

# Global Metal Aerosol Cans: Growth and Opportunities in Beauty and Personal Care

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## Abstracts

Metal aerosol cans in beauty and personal care are on the rise, and are forecast to see further growth. Deodorants dominate beauty aerosol can applications, with Brazil and India the largest contributors to growth. Meanwhile, in hair styling agents, aerosol cans are competing with spray alternatives. The increasingly competitive environment is leading brand owners and packaging manufacturers to innovate through more eco-friendly packaging, while offering differentiation on shelves.

Euromonitor International's Global Metal Aerosol Cans: Growth and Opportunities in Beauty and Personal Care global briefing offers an insight into to the size and shape of the packaging market, highlights the effect of emerging geographies, categories and consumer trends on the packaging landscape. It identifies the leading pack types, offers strategic analysis of key factors influencing the packaging market - be they packaging innovations, consumption growth, category switching, economic/lifestyle influences, legislation or environmental issues. Forecasts illustrate how the market is set to change and criteria for success.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Packaging market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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October 2016

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