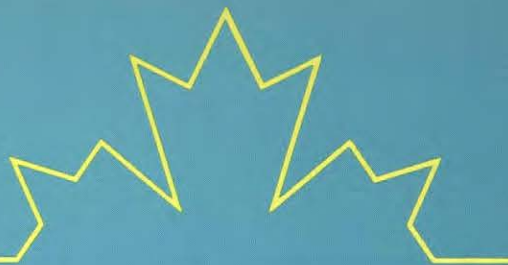


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IMPORT ANALYSIS

Market Research Support

KITCHEN TOOLS AND HAND OPERATED APPLIANCES

APRIL 1987

Pub. No.: 87024-RR March 1988



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of Canada

Regional Industrial
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KITCHEN TOOLS AND HAND OPERATED APPLIANCES

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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
Department of Regional Industrial Expansion
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 954-4970

OR

Special Projects Division
Consumer Products Directorate
Service Industries and Consumer
Goods Branch
Department of Regional Industrial
Expansion
235 Queen Street
Ottawa, Ontario
K1A 0H5
Tel: (613) 954-3100

OR

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

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IMPORT ANALYSIS

KITCHEN TOOLS AND HAND OPERATED APPLIANCES

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.

This analysis of imports of kitchen tools and hand operated appliances is based on a detailed examination of Revenue Canada Customs import documents for the month of April 1987. The following Canadian International Trade Classification (C.I.T.C.) import commodity code was analysed:

850-49-90 Kitchen Tools and Hand Operated Appliances N.E.S. (not elsewhere specified)

Only shipments of \$500 and over were included in this report. Total figures in this analysis do not correspond to those published by Statistics Canada. The differences are explained in Appendix E.

Other commodity codes related to kitchen utensils but not included in this report are summarized below:

<u>C.I.T.C.</u> <u>Code</u>	<u>Kitchen Utensils, Tools, Cutlery and Tableware</u>	<u>April 1987</u> <u>Values</u> <u>(\$000)</u>
850-07	Cooking utensils and parts - aluminum	1 203
850-11	- stainless steel	1 720
850-13	- vitreous enamel	587
850-15	- glass	957
850-19	- other than the above	1 132
850-24	Sieves, sifters and colanders	28
850-34	Bread boxes, canisters and cookie jars	336
850-39	Food preparation and storage utensils	1 490
850-44	Food choppers, cutters and slicers, hand operated and parts	183
850-46	Can openers, hand operated	274
850-49*	Specified kitchen tools & hand operated appliances & parts	372
850-52	Table knives, forks and spoons, stainless steel	1 238
850-59	Kitchen and other table cutlery	1 902
850-62	Tableware, ceramic	11 094
850-63	Tumblers and stemware, glass or crystal	1 615
850-64	Tableware, glass	3 163
850-66	Tableware, paper	247
850-68	Tableware, plastic	2 459
850-69	Tableware, other than the above	892

* Does not include Statistics Canada value of \$1 018 000 for kitchen tools and hand operated appliances not elsewhere specified (850-49-90), analysed in this report.

II. ANALYSIS OF IMPORTS

During the month of April 1987 imports of kitchen tools and hand operated appliances, not elsewhere specified, as analysed in this report, amounted to \$475 063.

The summary table below indicates that the majority of imports were plastic fabricated products.

SUMMARY OF IMPORTS BY MATERIAL, APRIL 1987

<u>Material</u>	<u>Value</u> <u>(\$000)</u>	<u>% of Total Value</u>
Plastic	260	55
Iron and Steel	90	19
Aluminum	63	13
Nickle-plated	30	6
Brass and Copper	7	2
Rubber	7	1
* Other Material	<u>18</u>	<u>4</u>
TOTAL	475	100

