

# Product Innovation and Diversification Invigorates the Metal Aerosol Can Industry

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## Abstracts

Metal aerosol can demand is shaped by deodorants, air fresheners and insecticides; these three product applications alone amounted to 59% of global retail aerosol volume sales in 2009. Expanded take-up is evident with the affordability and functionality attributes of the aerosol creating growth in Air and Sun Care in developed North America and Europe. Furthermore, the aerosol's premium, added-value nature propels growth amongst a fast-developing consumer base in Asia Pacific and Latin America.

Euromonitor International's Product Innovation and Diversification Invigorates the Metal Aerosol Can Industry 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 industry;

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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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