

France shows modest growth in a mature market...



The number of aerosol products filled in France in 2019 totaled 688 million, according to the Comité Français des Aérosols (French Aerosol Committee or CFA). This is a decrease of 8 million units (-1.15%) from 2018, which saw fillings of 696 million.

According to the CFA, this small drop in filling is still a good indicator of a dynamic aerosol industry. Growth in 2018 may have created an overstock situation in early 2019, explaining a slow start during first half of 2019. Therefore, a slight decrease in volume in 2019 was expected.

Two categories declined slightly: Personal Care and Household. Personal Care is a well-established, mature category in France and is subject to fluctuations due to weather or fashion. The market is shared between major brand owners, not all of whom produce in France. There was also tough competition from imports in 2019, with imports probably having an advantage, stated CFA.

The Household category's significant and unforeseen drop in production is likely due to air fresheners (40%). The major brand owners for that subcategory that produce outside of France have increased their market share within the country.

Other segments are growing. The Insecticide/Horticulture category remains stable despite French Biocide regulation.

The growth of the Other category was boosted by the Pharma/Veterinary subcategory (+9%).

Inhalers are not included in CFA statistics, nor are plastic aerosols, which represent a negligible volume. Results are based on data provided by both members and non-members of the CFA for the calendar year 2019.

Personal Care

Personal Care aerosols saw a decrease of 2.9% for a total volume filled of almost 432 million units.

Deodorants & Antiperspirants: -8.3% filling volume in 2019

This sub-category of Personal Care aerosols continued to decrease, following the trend of previous years. According to the CFA, this drop in production was the result of maturity of the subcategory, competition from other types of packaging and aggressive promotional marketing of non-French aerosol products in the French market.

France 2019 Aerosol Fillings (in millions of units)

Category	Steel Containers	Aluminum Containers	2019 Total	2018 Total	2019 vs. 2018 in millions of units	2019 vs. 2018 in percentage
PERSONAL CARE	108.2	323.7	431.9	444.6	-12.7	-2.9%
Deo & AP	5.2	109.0	114.2	124.5	-10.4	-8.3%
Hair Mousse & Hair Spray	63.4	103.4	166.8	160.6	6.1	3.8%
Shaving Mousse & Shaving Gel	30.6	20.0	50.6	50.0	0.6	1.3%
Sun Protection, Water Spray, Dry Shampoo, Other	9.0	91.3	100.3	109.4	-9.1	-8.3%
HOUSEHOLD CARE	67.0	2.9	69.9	72.9	-3.0	-4.1%
Air Fresheners	22.0	0.3	22.3	37.6	-15.3	-40.6%
Insecticide & Plant Products	27.6	0.0	27.6	27.6	0.0	-0.1%
Textile & Carpet, Furniture Polish, Oven Cleaner, Bathroom/ Kitchen, Leather & Shoe, Other	17.4	2.6	20.0	7.7	12.3	1,900%
MISCELLANEOUS	98.0	88.0	186.0	178.6	7.3	4.1%
Cars & Motorcycles (excl. paint), Paint & Varnish, Industrial & Technical	91.0	5.0	96.0	95.8	0.2	0.2%
Pharma & Veterinary	4.4	82.0	86.4	79.5	6.9	8.7%
Food, Other	2.6	1.0	3.6	3.3	0.3	8.2%
GRAND TOTAL	273.2	414.6	687.7	696.0	-8.3	-1.2%