

Italian aerosol production jumps 4% in four years



According to the Associazione Italiana Aerosol (AIA), Italian production of aerosols in 2016 grew 4.38% over 2012, which is the last year statistics were released. Italian fillers produced 548 million units compared to just over 525 million in 2012.

Personal Care was the largest category, with 246 million units filled. This is an 8.38% jump over the almost 227 million units filled in 2012. Most products (Deodorants, Hair Mousse, Hairspray) showed an increase, although Shaving Foam and Shaving Gel showed a decline, due mainly to the trend of men favoring beards.

Household Care, the second largest category, dropped 8.2% in 2016, filling only 81 million units compared to 88.3 in 2012. Most product subcategories (Textile Care, Room Sprays, Furniture Cleaner, Bath & Kitchen Cleaner and Other) dipped in production, although Insecticide & Garden and Leather Care showed an increase.

Paint/Varnish increased 31.2% in 2016, with 49 million units filled compared to 37.2 million in 2012. Pharmaceutical & Veterinary increased 9.2%, with 48 million units filled

2016 Italian Production Compared to 2012 (in millions of units)

Categories	2012	2016	% change
Personal Care	227	246	8.38%
Household Care	88.28	81	-8.2%
Automotive Care (excluding Paints)	18.6	17	-8.6%
Paint/Varnish	37.14	49	31.2%
Industrial/Technical	25.55	21	-17.8%
Pharmaceutical/ Veterinarian	43.9	48	9.2%
Food	67.1	70	4.5%
Other	17.45	16	-8.3%
TOTAL:	525.3	548	4.38%

compared to almost 44 million in 2012. Food aerosol products also grew, with 70 million filled for a jump of 4.5% over 2012's 67 million.

Categories that dipped in 2016 were Auto Care (excluding paint) (-8.6% at 17 million), Industrial/Technical Products (-17.8% at 21 million) and Other (-8.3% at 16 million). **SPRAY**



Italy's Omnia Labs Deodorant comes in Aloe vera, Argan Oil and Tea Tree Oil scents.