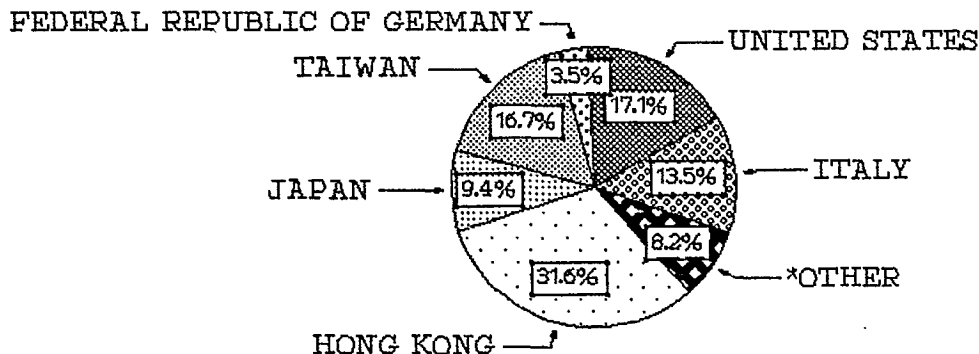
* Other - includes glass, marble, ceramic, wood, tin and combined materials

This analysis indicates that a very broad range of imported products is classified to this commodity code. Spatulas are the largest single product in this group, with a value of \$49 000 or 10 per cent of the total value of imports. Many shipments were described only as "kitchen tools": they make up 23 per cent of the total value of this report. (See Appendix A for further details of imports by product).

Hong Kong was the major country of origin of kitchen tools and hand operated appliances, accounting for 32 per cent of the total dollar value of imports. The United States and Taiwan followed with 17 per cent each.

Québec and Ontario were the major provinces of clearance.

COUNTRY OF ORIGIN

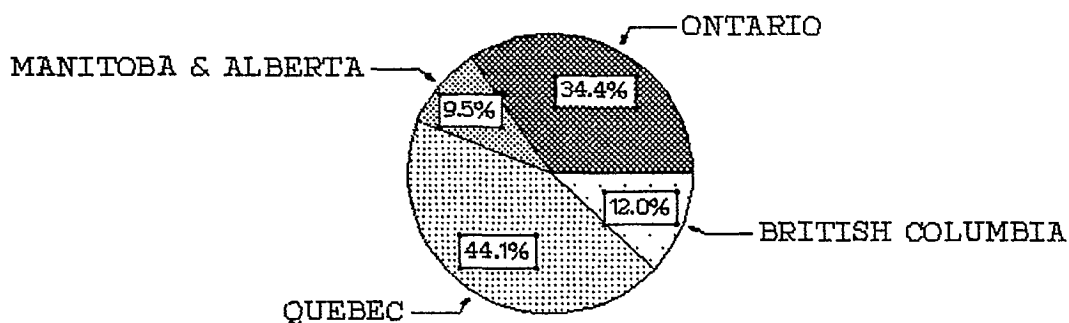


100% = \$475 063

*REPUBLIC OF KOREA (SOUTH KOREA), DENMARK, SWITZERLAND, FRANCE, AUSTRIA, PORTUGAL & SWEDEN

Hong Kong accounted for \$150 000 or 32 per cent of the total value of imports. The United States and Taiwan followed with \$81 000 and \$80 000 respectively or 17 per cent each. Imports from Italy, the most prominent of the remaining countries of origin, amounted to \$64 000 or 13.5 per cent.

PROVINCE OF CLEARANCE



100% = \$475 063

Québec was the major province of clearance representing \$209 000 or 44 per cent of the total import value. Imports cleared through Ontario accounted for \$164 000, or 34 per cent, followed by British Columbia with \$57 000 or 12 per cent. Manitoba and Alberta combined accounted for \$45 000.

IMPORT MARKET CONCENTRATION

There were at least 54 known consignees or importers of kitchen tools and hand operated appliances during the month of April 1987. There was no truly dominant consignee/importer; the average value of imports of the top 10 was \$27 000. The principal 17 consignees/importers accounted for \$365 000 or 77 per cent of total dollar value of imports. All consignees/importers are listed in alphabetical order in Appendix B.

