

## **Aerosol Cans - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Aerosol Cans Market size is expected to grow from 19.12 billion units in 2024 to 22.31 billion units by 2029, growing at a CAGR of 3.13% during the forecast period (2024-2029).

#### Key Highlights

- Aerosol cans are leakproof which helps in protecting the content from contamination & evaporation and make many industrial processes, such as painting, polishing, and lubricating, easier. Additionally, aerosol cans are used for domestic packaging products, including deodorant, deodorants, hairsprays, and detergents. Aerosol sprays are used in air purification and pest control techniques.
- The reusability and recyclability of aerosol cans are key factors driving the growth of the market. The aerosol cans can be recycled indefinitely as they are made of metal manufactured as per environmental regulations; users benefit from the cost advantages of packaging while eliminating disposal concerns. It helps the vendors contribute to sustainability goals through the products.
- Further, the growing cosmetics and personal care industries are significant factors behind the market's growth. Aerosol cans will likely be consumed by rising disposable incomes, changing consumer lifestyles, product presentation and differentiation, and increased demand for products such as deodorants, hairsprays, and more. Due to high demand, aluminum aerosol cans are rapidly gaining acceptance in the market studied.
- Aluminum aerosol cans offer high flexibility, a crucial industry aspect. Additionally, the eased recyclable material availability adds to its usability, thus driving the demand. With companies innovating in design, material savings enable companies to produce more aluminum aerosol cans with limited material.
- Consumers have high bargaining leverage in the cosmetics and personal care industry. This is owing to increased competition and the availability of cosmetics from different manufacturers. The consumers buying competitors' products can force

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manufacturers to lower their product prices which is a significant limitation for the aerosol cans market. Also, the regulation over the disposal of aerosol cans may remain the challenge for the market due to the increased focus on environmental effects.

-The surge in the development of different pharmaceutical products resulted in increased demand for aerosol cans during the pandemic, but the supply chain struggled, which led to inflation. Besides this, the Russia-Ukraine war had an adverse impact on the market due to the energy crisis. Post-COVID, the end-user industries such as cosmetics & personal care started to operate at full efficiency to cater to the growing demand, which ultimately had a positive impact on the market.

## Aerosol Cans Market Trends

### Growing Demand from the Personal Care and Cosmetic Industry to Drive the Market

- The beauty and personal care sector is changing dramatically due to increased demand for cosmetics and skin care products because of technology and product breakthroughs, high-profile mergers and acquisitions, the advent of virtual try-on, and the emergence of online marketplaces.
- With the significant influence of western styles and the rise of aerosol cans providers, many domestic and international manufacturers have progressively increased their presence. The beauty and retail industry has seen more items developed over the years.
- The increased sensitivity of customers about their appearance is one of the critical elements driving aerosol cans market expansion. Color cosmetics, Skincare, and hair care are among the beauty and personal care goods millennials use daily. The emergence of cosmetics, including natural, non-toxic, and organic components, has also aided market expansion. The different cosmetics & personal care segment such as fragrances, color cosmetics, skincare, haircare, and others have showcased positive growth during 2021-2022.
- The growing personal care and cosmetic industry in developed and developing regions contribute to market growth. The rising population, shifting concern of people toward appearance, and rising consumer purchasing power is some factors driving the market growth.

### Europe is Expected to Hold Major Market Share

- The increasing use of aerosol cans in the deodorants and perfume industry is a significant factor of growth for the market in European countries such as France. The French fragrance industry is one of the most popular segments in the global cosmetics industry. The fragrance market in France has witnessed substantial growth over recent years. France was the second largest national market in 2022 for cosmetics & personal care in the world, according to the Cosmetic, Toiletry and Perfumery Association (CTPA).
- The fragrance segment accounted for around 16% of the European cosmetic & personal care market in 2022. The increase results from ongoing innovation in terms of new product launches. Extensive research, development, and collaboration by the world's leading perfume producers drive the fragrance industry, which bolsters the demand for aerosol packaging, including aerosol cans.
- With the growing automotive industry in Germany, the country's demand for aerosol cans is increasing. According to the German Trade and Invest (GTAI), Germany is the Europe's biggest automotive market in terms of production as well as sales, accounting for around 25 percent of all the passenger cars manufactured.
- Steel aerosol cans are widely recognized as an excellent packaging solution for paint and coatings, being robust and able to offer the kind of protection a chemical product, such as paint, needs. In addition, it has a high diffusion barrier required for special high-solvent paints. The market is also expected to grow with the expansion of the machinery industry in a broad sense, including

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general machinery, electronic motors, vehicles, precision appliances, etc.

- The Italian cosmetics market offers many opportunities, and international businesses invest in promoting their products and brands in the country. Also, companies can effectively promote their brand and appeal to Italian tastes and fashion preferences. The main imports are make-up and skin care products, Italy imports almost all cosmetic ingredients, and demand for raw materials will continue to grow. All such factors leverage the market for aerosol cans in the country.
- The United Kingdom is undergoing demand for aerosol cans with rising income, ease, and convenience. The end-user industries demand aerosol cans, owing to their low environmental impact due to the increasing environmental concerns. The high recyclability of aerosol cans is one of the significant driver for the market studied.

## Aerosol Cans Industry Overview

The intensity of competitive rivalry in the aerosol cans market is high and expected to remain the same throughout the forecast period due to the presence of established players. Prominent players in the market include Ball Corporation, Crown Holdings Inc., Nampak Ltd., CCL Containers, Trivium Packaging B.V., etc. The players are focusing on developing innovative product and expanding facilities to cater the market and gain the market share in the competitive market.

- In August 2022, Ball Corporation introduced a new aluminum aerosol can made with its lightweight ReAl alloy while incorporating 50% recycled content and aluminum smelted using renewable energy sources in a bid to half the pack's carbon footprint.
- In August 2022, Colep Packaging acquired a 40% stake in ALM Envases, an aluminum aerosols provider from Spain. The acquisition was to enlarge the packaging solutions of the company. This is one more step in the strategic implementation that gives the company a more effective answer to the market and a strengthened partnership with its customers. Also, the acquisition will allow Colep to use ALM's technology and expertise to cater to the more challenging market in aerosol cans.
- In February 2022, Trivium Packaging invested USD 40 million in United States and Brazil facilities to expand the production of aluminum aerosol cans and beverage bottles. The expansion will help the company meet the fastest growing demand for aerosol packaging.

## Additional Benefits:

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

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