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Press release

Global Deliveries of Aluminum Aerosol Cans Decline by 1.7 Percent in first half of 2025

Cosmetics slowdown shapes the first half of 2025

The International Organization of Aluminum Aerosol Container Manufacturers (AEROBAL) reports that global deliveries of aluminium aerosol cans delivered by its members fell by 1.7 percent to around 3.3 billion units in the first half of 2025, compared to the same time in 2024. The decline was primarily driven by weak demand in the cosmetics sector. The key market segments of deodorants and hairsprays, which traditionally account for the largest share of deliveries, experienced significant decreases. These losses could only be partially offset by strong growth in the food sector, which continues to gain importance as a niche application for aluminum aerosol cans.

From a regional perspective, deliveries to the Americas suffered a considerable setback, declining to 1.26 billion units in H1 2025 — a decrease of nearly 4 percent. Nevertheless, the region remains the largest single market for aluminum aerosol cans. By contrast, deliveries to the 27 EU member states and the UK increased slightly, rising from 1.19 billion to 1.21 billion units. Meanwhile, deliveries to Asia/Oceania, Africa, and the Middle East all registered declines compared to H1 2024

Volatility in the Americas, regulatory pressure in Europe

The market in the Americas has been marked by pronounced volatility, driven above all by U.S. tariffs on aluminum cans. In one of the most promising individual markets in the last couple of years, Brazil, consumer purchasing power deteriorated sharply in the first half of 2025, triggering a marked shift in consumer behavior with little prospect of a quick recovery. At the same time, sustainability requirements in the Americas are on the rise to match Europe. Demand continues to grow in some regions for aluminum aerosol cans made with high shares of recycled content and for low-carbon aluminum produced using renewable energy. At the same time, mounting regulatory pressure in Europe — in particular through the forthcoming Packaging and Packaging Waste Regulation — is expected to impose stricter design-for-recycling requirements in the near future.

Industry remains resilient

“Despite the current market headwinds, our industry has repeatedly demonstrated its resilience,” emphasizes AEROBAL Secretary General Seifeldin Raslan Mohamed. “Even though regulatory pressure in Europe is mounting and global economic conditions remain challenging, aluminum aerosol cans continue to stand out thanks to their unique combination of product protection, consumer convenience, and sustainability. This makes me confident that our sector will adapt successfully and continue to grow in the medium term.”

Contact:

Seifeldin Raslan Mohamed

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

AEROBAL Secretary General