

Japanese aerosol fillings increase more than 1% in 2018

Personal Care and Household markets improve...



According to the Aerosol Industry Association of Japan (AIAJ) and Aerosol Industry Newspaper Co., Ltd., the estimated number of units filled in 2018 (January to December) was 540,572,000, an increase of 1.14% more than 2017, which saw 534,487,000 aerosol products filled.

Many “Made-in-Japan” personal care products—such as sun-screen sprays and skin care products—were launched in 2018 for export, especially to East Asian markets in China, Taiwan, Hong Kong and Singapore. In these East Asian markets,

according to AIAJ, “Made-in-Japan” products have established themselves as a unique brand and have been penetrating gradually because of high quality and reasonable pricing.

The Household category saw an increase due to the popularity of foaming cleaners. The Medicinal & Pharmaceutical sub-category also grew considerably due to the launch of a popular new Heparinoid foam for allergy sufferers.

However, production of certain Japanese aerosol products not designated for export—such as Insecticides and Paints—decreased in 2018 due to unseasonable weather. **SPRAY**

2018 Japanese Aerosol Production (in thousands)

| PRODUCTS | 2017 | 2018 | % Change |
|-----------------------------------|---------|---------|----------|
| 1. INSECT SPRAYS | 81,645 | 79,786 | -2.15 |
| Space Insecticides | 53,246 | 50,692 | -4.80 |
| Other Insecticides | 28,399 | 29,094 | +2.45 |
| 2. COATINGS & FINISHES | 42,549 | 41,927 | -1.46 |
| 3. HOUSEHOLD PRODUCTS | 74,795 | 76,450 | +2.21 |
| Room Fresheners | 33,293 | 34,320 | +3.08 |
| Cleaners | 14,277 | 15,902 | +11.38 |
| Wax & Polishes | 1,259 | 984 | -21.84 |
| Laundry Products | 152 | 141 | -7.24 |
| All Other Household Products | 25,814 | 25,103 | -2.75 |
| 4. PERSONAL PRODUCTS | 267,952 | 273,750 | +2.16 |
| Hair Sprays | 66,664 | 61,789 | -4.45 |
| Other Hair Care Products | 93,350 | 90,125 | -3.45 |
| Shaving Foams | 7,162 | 6,863 | -4.17 |
| Colognes & Perfumes | 629 | 909 | +44.52 |
| Medicinals & Pharmaceuticals | 8,293 | 12,046 | +45.26 |
| Personal Deodorants | 38,250 | 31,562 | -17.48 |
| All Other Personal Products | 55,604 | 70,456 | +26.71 |
| 5. INDUSTRIAL PRODUCTS | 35,336 | 37,220 | +5.33 |
| 6. AUTOMOTIVE PRODUCTS | 20,310 | 21,272 | +4.74 |
| Glass Anti-Dim Sprays | 540 | 702 | +30.00 |
| All Other Automotive Products | 19,770 | 20,570 | +4.05 |
| 7. MISCELLANEOUS | 11,900 | 10,167 | -0.80 |
| TOTAL | 534,487 | 540,572 | +1.14 |
| Rate of increase (%) | 3.3 | 1.14 | +1.14 |

2018 Japanese Aerosol Production

| | |
|-----------------------------|-------------|
| Insecticides..... | 14.8% |
| Paints | 7.8% |
| Household Care Products.... | 14.1% |
| Personal Care Products..... | 50.6% |
| Industrial Products | 6.9% |
| Automotive Products | 3.9% |
| Others..... | 1.9% |
| Total..... | 100% |

Aerosol Containers used in Japan in 2018

| | |
|---------------------------|-------------|
| Tinplate steel cans | 53.1% |
| Aluminum cans..... | 45.7% |
| Plastic containers | 1.2% |
| Total..... | 100% |



Japanese sun care products—such as Skin Aqua Tone Up UV Spray SPF 50—are popular products for export to East Asian markets.