

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

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Abstracts

The North America Aerosol Cans Market size is estimated at 4.32 Billion units in 2024, and is expected to reach 5.06 Billion units by 2029, growing at a CAGR of 3.21% during the forecast period (2024-2029).

Key Highlights

End-use industries, such as cosmetics, personal care, food and beverage, and healthcare, are driving the demand for aerosol cans. The cosmetics and personal care sectors, driven by factors like increasing disposable incomes, changing consumer lifestyles, and a growing demand for items like deodorants and hairsprays, are key drivers of this market's growth.

In the United States, beauty product vendors are increasingly moving toward standardized packaging solutions. The industry's push for innovation was shown by Aptar Beauty's move in January 2023. The company expanded its sustainable dispensing solutions by introducing two aerosol actuators and a fine mist spray containing up to 46% post-consumer recycled resin (PCR). Aptar Beauty's EuroMist technology, known as North America's leading fine mist spray, works well with many formulas.

There is a noticeable increase in consumer spending on laundry and cleaning products, showing a higher demand. Metal cans, especially in household sprays, are important for cleaning and disinfecting items like air fresheners and furniture polishes. Procter & Gamble (P&G) witnessed a significant increase in net sales in the United States in 2023, jumping from USD 27.3 billion in 2018 to USD 38.7 billion, marking a strong

growth rate of about 12.1%. This rise highlights a significant shift in demand, especially after COVID-19, for P&G's household and personal care products, many of which, including cleaning agents, air fresheners, and unique hygiene products, come in aerosol cans.

Despite the industry's growth, consumers of cosmetics and personal care products have significant bargaining power, driven by increased competition and many interchangeable products. This often forces producers to lower prices, presenting a challenge for the aerosol can segment. In addition, supply chain disruptions, worsened by rising energy costs, have slowed the growth of the aluminum sector.

Aluminum aerosol cans are praised for their flexibility, and with a growing focus on recyclable materials, their demand is increasing. The Aluminum Association reports recycling over 40 billion cans annually, showing the industry's commitment to sustainability. The United States could save a significant USD 800 million each year by recycling the aluminum that is currently going to landfills.

The market's growth is further supported by the proactive strategies of industry associations. The Can Manufacturers Institute (CMI) has set ambitious goals to increase the aluminum beverage can recycling rate in the United States to 70% by 2030, with further goals of 80% by 2040 and over 90% by 2050. These initiatives show the industry's commitment to using aluminum's sustainability.

North America Aerosol Cans Market Trends

The Automotive/Industrial Segment to Drive the Market

The packaging industry has enhanced aerosol cans' functionality for storage, transportation, and consumer convenience. According to the Energy Information Administration's (EIA) monthly report published in August 2023, crude oil production in the United States was projected to reach an all-time high of 12.76 million barrels per day (bpd) in 2023, rising by 850,000 bpd. Aerosol cans provide a convenient and precise method for applying lubricants.

With the growing availability of lubricants, users may prefer aerosol cans for their ease of use and accurate application, especially in hard-to-reach or complex machinery parts. According to an Extraplate survey, North America's fluids and lubricants market was worth USD 26.7 billion in 2023. The burgeoning sales of vehicles are predicted to cause a surge in the automotive aftermarket in the future years, which will, in turn, push up the

requirement for aerosol cans in the automotive segment.

These cans are also used in automobiles for various painting and maintenance purposes. Apart from the thriving automotive industry, rapidly expanding production also impacts the demand for aerosol cans in the market. Aerosols are used heavily for tool cleaning and degreasing and the maintenance of factory machinery worldwide. This, in turn, allows factories and manufacturing facilities to maintain their optimum production volumes.

According to a report by the American Automobile Association, published in October 2023, for every mile driven, the average vehicle owner spent an average of 9.83% on vehicle maintenance and repairs (up by 1.6% in 2022). As consumers spend more on maintaining and repairing their vehicles, they are likely to keep them in better condition for longer. This can result in higher vehicle ownership rates and a larger pool of potential customers for automotive aerosol products.

Aluminum cans have a higher recycling rate and contain more recycled content than competing packaging types. According to The Aluminum Association, aluminum is one of the most recycled materials on the market, saving more than 90% of the energy required to produce new metal and reducing production costs. Ball Corporation partnered with Recycle Aerosol LLC to boost the recycling rates of aluminum aerosol cans in the United States. The collaboration increases aerosol can recycling and establishes a closed-loop system in which used cans are recycled into new aerosol cans.

The United States is Expected to Account for the Largest Market Share

The packaging industry has increased the utility of aerosol cans for storage, transportation, and convenience of use, making these packaging solutions efficient and fulfilling most requirements. The demand for aerosol cans is expected to increase due to the expansion of the personal care sector in the United States, which is related to consumers' increased disposable income and ability to purchase luxury goods. Aerosols are commonly used in personal care products, and the market is projected to profit from their increased sales.

Aerosols are also being used for systemic drug delivery. Patients need safe, reliable, portable, and easy-to-use devices. The growth of the medical segment can be credited

to the increasing demand for dry powder respiratory inhalers and metered dose inhalers in the country. Growing pollution has led to a rise in asthma patients, which is anticipated to propel the demand for aerosol containers in the upcoming period.

According to an article published by PKN Packaging News in February 2023, the International Organisation of Aluminium Aerosol Container Manufacturers (Aerobal) reported that global shipments of aerosols increased by 6.8%, and the deliveries to South and North America also increased by 6%. These two regions accounted for about 71% of the total deliveries of the Aerobal members. With more pharmacists available, there may be an increase in the overall volume of prescriptions filled. This could result in a higher demand for pharmaceutical products, including those delivered through aerosol cans, such as inhalers or topical sprays.

Notably, according to data from the US Census Bureau, the retail sales of health and personal care stores in the United States increased from USD 32,224 million in January 2022 to USD 34,246 million in January 2023. Many consumers are looking for chemical-free alternatives in their beauty products. Aerosol metal cans can be advantageous for products that need to be formulated without certain chemicals, as they allow for controlled dispensing and minimal exposure to air, reducing the need for preservatives.

Aerosol cans are an easy, user-friendly way to dispense paints and varnishes. They eliminate the need for additional equipment like brushes or rollers, making them a preferred choice for many consumers, including homeowners and DIY enthusiasts. According to the US Census Bureau, till August 2023, construction spending across the country amounted to USD 1,284.7 billion, 4.2% higher than USD 1,233.4 billion for the same period in 2022. As construction activity expands, there is a greater demand for paints and coatings to finish and protect newly constructed buildings and structures.

North America Aerosol Cans Industry Overview

The North American aerosol cans market is fragmented with the presence of major players such as Crown Holdings Inc., Ball Corporation, CCL Container Inc. (CCL Industries Inc.), Mauser Packaging Solutions (Bway Holding Company), and Ardagh Group SA. These players are adopting strategies such as partnerships, innovation, and acquisitions to enhance their product offerings and gain sustainable competitive advantages.

In September 2023, Novelis, a sustainable aluminum solutions provider, declared that it had entered into an anchor customer agreement with Ball Corporation in North America. The agreement stipulates that Novelis will provide aluminum sheets to the Ball can manufacturing facilities in North America.

In May 2023, Ardagh Metal Packaging and Crown Holdings, producers of aluminum beverage cans, invested in a new grant initiative as part of their ongoing support for initiatives to encourage the installation of aluminum can capture equipment within material recovery facilities, which specialize in sorting single-stream recyclables. According to the initial estimates, these grants would fund equipment that, upon installation, would collect 71 million cans of aluminum per year, amounting to a little over USD 1 million in annual revenue for the US recycling system.

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