



## Member's Data Program

### It's the big picture.

Reports provide manufacturers and retailers with insight into categories, products and competitors. The big picture helps members understand and rationalize their results and market reports.

Whether a particular product is destined for a retail store, commercial sales, e-commerce or purchased from a foreign website it is included in our market reports.





### At a glance

- Population 37.5 million people
- Canada imported \$453.1 billion in goods in 2019; roughly \$12,100 per capita.
- The world's second-largest country by total area
- The tenth-largest economy in the world
- Nominal per-capita income US\$46,192
- The most common import partners for Canada are United States (\$190B), China (\$47.1B), Mexico (\$18.3B), Germany (\$12.3B), and Japan (\$10.5B).

### Trade Agreements

- United States–Mexico–Canada Agreement (USMCA)
- Canada-European Union Comprehensive Economic and Trade Agreement (CETA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)
- Agreements with Chile, Costa Rica, Peru, Columbia, Panama, Honduras, Korea, Ukraine, Israel, Jordan



## Market Reports – Be Careful

Both government and private market reports have unique definitions and data sources.

Questions:

1. Which products are included?
2. Are the sale to the governments or corporations included?
3. Are Amazon sales included in market reports?

Answer:

It all depends on who created the report. Corporate & Government sales are not included in Retail sales. Amazon only reports to governments and they only report their sales not sales made by businesses who sells through their website (60-70%). Cross-border or sales by non-Canadian companies are not reported.

Businesses need to be careful. Do the numbers presented represent their products and customers?

Whether a particular product is destined for a retail store, commercial sales, e-commerce or purchased from a foreign website it is included in our import market reports.

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# Values, Quantities & Unit Cost

By year, month or quarter

## Value (FOB.1)

| Products                                                                   | 2018<br>Value  | 2019<br>Value  | 2020 YTD<br>Value |
|----------------------------------------------------------------------------|----------------|----------------|-------------------|
| Ceiling or roof fans - Other                                               | \$ 566,119,214 | \$ 655,642,379 | \$ 301,250,458    |
| Coffee or tea makers                                                       | \$ 182,230,329 | \$ 202,597,441 | \$ 81,391,854     |
| Cooking Appliances/Plate Warmers Other                                     | \$ 42,516,424  | \$ 56,401,653  | \$ 41,668,283     |
| Fans Personal/Table                                                        | \$ 164,304,344 | \$ 172,757,908 | \$ 110,715,282    |
| Food grinders and mixers; fruit or vegetable juice extractors              | \$ 220,141,080 | \$ 209,065,203 | \$ 88,408,324     |
| Other ovens; cookers, cooking plates, boiling rings, grillers and roasters | \$ 736,537,345 | \$ 751,516,631 | \$ 301,141,741    |
| Personal weighing machines                                                 | \$ 18,969,213  | \$ 19,021,229  | \$ 8,679,200      |
| Sewing Machines- Household type                                            | \$ 40,757,102  | \$ 43,475,371  | \$ 12,985,407     |
| Toasters                                                                   | \$ 55,749,154  | \$ 54,373,346  | \$ 17,718,953     |
| Vacuum Cleaners                                                            | \$ 404,842,559 | \$ 398,484,025 | \$ 148,740,307    |

## Quantities

| Products                                                                   | UOM | 2018<br>Quantity | 2019<br>Quantity | 2020 YTD<br>Quantity |
|----------------------------------------------------------------------------|-----|------------------|------------------|----------------------|
| Ceiling or roof fans - Other                                               | NMB | 8,608,706        | 9,376,846        | 4,286,456            |
| Coffee or tea makers                                                       | NMB | 3,214,393        | 3,276,358        | 1,184,260            |
| Cooking Appliances/Plate Warmers Other                                     | NMB | 403,202          | 411,740          | 245,463              |
| Fans Personal/Table                                                        | NMB | 5,369,141        | 5,449,219        | 3,799,969            |
| Food grinders and mixers; fruit or vegetable juice extractors              | NMB | 5,381,626        | 4,975,930        | 2,080,336            |
| Other ovens; cookers, cooking plates, boiling rings, grillers and roasters | NMB | 5,299,996        | 6,325,135        | 2,149,552            |
| Personal weighing machines                                                 | NMB | 2,119,025        | 2,192,906        | 916,118              |
| Sewing Machines- Household type                                            | NMB | 187,441          | 218,343          | 92,272               |
| Toasters                                                                   | NMB | 2,389,671        | 2,179,721        | 654,245              |
| Vacuum Cleaners                                                            | NMB | 4,204,967        | 3,964,310        | 1,703,516            |

