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Press release

Worldwide deliveries of aluminium aerosol cans increase by 6.6 per cent

Deodorant and hair care markets drive high demand

The International Organisation of Aluminium Aerosol Container Manufacturers (AEROBAL) reports that global shipments by its members increased by 6.6 per cent to just over 3.2 billion units in the first half of 2023.

The market growth is mainly due to buoyant demand from the volume-dominant areas of deodorants, hairspray and hair mousses, which each grew by around 8 per cent compared to the same period last year. Demand from the pharmaceutical sector also developed positively, growing by almost 5 per cent. Deliveries to the market for shaving foams were extremely satisfactory, even increasing in the mid-double-digit range. In contrast, demand from the food and household products sectors, which are less important in terms of volume, declined by 2.5 and 12.5 per cent respectively.

Market growth was driven in particular by deliveries to the 27 EU member states including the UK and to South and North America, which rose by a good 11 and 6 per cent respectively. Demand from Asia, Australia and Africa stagnated, while deliveries to the Middle East declined by around 8 per cent.

Sustainability remains at the top of the agenda

The topic of sustainability continues to be at the centre of interest throughout the industry and among its customers in order to realise the lowest possible CO2 footprint of the packaging. Accordingly, the demand for aluminium cans with the highest possible proportion of post-consumer recycled material is lively. However, the global availability of high-quality aluminium scrap needed for the technically demanding production of aluminium aerosol cans is limited. Another key task is consistent for recycling to ensure that aluminium aerosol cans are successfully and safely returned to the material recycling loop with a minimum of material input and packaging complexity. "The manufacturers of aluminium aerosol cans are rising to this challenge and are continuously working together with their partners in the supply chain on innovative and even more sustainable can concepts," knows AEROBAL Secretary General Gregor Spengler.

Economic conditions and labour shortages depress sentiment

The weakening global economy, persistently high inflation and labour shortages are dampening the mood in the aluminium aerosol can industry, even though demand for aerosol cans is currently still satisfactory.

"In particular ongoing inflation is causing uncertainty among both our member companies and consumers. Companies are facing higher interest rates and investment costs, and consumers are suffering from further loss of purchasing power. Whether these developments will impact the aerosol can industry with full force remains to be seen. We hope that the level of investment in our industry will remain high to further expand competitiveness. Moreover, demand for fast-moving consumer goods such as aerosol cans has in the past been able to largely decouple itself from negative economic cycles. We hope that this will continue in the second half of 2023," concludes Spengler.



International Organisation of Aluminium Aerosol Container Manufacturers

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