

Aluminum Tube and Aerosol Can Manufacturers Confront a Declining Demand

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Decline in Deliveries of Aluminum Tubes and Aerosol Cans to Germany

In the first half of 2025, members of the Tubes, Cans, and Impact Extruded Parts Association of Aluminium Deutschland e.V. reported lower deliveries of aluminum tubes and aerosol cans to domestic customers. A total of 393 million aluminum tubes were delivered to Germany, representing a decline of around 1% compared to the same period of the previous year.

For aluminum aerosol cans, deliveries reached 268 million units in the first half of 2025, marking a 3.2% decrease compared to the first half of last year. Despite healthy growth in the largest markets—deodorants (+3%) and hair care (+1.3%)—this overall decline was driven by significantly weaker demand in other cosmetics segments as well as in smaller markets such as food, pharmaceuticals, and household products.

Workforce and Production Costs

Finding skilled personnel has noticeably improved compared to previous years. Layoffs in the automotive sector have led to more skilled workers seeking employment in the packaging industry, easing some of the recruitment pressures faced by companies.

However, rising production costs remain a significant challenge for industry, with no signs of relief soon. Costs of energy, logistics, compliance and raw materials continue to put pressure on the competitiveness of the national producers.

Market Dynamics and International Trade

The recently introduced 50% tariffs on empty aluminum cans and tubes in the United States are being closely monitored by the industry. For most German producers, the impact is expected to remain limited, as their core business lies in supplying the domestic market and other EU countries. However, a few companies do export to the U.S. in smaller volumes, and for them, the new tariffs represent an additional challenge.

Industry Outlook

Despite the strained market situation and regulatory headwinds, member companies report generally stable capacity utilization and are focusing strongly on international business development and innovation in sustainable packaging.

Johannes Schick, Chairman of the Association, commented: “Against the backdrop of global trade barriers, geopolitical tensions, and a weak European and German economy, the current business environment remains highly challenging. Nevertheless, our members are demonstrating resilience, adapting to regulatory changes, and continuing to ensure the reliable supply of aluminum tubes and aerosol cans to customers worldwide.”

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