## Unit Costs

| Products                                                                   | 2018<br>Unit Cost | 2019<br>Unit Cost | 2020 YTD<br>Unit Cost |
|----------------------------------------------------------------------------|-------------------|-------------------|-----------------------|
| Ceiling or roof fans - Other                                               | \$ 65.76          | \$ 69.92          | \$ 70.28              |
| Coffee or tea makers                                                       | \$ 56.69          | \$ 61.84          | \$ 68.73              |
| Cooking Appliances/Plate Warmers Other                                     | \$ 105.45         | \$ 136.98         | \$ 169.75             |
| Fans Personal/Table                                                        | \$ 30.60          | \$ 31.70          | \$ 29.14              |
| Food grinders and mixers; fruit or vegetable juice extractors              | \$ 40.91          | \$ 42.02          | \$ 42.50              |
| Other ovens; cookers, cooking plates, boiling rings, grillers and roasters | \$ 138.97         | \$ 118.81         | \$ 140.10             |
| Personal weighing machines                                                 | \$ 8.95           | \$ 8.67           | \$ 9.47               |
| Sewing Machines- Household type                                            | \$ 217.44         | \$ 199.12         | \$ 140.73             |
| Toasters                                                                   | \$ 23.33          | \$ 24.95          | \$ 27.08              |
| Vacuum Cleaners                                                            | \$ 96.28          | \$ 100.52         | \$ 87.31              |

### 1) FOB Value = Ex-Factory Price + Other Costs

Other Costs in the calculation of the FOB value shall refer to the costs incurred in placing the goods in the ship for export, including but not limited to, shipping, domestic transport costs, storage and warehousing, port handling, brokerage fees, service charges, et cetera.



# Values, Quantities & Unit Cost

## By Country of Origin

### Value (FOB.1)

| Coffee or tea makers |  | 2018        | 2019        | 2020 YTD   |
|----------------------|--|-------------|-------------|------------|
| Country Name         |  | Value       | Value       | Value      |
| China                |  | 113,849,963 | 125,034,949 | 38,276,868 |
| Switzerland          |  | 19,471,152  | 23,230,043  | 18,874,061 |
| Malaysia             |  | 9,930,372   | 12,225,415  | 2,157,802  |
| Italy                |  | 11,863,379  | 11,330,309  | 3,100,099  |
| Ukraine              |  | 6,370,076   | 9,702,073   | 7,552,088  |
| Romania              |  | 6,716,395   | 8,332,258   | 2,225,618  |
| United States        |  | 2,486,532   | 3,346,866   | 1,079,086  |
| Hungary              |  | 5,729,214   | 2,787,576   | 5,571,309  |
| Philippines          |  | 9,864       | 2,178,143   | 28,702     |
| Slovenia             |  | 1,158,270   | 864,474     | 465,497    |
| Portugal             |  | 1,927,656   | 841,420     | 772,966    |

### Quantities

| Coffee or tea makers |     | 2018      | 2019      | 2020 YTD |
|----------------------|-----|-----------|-----------|----------|
| Country Name         | UOM | Quantity  | Quantity  | Quantity |
| China                | NMB | 2,693,681 | 2,680,796 | 838,718  |
| Switzerland          | NMB | 105,977   | 133,551   | 114,139  |
| Malaysia             | NMB | 157,773   | 161,163   | 28,436   |
| Italy                | NMB | 31,919    | 29,302    | 7,961    |
| Ukraine              | NMB | 103,993   | 130,292   | 95,809   |
| Romania              | NMB | 19,814    | 26,226    | 7,569    |
| United States        | NMB | 31,175    | 32,864    | 12,197   |
| Hungary              | NMB | 35,405    | 15,381    | 38,170   |
| Philippines          | NMB | 124       | 23,681    | 377      |
| Slovenia             | NMB | 838       | 15,540    | 9,027    |
| Portugal             | NMB | 6,563     | 6,850     | 24,651   |