<u>Principal Consignees/ Importers (By Value)</u>	<u>Cumulative Value (\$000)</u>	<u>Cumulative % of Total Value</u>
3	105	22
6	188	39
10	272	57
17	365	77
All Consignees/ Importers (54)	475	100

IMPORTS OF KITCHEN TOOLS AND HAND OPERATED APPLIANCES, BY PRODUCT DESCRIPTION
(IN DESCENDING ORDER OF DOLLAR VALUE)
APRIL 1987

<u>Product</u>	<u>Quantity</u> (No.)	<u>Value</u> (\$)	<u>Average</u> <u>Unit Price</u> (\$)
Spatulas	*	49 344	*
Scrapers	151 367	33 944	.22
Icing Sets & Cookie Presses	52 307	32 184	.62
Scoops (Ice cream, etc.)	34 950	28 174	.81
Ice Cream Makers	4 004	28 155	7.03
Ladles, Mashers and Turners (not in sets)	*	23 654	*
Tongs and Servers	65 442	21 793	.33
Juicers and Squeezers	93 328	20 341	.22
Vegetable Peelers and Scrubbers	98 844	16 851	.18
Novelty Ice Makers	*	15 869	*
Cherry Pitters, Corers & hullers	39 968	15 188	.38
Garlic Presses	*	14 836	*
Chopping Boards	9 780	10 912	1.12
Tea Infusers	17 904	6 899	.39
Dough Blenders	9 864	6 754	.68
Measure Sets	8 880	6 633	.75
Nut Crackers	15 408	6 415	.42
Poultry Lacers and Skewers	32 688	6 400	.20
Basters	22 464	6 064	.27
Skimmers and Siphons	*	5 258	*
Home Brewing and Wine Making Tools	601	4 957	8.25
Egg Separators and Egg Timers	13 104	3 377	.26
Mortar and Pestle, Melon Ballers and Sausage Fillers	*	715	*
Kitchen Tools (not further identified)	*	<u>110 346</u>	*
TOTAL		475 063	

* Quantities not reported

CANADIAN IMPORTERS

Importers of kitchen tools and hand operated appliances during the period April 1987 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>
149159 Canada Inc.	St-Laurent, Qué.
Ardis Import Inc.	St-Laurent, Qué.
Atlantic Promotions Inc.	Longueuil, Qué.
C.E. Springer & Co. Ltd.	Mississauga, Ont.
Capilano Trading Post Ltd.	North Vancouver, B.C.
Cassidy's Ltd.	Toronto, Ont.
Coppia International	Toronto, Ont.
D.H. Lisser Canada Inc.	Mount-Royal, Qué.
DH Howden & Co. Ltd.	London, Ont.
DanESCO Inc.	Kirkland, Qué.
Dart Industries Canada Ltd., Tupperware Company Division	Morden, Man.
F.W. Woolworth Co. Ltd.	Weston, Ont.
Fireco Inc.	Mississauga, Ont.
Fortune Housewares Co. Ltd.	Toronto, Ont.
G. Rosenthal Imports	Lachine, Qué.
Genin Trudeau & Co. Ltd.	Boucherville, Qué.
Goldcrest Exclusive Ltd.	Montréal, Qué.
Gontara Inc.	St-Laurent, Qué.
Gordon G. Brown & Co.	Scarborough, Ont.
J. Wilton Dist. Ltd.	Edmonton, Alta.
Griffith Laboratories Ltd.	Scarborough, Ont.
Henle, Jean H. Inc.	Montréal, Qué.
Ikea Canada:	Edmonton, Alta.
	Montréal, Qué.
	Toronto, Ont.
	Richmond, B.C.
Jascor Home Products Inc.	Pointe-Claire, Qué.
Jay Norris Canada Inc.	Montréal, Qué.
Johnson-Rose Inc.:	Mississauga, Ont.
	Montréal, Qué.
	Vancouver, B.C.
	Toronto, Ont.
K.M. Smith Inc.	Montréal, Qué.
Kamysco Ltd.	Montréal, Qué.
Lamplough Cutlery Canada Ltd.	Richmond, B.C.
Liberty Home Products Corp.:	St-Laurent, Qué.
	Vancouver, B.C.
	Calgary, Alta.
Ming Wo Ltd.	Vancouver, B.C.
Modern Creations	Toronto, Ont.
Modern Housewares Imports Inc.	Burnaby, B.C.
Myer Bald Inc.	Markham, Ont.
Nicholson Equipment Ltd.	
O. Brown & Co. Ltd.	

