

## Moderate industry growth forecast

The U.S. soap and detergent industry should experience moderate growth during 1982, according to a report on the industry in the *U.S. Industrial Outlook* for 1982.

Value of 1981 product shipments was about 2.3% above 1980 (in terms of 1972 dollars) according to the report prepared by Leo McIntyre of the office of basic industries.

"The annual compound growth rate of soap and detergent sales, in 1972 dollars, will probably not exceed 2.3% during the next five years," the report says.

Citing a long-range economic forecast, the report says money spent on heavy duty laundry detergents is expected to be about 1.7% of personal consumption expenditures by 1990, compared to 2% in the mid-1970s. By 1985, consumers will launder in hot water 10% of the time, warm water 60%, and cold water 30%, a trend which favors heavy duty liquid detergents, according to the report.

Improvements in liquid soaps packaging and manufacture could improve their share of the toilet soap market to 10 or 12% by the end of 1982, rather than the expected 9% if such improvements are not made, the report said.

With regard to surfactants, the report forecasts 1982 product shipments will be up nearly 4% over 1981, when product shipments were an estimated \$1.8 billion in current dollars (\$907 million in 1972 dollars). Production capacity for linear alkylbenzene sulfonate is expected to reach nearly 800 million pounds in 1982, the report says, whereas 1981 production was estimated at 750 million pounds. About 10 million pounds of alpha olefin sulfonates are expected to be used during 1982 in personal care products, the report said.

"By 1990, oil producers may use three billion pounds of various types of chemicals to enhance the recovery of crude oil from low-producing wells," the report said. "The use of surfactants for this purpose was estimated at 32,000 tons in 1979 and it may increase to 320,000 by 1990.

"The largest potential market for surfactants is enhanced oil recovery through micellar polymer flooding. The primary surfactants used in this process are sulfonates, alcohols, and ethoxylates."

**Trends and Projections 1972-1982 (in millions of dollars, unless otherwise noted)<sup>1</sup>**

Item	1972	1977	1981 <sup>2</sup>	1982 <sup>3</sup>	Percent change 1981-82 <sup>3</sup>
<b>Soaps and detergents</b>					
<b>Industry data</b>					
Value of shipments <sup>4</sup>	3,394	5,671	8,876	—	—
Value of shipments (1972 \$) <sup>4</sup>	3,394	3,692	4,100	4,194	2.3
Total employment (000)	31.5	32.1	32.9	33.0	0.3
<b>Product data</b>					
Value of shipments <sup>5</sup>	2,852	5,000	7,861	—	—
Value of shipments (1972 \$) <sup>5</sup>	2,852	3,268	3,631	3,715	2.3
Product price index (1972=100)	100	153.3	216.5	—	—
<b>Surfactants</b>					
<b>Industry data</b>					
Value of shipments <sup>4</sup>	463	945	1,825	—	—
Value of shipments (1972 \$) <sup>4</sup>	463	706	907	942	3.9
Total employment (000)	6.9	6.6	7.5	7.5	—
<b>Product data</b>					
Value of shipments <sup>5</sup>	581	1,341	2,398	—	—
Value of shipments (1972 \$) <sup>5</sup>	581	1,002	1,192	1,238	3.9
Product price index (1972=100)	100	133.8	211.0	—	—

<sup>1</sup> Estimated except for product price index.

<sup>2</sup> Estimated.

<sup>3</sup> Forecast.

<sup>4</sup> Value of all products and services sold by industry.

<sup>5</sup> Value of shipments produced by all industries.

Source: Bureau of the Census and Bureau of Industrial Economics. Estimates and forecasts by the Bureau of Industrial Economics.