

# Latin America Aerosol Cans - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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## Abstracts

The Latin America Aerosol Cans Market size in terms of shipment volume is expected to grow from 2.81 Billion units in 2024 to 3.11 Billion units by 2029, at a CAGR of 2.02% during the forecast period (2024-2029).

### Key Highlights

Aerosol cans are among the most popular in the market due to their recyclability and reusability. As aerosol cans are mostly made from metal, they can be recycled indefinitely. Manufactured by environmental regulations, aerosol cans provide users with cost-effective packaging solutions while eliminating disposal worries. This helps vendors to meet their sustainability objectives with their products.

Furthermore, the increasing cosmetics and personal care industries are significant factors behind the market growth. The aerosol cans market is experiencing growth due to rising disposable incomes, changing consumer lifestyles, product presentation and differentiation, and increased demand for products such as deodorants, hairsprays, and more. Due to the high demand, aluminum is rapidly gaining acceptance in the markets studied.

With the expansion of the personal care and cosmetics industry in Latin America, the demand for eco-friendly packaging cans has surged. As personal care and cosmetic products have sensitive chemical ingredients that are reactive to sun exposure and air, they are packed in aerosol metal cans specifically.

Moreover, with the growing healthcare infrastructure in the region, aerosol cans are

increasingly finding applications in the healthcare sector. Inhalers and nasal sprays, for instance, rely on aerosol technology to deliver medication effectively. With the rising prevalence of respiratory diseases and the growing aging population, the demand for aerosol-based medical products is rising. This presents significant opportunities for manufacturers to cater to the evolving healthcare needs and develop specialized aerosol solutions.

Additionally, the quick adoption of spray paints for customization and maintenance in the automotive industry has opened a wide range of potential for the aerosol cans market in Brazil and Argentina. Spray paints are utilized as art supplies and for in-home painting. Furthermore, vendors in the market are driven by sustainability efforts to raise awareness and thus promote recycling initiatives to make a difference.

Metal aerosol packaging faces competition from other packaging solutions. Alternatives such as plastic, paper, or glass packaging solutions are available. Plastic packaging continues to be the main competitor of metal packaging. Glass packaging is also widely popular in the cosmetics industry, and various vendors are launching new sustainable glass packaging to support the circular economy.

## Latin America Aerosol Cans Market Trends

### Cosmetic and Personal Care is Expected to Account for Significant Market Share

Aerosol cans have a high-temperature resistance, allowing cosmetics and personal care products to maintain quality without relinquishing the characteristic moisture loss. Aerosol cans have also been used in the industry to control the moisture due to linings. They are mainly used in the cosmetics and personal care industry for packing deodorant, shaving foam, etc. Airtight aerosol cans are used to maintain product quality and extend shelf life.

Consumption of aerosol cans is projected to increase due to rising incomes, changes in consumer lifestyles, product presentation and differentiation, and increased demand for cosmetic and personal care products, including deodorants, hair sprays, and other skin creams. For instance, according to Beautycare Brazil (ABIHPEC & ApexBrasil), the import of deodorants, hair care products, and fragrances in Brazil accounted for USD 18.5 million, USD 55.6 million, and USD 178.2 million, respectively, in 2023.

Furthermore, beauty product vendors are probably looking for a standard packaging solution. The market players are focusing on product launches and creating innovative

products such as aerosol sprays.

Consequently, key players are introducing aluminum-based aerosol cans, especially for personal care products such as hair sprays and deodorants. In addition, environmentally-conscious consumers are increasingly adopting packaging materials that can be recycled and are biodegradable, facilitating the sales of aerosol cans.

### Brazil is Expected to Account for the Largest Market Share

In Brazil, factors such as rising disposable income, changes in consumer lifestyles, product presentation and differentiation, and rising demand for various end users, such as cosmetic and personal care, household, pharmaceutical/veterinary, paints and varnishes, and automotive, will increase the consumption of aerosol cans.

According to the ABF (Brazilian Franchise Association) report published in February 2023, beauty chains lead the ranking of the fastest-growing market in Brazil for the third consecutive year and have been successful in other countries. In the franchising business, in the health, beauty, and wellness segment, Brazil emerged as the largest market for aesthetics and beauty in Latin America and the fourth in the world, behind only the United States, China, and Japan. Brazil's demand for aerosol cans across personal care reflects a broader consumer preference for convenience, efficiency, and product efficacy.

In the personal care industry, aerosol cans offer a convenient and hygienic way to dispense products such as deodorants, hair sprays, and shaving foams. The ease of application and precise dosage provided by aerosol packaging align well with consumers' lifestyles, driving continued demand for these products.

Moreover, the market of aerosol cans is experiencing global opportunities where trade relations of the region also help manufacturers innovate new formats of aerosol cans that are more eye-catching and less weighted. Hair spray and hair mousse are essential hair care products that are in demand in different personal care and cosmetic markets. In this context, trade plays an important role. The export value of hair care products from Brazil grew yearly from USD 124.90 million in 2020 to USD 200.20 million in 2023, showing that the growing trend of hair care products, including sprays from Brazil, created a landscape for the aerosol can demand.

Furthermore, increasing home, interior, and decor spending drives market demand. The most common are air fresheners and cleaning products. Many homeowners have aerosol spray paints for decorating, DIY, and home improvement projects.

## Latin America Aerosol Cans Industry Overview

The Latin American aerosol cans market is fragmented with significant players like Crown Holdings Inc., Ball Corporation, CCL Industries Inc., Can-Pack SA, and Ardagh Group. Furthermore, vendors in the market are driven by sustainability and product enhancements to capture market share and profitability.

In September 2023, Crown Holdings Inc. became the first company in Colombia to receive the ASI Performance Standard certification for responsible sourcing practices, continuing its series of verifications with the Aluminium Stewardship Initiative. This achievement is expected to encourage ASI to expand its operations to new regions in Latin America and create momentum for other undertakings operating in this area to demonstrate their business processes.

In April 2023, Ball Corporation announced that its Global Aerosol Packaging division earned the Aluminium Stewardship Initiative (ASI) certification for the Performance and Chain of Custody Standards. The Ball Aerosol division provides various inventive, infinitely recyclable aluminum packaging solutions for the personal care, home, and beverage industries. These include a variety of impact-extruded aluminum bottles for single- and multiple-use applications and cutting-edge aerosol containers with a high aluminum content produced from low-carbon energy sources.

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