CANADIAN IMPORTERS (CONT'D)

<u>Name</u>	<u>Address</u>
PMI Consumer Products	Concord, Ont.
Pascal Hotel Supplies Inc.	Montréal, Qué.
Pexim International Inc.	Mississauga, Ont.
Premont Import Inc.	Montréal, Qué.
Protec Refrigeration Inc.	Montréal, Qué.
Rainbow Thermographers Co. Inc.	Montréal, Qué.
Rubbermaid Canada Inc.	Oakville, Ont.
SMICO Inc.	St-Laurent, Qué.
Spectrum Consumer Products Corp.	Montréal, Qué.
The Allied Group Inc.	Scarborough, Ont.
The Wine Baril	Winnipeg, Man.
Tierney's Wholesale Inc.	Richmond, B.C.
Trisi Frank Sales Ltd.	Toronto, Ont.
Vixit Products	Montréal, Qué.
Vollrath of Canada Limited	Mississauga, Ont.
Weil Co. Ltd./Weil Housewares Corp.	Mississauga, Ont.
Wing Hing Co. Ltd.	Vancouver, B.C.
Zellers Inc.	Montréal, Qué.

FOREIGN EXPORTERS TO CANADA

Major exporters to Canada of kitchen tools and hand operated appliances, as shown in this report, are listed below in descending order of dollar value. These exporters (33 out of 76) accounted for 84 per cent of the total analysed value of \$475 000.

<u>Name</u>	<u>Address</u>	<u>Value</u> <u>(\$000)</u>
Tupperware Manufacturing	Jerome, ID United States)	
Ikea Trading	Taiwan)	98
Nippon Light Metal Co. Ltd.	Tokyo Japan)	
Milan Commercio	Milan Italy)	
Wilson & Mathew Co. Ltd.	Hong Kong)	71
Biesse SPA	Collebeato Italy)	
Wui Lee Plastic & Metal Products Mfg.	Hong Kong)	
Core Resource (HK) Ltd.	Hong Kong)	47
Sanyei Corp. (HK) Ltd.	Hong Kong)	
Mike & Kremmel Ltd.	Hong Kong)	
Trans World Associates	Taipei Taiwan)	39
Sunrise (HK) Company	Hong Kong)	
Russel Harrington Inc.	Southbridge, MA United States)	
Thermohausser	Uhingen Fed. Rep. of)	
Rosti A/S	Ballerup Denmark)	29
Mercuries & Associates Ltd.	Taiwan)	
Rayman Trading Co. Ltd.	Hong Kong)	26
Toeï Shoji Company Inc.	Tokyo Japan)	
Taiwan Active Enterprises Co. Ltd.	Taiwan)	
Victorinox Cutlery Co.	Ibach-Schwyz Switzerland)	24
Emmarco Industries Co. Ltd.	Hong Kong)	
Indy SPA	Granelona Toce Italy)	
Sunkyong Limited	Seoul Rep. of Korea)	19
Oyanagi Mfg. Co. Ltd.	Tokyo Japan)	
Kinson Corporation	Hong Kong)	
Three Ace International Ltd.	Hong Kong)	16
Dou Hsin Enterprise Co. Ltd.	Taiwan)	
King Universe Co. Ltd.	Taiwan)	
Ewald Wolf Kunststoffwerk Kg.	WeiBenburg Fed. Rep. of)	
Lucky Goldstar Int'l Corp.	Germany)	15
	Rep. of Korea)	
Rubbermaid Commercial Products Inc.	Winchester, VA United States)	
Way Right Industrial Co.	Hong Kong)	13
Wing Kut Co. Ltd.	Hong Kong)	—

CANADIAN AND FOREIGN TARIFFS

Kitchen tools and hand operated appliances included in this analysis were dutiable under the following most commonly applied tariff items.

