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Press release

AEROBAL members increase their deliveries by 6 per cent in 2023

Stable personal care markets ensure dynamic demand

The International Organisation of Aluminium Aerosol Can Manufacturers (AEROBAL) reports that its members' global shipments increased by 6 percent to around 6.4 billion units in 2023.

The market growth is primarily due to the above-average increase in demand from the hairspray, deodorant and shaving foam sectors, which grew by 12%, 9% and 55% respectively compared to the previous year. Overall, the personal care market accounted for around 83 per cent of total deliveries. In contrast, demand from the pharmaceutical sector only achieved a below-average increase of around 1%. Deliveries to the food and household products sectors fell by 3 per cent and 15 per cent respectively.

Demand in the 27 EU member states, including the UK, rose by 9 per cent. Deliveries to South and North America even increased by 10 per cent. These regions account for around 72 per cent of total deliveries by AEROBAL members. While demand from the African market also increased by 11 per cent, deliveries to Asia/Australia and the Middle East fell by 2 per cent each.

Fierce competition for skilled labour and consistent design for recycling

"Aluminium aerosol can manufacturers are concerned about the shortage of qualified workers and the associated increases in labour costs. Manufacturers must develop effective strategies to keep know-how carriers in their companies and recruit young talents so that production capacities can continue to be utilized efficiently in the future. There is fierce competition worldwide for well-trained and committed employees," says AEROBAL Secretary General Gregor Spengler.

Of central importance in the packaging industry is the highest possible recyclability of packaging, which is increasingly demanded by customers, consumers and legislators. "In this context, consistent design for recycling throughout the aerosol can industry's supply chain plays a crucial role in the production of sustainable packaging solutions," adds Gregor Spengler.

Satisfactory outlook for the first half of 2024

In view of the still high order backlog, manufacturers of aluminium aerosol cans are optimistic about the first half of 2024. "Demand is very robust overall. Only the persistently high inflation in the main sales markets worldwide and the associated impact on consumer purchasing power is dampening sentiment in the industry somewhat. On the other hand, the convincing sustainability properties of aluminium, which can be recycled almost infinitely, are boosting sales. In this context, the availability of high-quality post-consumer recycling material is becoming an increasing challenge for the aluminium aerosol can industry," concludes Gregor Spengler.

Contact:

Gregor Spengler
Manager Packaging in Aluminium Deutschland e. V. (AD)
AEROBAL Secretary General