### Unit Costs

| Coffee or tea makers |    | 2018      | 2019      | 2020 YTD  |
|----------------------|----|-----------|-----------|-----------|
| Country Name         |    | Unit Cost | Unit Cost |           |
| China                | \$ | 42.27     | \$ 46.64  | \$ 45.64  |
| Switzerland          | \$ | 183.73    | \$ 173.94 | \$ 165.36 |
| Malaysia             | \$ | 62.94     | \$ 75.86  | \$ 75.88  |
| Italy                | \$ | 371.67    | \$ 386.67 | \$ 389.41 |
| Ukraine              | \$ | 61.25     | \$ 74.46  | \$ 78.82  |
| Romania              | \$ | 338.97    | \$ 317.71 | \$ 294.04 |
| United States        | \$ | 79.76     | \$ 101.84 | \$ 88.47  |
| Hungary              | \$ | 161.82    | \$ 181.24 | \$ 145.96 |
| Philippines          | \$ | 79.55     | \$ 91.98  | \$ 76.13  |
| Slovenia             | \$ | 1,382.18  | \$ 55.63  | \$ 51.57  |
| Portugal             | \$ | 293.72    | \$ 122.84 | \$ 31.36  |



## Market Concentration

| Market Concentration |                          |                         |
|----------------------|--------------------------|-------------------------|
| Number of importers  | Value of imports (\$CDN) | Cumulative % of imports |
| 3                    | 99,474,478               | 51.97%                  |
| 6                    | 128,766,933              | 67.27%                  |
| 10                   | 152,945,413              | 79.91%                  |
| All                  | 191,404,952              | 100.00%                 |

Market Concentration and the 'Major Importers' reports comprise those companies that collectively account for 80% of all imports (in terms of \$ value)

Example: The chart above shows that 3 importers account for 51.9% of imports or CDN \$99,474,478. The list below are the 10 importers than account for 80% of importers.

## List of Major Importers

| Major Canadian importers                 |                    |            |         |
|------------------------------------------|--------------------|------------|---------|
| Company name (alphabetical order)        | City               | Province   |         |
| BREVILLE CANADA, S.E.C.                  | Saint-Laurent      | Quebec     | H4R 1R2 |
| CANADIAN TIRE CORPORATION, LIMITED       | Brampton           | Ontario    | L6T 4L5 |
| CONAIR CONSUMER PRODUCTS ULC             | Woodbridge         | Ontario    | L4H 0L2 |
| DE'LONGHI AMERICA INC.                   | Upper Saddle River | New Jersey |         |
| KEURIG CANADA INC.                       | Montréal           | Quebec     | H1Z 4K3 |
| KEURIG GREEN MOUNTAIN, INC.              | Waterbury          | Vermont    |         |
| NESTLE CANADA-HEAD OFFICE                | Toronto            | Ontario    | M5P 2V4 |
| PHILIPS ELECTRONICS LTD/ST JEROME QUEBEC | Markham            | Ontario    | L6C 2S3 |
| PROCTOR-SILEX CANADA                     | Markham            | Ontario    | L3R 9Z6 |
| WAL-MART CANADA CORP                     | Mississauga        | Ontario    | L5N 1P9 |



## Member Data

Members data was developed to fill in the blanks and help members rationalize their results and market reports.

New products are added monthly.

If you want to discuss current reports or need customized market reports please contact:

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Other references:

[Sample reports and publications](#)

[Import Data Webinar](#)



**CHHMA**

Canadian Hardware & Housewares  
Manufacturers Association



Canadian Office Products Association



**Our data is the total of all imports sold through all sales channels in Canada.**

**Database:**

- Import data (In most cases this is the Canadian market)
  - Monthly quantities & values
  - Country of origins
  - Currently 273 generic product covering Appliances, Houseware, Homeware, Cleaning & Personal Care (Example: Coffee Makers)
- Annual Market Concentration by Major Importers
- Annual List of Major Importers
- Retail Commodity Reports ( excludes Corporate & Government & most ecommerce & cross border sales)

**Source**

- Open- government datasets (Canada)
- Statistics Canada
- Industry Canada
- Canadian Border Services