Tariff Item	Description	Tariff Treatment				
		British Prefer- ential Tariff	Most Favoured Nation Tariff	General Tariff	General Prefer- ential Tariff	U.K. and Ireland
		%	%	%	%	%
93907-1	93907 - Articles of materials of the kinds described in headings 93901 to 93906 inclusive, n.o.p. on and after January 1, 1987	13.6	13.6	30	9	13.6
44603-1	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. on and after January 1, 1987	10	10.2	35	6.5	10.2
35400-1	Manufactures of aluminum, n.o.p. on and after January 1, 1987	10.3	10.3	30	6.5	10.3
36215-1	Nickel-plated ware, gilt or electro-plated ware, n.o.p. on and after January 1, 1987	10.2	10.2	45	6.5	10.2

N.o.p. - Not otherwise provided for

CANADIAN AND FOREIGN TARIFFS (CONT'D)

Tariff Arrangements and Foreign Countries of Export:

Exporting countries which qualify for the Most Favoured Nation tariff treatment: the United States, Taiwan, Italy, Japan, the Federal Republic of Germany, Denmark, Switzerland, France, Austria, Portugal and Sweden.

Exporting countries which qualify for the Most Favoured Nation tariff treatment or General System of Preference tariff treatment*: Hong Kong and Republic of Korea

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

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) 954-6946

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

RECONCILIATION

Imports of kitchen tools and hand operated appliances during the period April 1987, as reported on documents analysed in this report, amounted to \$475 000.

The value reported in this import analysis does not correspond to official Statistics Canada figures for various reasons. Reconciliation of the two total figures is explained as follows:

<u>Values Accounted For</u>	<u>Value</u> <u>(\$000)</u>
Documents referring to products which should have been classified elsewhere	412
Values reported by Statistics Canada but not included in this report (e.g. missing documents, Canadian goods returned)	98
Total value of shipments under \$500	33
Total values reported in this import analysis	<u>475</u>
Total values accounted for as above	1 018
Total values published by Statistics Canada	1 018

Because there were an exceptionally large number of products which should have been classified elsewhere a table of these products is given below. A not elsewhere specified commodity code can include many extra products, especially when custom documents of a complex nature are involved.

PRODUCTS WHICH SHOULD HAVE BEEN CLASSIFIED ELSEWHERE

APRIL 1987

<u>Product</u>	<u>Value</u> <u>(\$)</u>
Cooking Utensils	82 014
Restaurant Fixtures and Commercial Food Preparation Machinery	42 775
Beaters and Whisks	36 822
Barbecue Tool Sets	33 522
Kitchen Cutlery and Steels	30 652
Racks and Storage Containers	24 503
Corkscrews, Bottle Openers and Can Openers	19 197
Food Choppers and Potato Chippers	17 403
Pizza Cutters	16 117
Wine Coolers	15 206
Plastic Tableware	14 476
Splatter Screens	11 503
Wooden Spoon Sets	10 395
Kitchen Tool Sets (Slotted Spoon, Ladle, Masher, Turner & Spoon)	10 378
Cheese Slicers	7 455
Stainless Steel Steamers	6 767
Counter Sets	5 977
Graters	5 806
Strainers, Cheese Shakers, Fondue Fork Sets and Others	<u>21 021</u>
TOTAL	411 989

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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
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Tour de la Bourse
800, Place Victoria, Suite 3800
Montréal, Québec
H4Z 1E8
Tel: (514) 283-8185

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Dominion Public Building
1 Front Street West
Toronto, Ontario
M5J 1A4
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330 Portage Avenue
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Winnipeg, Manitoba
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Saskatchewan
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Saskatoon, Saskatchewan
S7K 0B3
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V7X 1K8
Tel: (604) 666-0434

Yukon
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108 Lambert Street
Whitehorse, Yukon
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Tel: (403) 668-4655

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