

18. September 2024

Press Release

Global Deliveries of Aluminum Aerosol Cans Rise by 4.4 Percent

Growth on all fronts in the first half of 2024

The International Organization of Aluminum Aerosol Container Manufacturers (AEROBAL) reports that global deliveries from its members increased by 4.4 percent to just over 3.4 billion units in the first half of 2024.

Market growth is primarily driven by strong demand from the quantitatively dominant sectors of deodorants and hairsprays, which saw increases of 7 and 8 percent, respectively. Demand from the pharmaceutical sector also grew positively by around 3 percent. Deliveries to the less significant food sector were particularly satisfactory, rising by as much as 12 percent.

The market growth was mainly driven by deliveries to the 27 EU member states, including the UK, and to South and North America, which increased by around 5 percent and 11 percent, respectively. Deliveries to Asia/Oceania and the Middle East also saw increases, rising by approximately 3 percent and 17 percent, respectively. However, deliveries to Africa declined by about 3 percent.

Sustainability remains a top priority

The topics of sustainability and reducing the carbon footprint of packaging remain a key focus across the packaging industry. As such, there is lively demand for aluminum cans with the highest possible content of post-consumer recycled material. However, the growing global demand is met with limited availability of high-quality aluminum scrap, which is needed for the technically demanding production of aluminum aerosol cans. Additionally, the demand for "green aluminum" produced using renewable energy (and thus having a significantly lower CO₂ footprint) is increasing significantly.

Of central importance to the industry is an efficient Design for Recycling criterion, to ensure that aluminum aerosol cans can be returned to the recycling loop with minimal material use and packaging complexity. "The current draft of a new European packaging regulation already includes requirements for consistent design for recycling, which still need to be further specified by delegated acts from the EU Commission. A consortium of packaging associations is currently working with the Cyclos HTP Institute on a study to develop specific design for recycling criteria and guidelines for various aluminum packaging types. This document is intended to serve as a scientifically sound basis for upcoming discussions with relevant European standardization and legislative bodies," explains AEROBAL Secretary General Seifeldin Raslan Mohamed.

Demand Slowdown Expected Due to Tense Economic Situation

The generally weak economic conditions worldwide (with few exceptions), multiple crisis hotspots, and still relatively high inflation rates are dampening the mood in the aluminum aerosol can industry despite the clear increase in global deliveries.

This unsatisfactory mix of economic and political challenges is creating headwinds that are slowing growth for both our member companies and customers. But overall, the aluminum aerosol can industry is resilient, so we still expect demand to remain consistent or even see slight growth in the second half of the year. The medium-term outlook for aluminum aerosol cans remains quite positive as well" concludes AEROBAL President Rob Huffman.



International Organisation of Aluminium Aerosol Container Manufacturers

Contact:

Seifeldin Raslan Mohamed

Head of the Packaging and Metal Powder Division at Aluminium Deutschland e. V. (AD)

AEROBAL Secretary General