Ont.
St-Lawrence Mfg. Canada Inc.	Beauport, Qué.
Stampede City Sports	Calgary, Alta.
T.O. Sports	Port Alberni, B.C.
Tuxedo Cycle & Sports Ltd.	Calgary, Alta.
Victoria Dolphins Football Club	Victoria, B.C.
Wilson Sports Equipment Canada Ltd.	Belleville, Ont.

FOREIGN EXPORTERS TO CANADA

Major exporters to Canada of aluminum baseball and softball bats, shown in this report, are listed in descending order of dollar value. These exporters accounted for 97 per cent of the total analysed value of \$807 000.

<u>Name</u>	<u>Address</u>		<u>Value of Imports</u> <u>(\$000)</u>
Easton Sports Inc.	Burlingame, CA	)	
Hillerich and Bradsby Co. Inc.	Jeffersonville, IN	)*	496
Worth Sports Co.	Tullahoma, TN		118
Ten Pro Corp.	King of Prussia, PA	)	
American Modern Metals	Kearny, NJ	)*	126
Tennessee Sports Co.	Tullahoma, TN	)	
Dudley Sports Co.	Vidalia, GA	)*	44
Broadsider Sports	New York, NY	)	

\* Aggregated in order to preserve confidentiality of Canadian importers.

CANADIAN AND FOREIGN TARIFFS

Aluminum baseball and softball bats included in this analysis were dutiable under the following most commonly applied tariff item.

Tariff Item	Description	Tariff Treatment				
		British Preferential Tariff %	Most Favoured Nation Tariff %	General Tariff %	General Preferential Tariff %	U.K. and Ireland %
51100-1	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					
	1986	12.4	12.4	35	8	12.4
	on and after January 1, 1987	11.3	11.3	35	7.5	11.3

N.o.p. - Not otherwise provided for

Tariff Arrangements and Foreign Countries of Export:

Exporting country which qualifies for the Most Favoured Nation tariff treatment: United States

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

Foreign Countries

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

INFO EXPORT  
EXTERNAL AFFAIRS  
OTTAWA, ONTARIO  
K1A 0G2  
TEL: (613) 993-6435 OR 1-800-267-8376

DRIE REGIONAL OFFICES

Newfoundland  
P.O. Box 8950  
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 7M8  
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  
P.O. Box 247  
Tour de la Bourse  
800, Place Victoria, Suite 3800  
Montréal, Québec  
H4Z 1E8  
Tel: (514) 283-8185

Ontario  
4th Floor  
Dominion Public Building  
1 Front Street West  
Toronto, Ontario  
M5J 1A4  
Tel: (416) 973-5000

Manitoba  
P.O. Box 981  
330 Portage Avenue  
Room 608  
Winnipeg, Manitoba  
R3C 2V2  
Tel: (204) 983-4090

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) 666-0434

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) 920-8571

