

## **Asia Pacific Aerosol Cans Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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### **Report description:**

The Asia-Pacific aerosol cans market is expected to register a CAGR of 6.5% during the forecast period. An aerosol can is a self-contained dispensing system that stores a substance inside a small metal canister and pushes it out as a fine mist, a foam, or a spray. As these cans are convenient to use and offer accurate dosing without risk of spillage, their demand is growing across various end-user industries.

#### Key Highlights

Beverage producers are selling mini-cans in reduced amounts. Increased unit consumption is driving the demand for metal cans. Due to an emphasis on branding, products in the region that come in metal packaging are offered at a premium price.

The increasing disposable income in developing economies such as China and India, industrialization, the growing convenience food industry, and rising consumption level are driving the aerosol cans market in Asia-Pacific. However, the dosage forms are costly for aerosol cans, which may negatively impact the market's growth, as price sensitivity is relatively higher in the Asia-Pacific region.

As consumer dynamics in the region are changing, with customers increasingly adopting convenient and sustainable product, the demand for aerosol cans is expected to witness steady growth.

Apart from personal care, the demand for aerosol cans is also increasing across the pharmaceutical sector of the region.

According to Invest India, the Indian pharmaceutical industry is expected to reach USD 65 billion in 2024. The industry's growth is expected to present new opportunities for the market vendors offering aerosol cans in the country.

However, the increasing presence of cheaper alternatives for packaging and the growing presence of harmful chemicals in aerosol cans amid growing concerns about the environment and health are restraining the market's growth.

The COVID-19 outbreak significantly impacted various industries in the Asia-Pacific region, including the aerosol can industry, as widespread lockdowns and restrictions on workforce utilization in factories significantly impacted demand and production.

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## APAC Aerosol Cans Market Trends

### Household is Expected to Account for Significant Market Share

The household sector is among the leading end users of aerosol cans. Household products that use aerosol cans include insect repellants, air fresheners, car cosmetics, and cleaning agents.

The demand for these products in Asia-Pacific is increasing due to rapid urbanization, increasing awareness about hygienic products, and the growing disposable income of the middle-class population.

According to the Chinese government, the urbanization rate of permanent residents in the country reached 64.71% in 2021. According to China's 14th Five-Year Plan (2021-2025), the government aims to raise its urbanization rate to 65%. Such trends are expected to create a favorable market scenario for aerosol cans.

Due to the pandemic, the demand for household products for hygiene increased significantly due to social distancing measures and restrictions on the movement of people, resulting in many people staying at home.

This demand is expected to sustain the impact of the pandemic due to the growing awareness about hygiene, especially among the urban population. The market is expected to witness positive demand from the household product segment.

### China Accounts for the Largest Market Share

Aerosol cans are considered consumer-friendly, offer high safety and hygiene standards, and are produced by the impact extrusion process utilizing a 99.5% pure aluminum sheet. The demand for aluminum aerosol cans is increasing due to their several benefits. Market vendors are engaging in partnerships and investments to offer new aluminum cans.

With a major share of the global population and increased purchasing power of a vast section of the middle class in the last few years, China has become one of the largest soft drink markets in terms of volume and value. Both domestic and international soft drink producers have enjoyed steady growth rates in recent years. The Chinese market witnessed increased adoption of aluminum aerosol cans by beer and soft drink producers due to the increasing concerns over eco-friendly packaging solutions and the effects of plastic bottles on the environment.?

According to an article published in drinktec.com in July 2021, functional and energy drinks registered substantial growth in China, along with water, carbonated beverages, and ready-to-drink beverages. The article also observed that nearly 40% of Chinese respondents intend to live more frugally and seek value for money when selecting beverage products. Therefore, the demand for energy drinks and other beverages may improve the market growth for aerosol cans in China.

Similarly, companies in the region are focusing on innovating aerosol cans in different shapes and sizes, meeting consumer requirements. For instance, in November 2021, the Chinese can maker King planned to invest in new plants and product lines to expand its capacity for aluminum beverage cans.

### APAC Aerosol Cans Market Competitor Analysis

The Asia-Pacific aerosol cans market is moderately consolidated with a few significant players, as the market is price-sensitive. Therefore, sustaining in the market is demanding. Vendors in the market are also driven by sustainability and product enhancements to capture a significant market share and gain profitability.

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June 2022 - Ball Corporation unveiled its lightweight aerosol cans to reduce its carbon footprint. The company conducted an internal life cycle analysis (LCA), which reported that the new cans have a 50% lower carbon footprint than standard cans. According to Ball, these aerosol cans were developed using a holistic approach by focusing on their environmental impact. The cans are also made from 50% recycled materials and low-carbon aluminum, which appears to have been melted using renewable energy sources such as hydroelectric power.

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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