

Brazilian aerosol market stays steady

Personal Care leads consumption in 2017



The Brazilian Aerosol Association (Associação Brasileira de Aerossóis e Saneantes Domissanitários or ABAS) recently released its 2017 aerosol statistics for Brazil. The report revealed total aerosol consumption was over 1.2 billion, showing growth of just under 1% from 2016.



Personal Care dominated the product categories with 58% of the market; Deodorants accounted for a whopping 91% of the Personal Care category. The Insecticides category followed at 17% with Household Care another major player at 11%.

Brazil imported 25% of its aerosols in 2017 while it produced 75% of its aerosols within its borders. This is an increase over the 70% of aerosols produced at home in Brazil in 2016. **SPRAY**

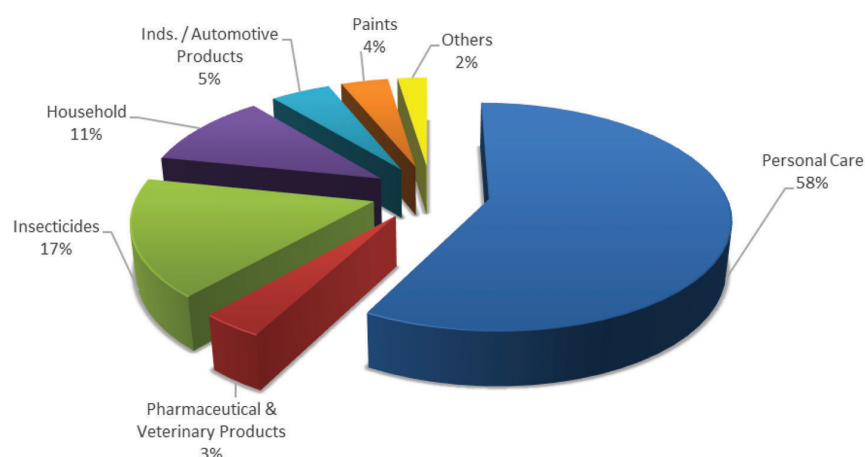


Coffee Man 48-hour Antiperspirant offers the Brazilian consumer "intensive protection and active freshness."

Growth of Aerosols in Brazil



Division of the Brazilian Aerosol Market in 2017



Produced vs Imports in Brazilian Aerosol Market 2017

