

U.S. INDUSTRY OUTLOOK

This section is based on the *1989 U.S. Industrial Outlook* published by the USDOC. This information provides a general forecast of short-term prospects and gives an indication of expected trends and developments in the U.S. chemical specialties sector. While such information may be of interest, readers should proceed with caution in utilizing the data for the following reasons.

Firstly, although the USDOC is the source of both the "U.S. Imports 1982-88 (summarized above) and the "U.S. Industry Outlook", two different systems of product classification are used. Differences may not be obvious. In some cases, slightly different titles reflect very similar sets of products; in others, similar titles for sectors or product groups encompass a slightly different mix of products. Thus the market forecasts in the "U.S. Industry Outlook" section may cover a slightly different mix of products than the rest of this report.

Secondly, while most sections of the "U.S. Industry Outlook" address the entire sector, others address specific products or product groups. Forecasts made at both levels should be assessed carefully, as they may differ significantly from the prospects of any individual product included within them. It is therefore recommended that outlook data be used only as a general indication of sectoral prospects in the near term.

The USDOC separates its discussion of the outlooks for cleaning preparations and pesticides.

Cleaning Preparations

The USDOC categorizes the cleaning preparations industry into three sectors: soaps and detergents; polishes and sanitation goods; and surface-active agents.

Soaps and Detergents

The USDOC notes that the total value of industry shipments of soaps and detergents in 1988 was estimated at \$11.5 billion (U.S.). This represented an increase of 6.2% over 1987 levels. The value of imports remained the same at \$92 million (U.S.). The USDOC estimates that the value of shipments in 1989 will increase 3% over 1988 levels (measured in constant 1982 dollars).