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Import Analysis

Analyse des importations

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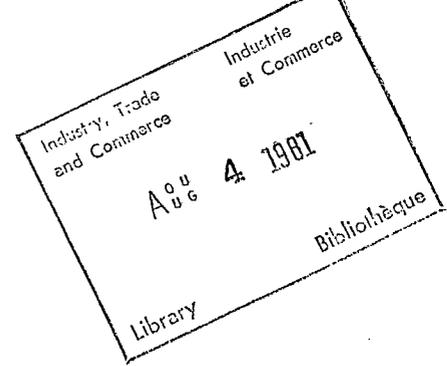
SUNGLASSES, COMPLETE WITH LENSES

JANUARY TO MARCH AND
SEPTEMBER TO NOVEMBER 1979

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IMPORT ANALYSIS

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REFERENCES: (1) Customs Tariff: Item 32700-1

(2) Trade of Canada Imports:
Import Class 883-14

SECTION I

SCOPE OF ANALYSIS

This report is based on a detailed analysis of imports of sunglasses, complete with lenses, during the period January to March and September to November 1979. These products are included in Statistics Canada Import Class.

883-14 Sunglasses, complete with lenses

During the years 1974 to 1979 imports of sunglasses, complete with lenses, showed an average annual increase of ten per cent in real terms and 33 per cent in terms of dollar value (see Table in Section IV).

SECTION II

ANALYSIS OF IMPORTS

Imports of sunglasses, complete with lenses, during the period January to March and September to November, 1979 were valued at \$6,986,610.

Full details are provided in the following table.

IMPORTS OF SUNGLASSES, COMPLETE WITH LENSES
JANUARY TO MARCH AND SEPTEMBER TO NOVEMBER 1979

<u>Item</u>	<u>Country of Origin</u>	<u>Unit Price</u> (<u>\$</u>)	<u>Quantity</u> (<u>No.</u>)	<u>Value</u> (<u>\$</u>)	<u>Import Market Concentration (Market Shares) Importers</u>	
					<u>Top 3 Firms</u> (<u>% of Value</u>)	<u>Top 5 Firms</u> (<u>% of Value</u>)
Sunglasses, complete with Lenses:	United States:	Up to 3.00	398,429	955,199		
		3.01 to 5.00	563,756	2,083,044		
		5.01 to 7.00	18,207	107,364		
		7.01 to 10.00	27,192	240,672		
		Over 10.00	7,551	94,052		
		-	-	22,180		
	TOTAL - UNITED STATES			3,502,511	*	97
	Taiwan:	Up to 3.00	925,041	880,716		
		Over 3.00	4,600	25,778		
		-	-	38,038		
	TOTAL - TAIWAN			944,532	41	56
	Italy:	Up to 3.00	379,430	564,488		
3.01 to 5.00		5,750	18,610			
5.01 to 7.00		14,667	85,341			
7.01 to 10.00		5,606	45,308			
Over 10.00		1,496	16,738			
-		-	6,772			
TOTAL - ITALY			737,257	51	78	

<u>Item</u>	<u>Country of Origin</u>	<u>Unit Price</u> (\$)	<u>Quantity</u> (No.)	<u>Value</u> (\$)	<u>Import Market Concentration</u> (Market Shares)	
					<u>Importers</u>	
					<u>Top 3</u> <u>Firms</u> (% of Value)	<u>Top 5</u> <u>Firms</u> (% of Value)
Sunglasses, complete with Lenses (Cont'd)	Japan:	Up to 3.00	308,091	511,109	—	—
		3.01 to 5.00	26,884	89,076		
		5.01 to 7.00	4,310	26,590		
		7.01 to 10.00	3,650	31,972		
		Over 10.00	3,124	43,129		
		-	-	2,564		
	TOTAL - JAPAN			704,440	58	74
	France:	Up to 3.00	128,697	261,721	—	—
		3.01 to 5.00	11,610	38,646		
		5.01 to 7.00	3,183	18,790		
		7.01 to 10.00	2,644	23,686		
		Over 10.00	10,302	185,552		
		-	-	30,072		
	TOTAL - FRANCE			558,467	46	56
	South Korea:	Up to 3.00	180,176	253,259	—	—
3.01 to 7.00		12,174	44,604			
-		-	19,743			
TOTAL - SOUTH KOREA			317,606	69	86	
Austria:	Up to 10.00	2,334	11,404	—	—	
	Over 10.00	2,437	43,564			
TOTAL - AUSTRIA			54,968	72	90	

