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Press release

Aluminium Aerosol Can Economy in Excellent Shape

Aluminium Aerosol Can Market Enjoys Sustained Dynamic Growth

In 2007, worldwide sales of aluminium aerosol cans enjoyed unrestrained growth to a volume of around 5.3 billion cans. This corresponds to a further impressive increase of 11 per cent over 2006, which was already a record year for the aluminium aerosol can industry, and gives aluminium cans a 41 per cent share of the global aerosol can production of approximately 12.7 billion units. There was an increase – significant in some cases – in shipments to all continents with the exception of Asia.

Once again, the cosmetics market was the driving force behind this expansion. 80 per cent of all shipments are to this dynamically growing market. The key market areas in cosmetics in 2007 were deodorants with a 45 per cent share of total shipments, hair sprays with 15 per cent and mousses with 12 per cent, following by shaving foams with 3 per cent. The share of other cosmetic products amounted to approximately 5 per cent. The remaining 20 per cent of total shipments were accounted for by household and chemical/technical products (7 per cent), pharmaceuticals (5 per cent), food (3 per cent) and other products (5 per cent).

Healthy demand from the cosmetics industry was driven in particular by the growing trend for shaped cans, which feature a more ergonomic design and give the brand a distinctive appearance at the point of sale. The good malleability of aluminium and the flexibility of the impact extrusion manufacturing process can be used to their full advantage here.

A sector brimming with creativity

Aluminium aerosol can manufacturers are thinking outside the box when it comes to developing new market areas. Imaginative innovations are also being introduced outside the key cosmetics market. One example is the spray can for toothpaste developed for the Odol brand. When the can is pressed, pure nitrogen pushes the fine gel out of the container. An aluminium bag inside the can ensures that the filling and propellant remain separate from one another. As the paste does not come into contact with external air before it leaves the can, it remains sterile. Cooking oil, too, has been packaged in aluminium aerosol cans recently. With its light and slim "Less Cal" Easy Action Cooking Spray can, the Euro Fine Foods company created a perfect symbiosis of packaging and reduced-calorie product. With both products, the contents are applied conveniently, precisely and in the right amount, demonstrating the strengths of the aerosol can.

Continued upswing in 2008

A solid order book in the first quarter of 2008 offers the prospect of another successful year for the industry. Sustained healthy growth in Europe and South America ensures that manufacturers' capacities are very well utilised. In Eastern Europe, particularly in Russia where real wages are rising across the board, good opportunities are available for premium products in the fast-moving consumer goods sector. Aluminium aerosol cans, which primarily appeal to the premium sector, will benefit from these developments. In Asia too, where the use of aerosol deodorants is still far less widespread than in parts of South America or in Europe, for example, brand manufacturers are mounting major PR efforts to make this product more appealing to Asian consumers. This area offers enormous potential for growth, which should be tapped into in future.

The only fly in this otherwise fine ointment continues to be the soaring aluminium and energy prices, which are likely to remain high in 2008. Coupled with ever shorter product life cycles and increasingly complex production processes due to elaborate shapes and printing technologies, this puts significant pressure on margins which needs to be compensated by the industry.

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