

Italian aerosol production declines slightly



According to the Associazione Italiana Aerosol (AIA), Italian production of aerosols in 2019 fell 1.5% to 543 million units compared to 551.5 million units in 2018.

Personal Care was the largest category, with 276 million units, which is a 51% share of all Italian aerosols filled; this is an increase of 7.8% from 256 million units filled in 2018. The largest share of Personal Care products filled was Deodorant/Antiperspirant at 178 million units, followed by Hairspray at 43 million, Shaving Mousse at 26 million, Others at 18 million, Hair Mousse at 9 million and Shaving Gel at 2 million units.



Household Care was the second largest category in 2019 at 94 million units and a 17.3% share of all aerosols filled, a small increase of 0.5% from 93.5 million units in 2018.

Top fillings in Household Care were Air Fresheners at 32 million, followed by Insecticides/Plant Products at 24.5 million and Textiles/Fabric Care at 13 million. Rounding out the category were Furniture Waxes/Polishes at 9.5 million units, Others at 8 million, Bathroom & Kitchen Cleaning Foam at 4 million, Oven Cleaners at 2 million and Shoe/Leather Care products at 1 million.

Food aerosol products saw 45 million products filled, or 8.3% of all fillings, which was a 10% drop from 2018's 50 million. Paint/Varnish held a 9.76% share of all fillings and grew 8.2% to 53 million units, compared to 49 million units in 2018. Automotive Products (excluding paints) continued upwards to 26 million units and a 4.8% share of all fillings, which was up 4.0% from 25 million units in 2018. Pharmaceutical & Veterinary comprised 4 million fillings, a large drop of 88.9% from 36 million in 2018. Miscellaneous remained steady and took a near 3% share of all aerosol production at 16 million units.

AIA has 62 member companies in a country that boasts a population of 60.4 million and 26 million households. **SPRAY**



Using the properties of charcoal, L'Oréal's Men Expert Carbon Protect 4-in-1 Antiperspirant offers 48-hour protection against sweat, odors, yellow stains and bacteria.

2019 Italian Production Totals (in millions of units)

Category	2019	2018	% Change	% Fillings
Personal Care	276.0	256.0	7.8%	50.8%
Household Care	94.0	93.5	0.5%	17.3%
Automotive Care (excluding Paints)	26.0	25.0	4.0%	4.8%
Paint/Varnish	53.0	49.0	8.2%	4.8%
Industrial/Technical	29.0	26.0	11.5%	5.3%
Pharmaceutical/ Veterinarian	4.0	36.0	-88.9%	0.7%
Food	45.0	50.0	-10.0%	8.3%
Miscellaneous	16.0	16.0	0.0%	3.0%
Total	543.0	551.5	-1.5%	100.0%