<u>Item</u>	<u>Country of Origin</u>	<u>Unit Price</u> (<u>\$</u>)	<u>Quantity</u> (<u>No.</u>)	<u>Value</u> (<u>\$</u>)	<u>Import Market Concentration</u> (<u>Market Shares</u>) <u>Importers</u>	
					<u>Top 3 Firms</u> (<u>% of Value</u>)	<u>Top 5 Firms</u> (<u>% of Value</u>)
Sunglasses, complete with Lenses (Cont'd)	Hong Kong:	Up to 3.00	43,969	47,886		
		Over 3.00	212	1,213		
		-	-	597		
	TOTAL - HONG KONG			49,696	91	96
	Other Countries: (1)	Up to 3.00	21,676	38,804		
		3.01 to 10.00	501	4,049		
		Over 10.00	4,811	71,496		
		-	-	2,784		
	TOTAL - OTHER COUNTRIES			117,133	83	90
TOTAL - SUNGLASSES, COMPLETE WITH LENSES				6,986,610		

NOTES: * - Confidential

(1) - In descending order of value: Switzerland, Mexico, West Germany, Hungary, Mauritius Dep., United Kingdom, Malta and Denmark.

- Dollar values shown are based on selling price F.O.B. plant, in Canadian dollars.

SECTION III

FOREIGN EXPORTERS TO CANADA

Major exporters of products shown in Section II are listed below: they accounted for 79 per cent of the total value shown in Section II. The remaining 21 per cent consists of companies each representing less than 0.75 per cent of the total value of imports shown in Section II.

FRANCE

Monnier & Claumaud	Oyonnax
Pittion Lunetterie	Oyonnax
Samp Solar	Anney

WEST GERMANY

Ferdinand Menrad	Schwabisch Gemund
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ITALY

Eurosol	Nettuno
Italocremina SPA	Gazzada
Novex SPA	Verese
Osmamanufatti ThermoIplastici	Volto Mantovana

JAPAN

Fukushima Optical Mfg. Inc.	Sabae
Kanda Spectacles Co. Ltd.	Osaka
Nakaniski Optical Prod. Corp.	Osaka

SOUTH KOREA

Kodo Optical Co. Ltd.	Taegu
Kwang Hak Optical Co. Ltd.	Seoul
Sam Sun Industrial Co.	Taegu

TAIWAN

Beautiful Trading Co.	Taipei
Maolin Interprise Co. Ltd.	Taipei
Stand Brisk Enterprises Co. Ltd.	Taipei
Sunray Optical Co. Ltd.	Taipei
Tailung Spectacles	Keelung
Tony & Bros. Corp.	Taipei
Westfield Corp.	Taipei

U.S.A.

Bausch & Lomb	Rochester, NY
Foster Grant Corp.	Leominster, MA
Tropic Cal.	California

SECTION IV

IMPORT TRENDS

Imports of sunglasses, complete with lenses, Import Class 883-14, by major country of export.

Calendar Years 1974-1979

Country of Export	1974		1975		1976		1977		1978		1979		% GROWTH P.A. 1974-1979	
	000's	\$,000	000's	\$,000	000's	\$,000	000's	\$,000	000's	\$,000	000's	\$,000	Qty.	Value
France	480	650	505	715	345	570	603	968	496	1,153	245	855	- 12	+ 6
Italy	1,409	614	1,130	608	996	661	1,289	1,417	1,121	1,296	902	1,071	- 8	+ 12
Japan	704	518	996	903	1,376	1,465	1,468	1,848	970	1,672	516	1,119	- 6	+ 17
Taiwan	274	168	494	335	679	429	752	734	876	913	1,781	1,905	+ 45	+ 63
U.S.A.	361	637	1,050	1,672	1,455	3,078	1,450	3,587	1,462	4,714	1,734	5,808	+ 37	+ 56
Other	365	252	244	436	771	1,484	766	1,744	560	1,419	615	1,183	+ 11	+ 36
TOTAL	3,593	2,839	4,419	4,669	5,622	7,687	6,328	10,298	5,485	11,167	5,793	11,941	+ 10	+ 33

NOTE: Figures may not add due to rounding.

SOURCE: Statistics Canada

SECTION V

CANADIAN AND FOREIGN TARIFFS

CANADA

During the period analyzed, sunglasses, complete with lenses, 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>Most Favoured Nation Tariff</u>	<u>General Tariff</u>	<u>General Preferential Tariff</u>
32700-1	Spectacles; eyeglasses, and ground or finished spectacle or eyeglass lenses, n.o.p.	17-1/2%	17-1/2%	30%	11-1/2%
	From November 19, 1974 to June 30, 1979.	12-1/2%	12-1/2%	30%	-

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

Customs Programs Branch, Secretariat
Department of National Revenue
Customs and Excise
OTTAWA K1A 0L5

FOREIGN COUNTRIES

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

International Bureaux
Department of Industry, Trade and Commerce
OTTAWA K1A 0H5

Import Analysis
Corporate Systems Branch
Department of Industry, Trade and Commerce
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