

Global production of aluminium aerosol cans relatively stable in H1/2019

There has been rapid growth in the production of aluminium aerosol cans worldwide in the recent past, with a new production record being reported year after year. However, according to AEROBAL, the International Organisation of Aluminium Aerosol Container Manufacturers, this development did not continue in the first half of 2019: year-on-year its member companies' production fell by about one per cent to three billion cans.

For AEROBAL's secretary general Gregor Spengler this is hardly surprising given the more difficult economic environment worldwide, which is also impacting the mood generally: "Nobody could seriously expect a successful trend like the one the aluminium aerosol can has enjoyed in recent years to continue unabated and ignore global economic developments. Demand for aluminium aerosol cans is nevertheless still at a high level."

Demand is still increasing in European countries outside the EU and also in the Middle East. By contrast, demand has calmed down in particular in Western Europe, North America and the Asian markets. Deodorants remain the most important area of use with a market share of around 60 per cent. A declining trend in the hair care sector is being offset by slight gains in the pharmaceutical field.

Overall, Gregor Spengler notes a certain reluctance on the part of the industry's clients compared with the record-breaking years. Existing inventories have been reduced and in addition there are signs of a trend towards packaging that has a less complex design. Given the restrained order intake and the weakness of the global economy, AEROBAL's expectations for 2019 as a whole are therefore rather subdued.

Despite this note of caution, AEROBAL's president Leopold Werdich believes that the industry and especially the member companies of AEROBAL are nevertheless well positioned: "Besides the weak phase in the global economy, the most important challenges facing our industry are the development of new, innovative alloys and the use of eco-friendly coating technologies. We are also focussing, of

course, on improving the recycling of aerosol cans around the globe. But here in particular, where recyclability and genuine sustainability are called for, aerosol cans made of aluminium offer clear advantages over other materials. This is another reason why we at AEROBAL regard future challenges more as an opportunity to further strengthen and expand the position of the aluminium aerosol can in the global packaging market of the future.”

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