

Brazilian aerosol production expands in 2019

Faced a challenging 2020...



The Brazilian Aerosol Association (Associação Brasileira de Aerossóis e Saneantes Domissanitários or ABAS) recently released its 2019 aerosol statistics for Brazil. The report revealed total aerosol consumption was over 1.39 billion—1,390,468,139 to be exact. This shows a 2.5% jump over 1.3612 billion in 2018. Per capita consumption in 2019 was 6.6 in the country of 219.6 million.



ABAS
ASSOCIAÇÃO BRASILEIRA DE AEROSSÓIS
E SANEANTES DOMISSANITÁRIOS

Personal Care dominated the product categories with 794,657,322 units (700,521,869 produced in Brazil and 94,135,453 imported). A distant second was Household Care at 395,130,103 (304,641,942 produced in Brazil and 90,488,161 imported).

ABAS evolves

According to the late Antal György Almásy, ABAS President for 2020, ABAS staff had already begun working in home offices in January 2020 (before the COVID-19 pandemic lockdowns), using its headquarters to maintain its historical archives and host events such as technical training courses.

"I assumed the Presidency of ABAS in January 2020 with the purpose of modernizing the administration, with



Antal György Almásy,
ABAS President
Dec. 10, 1964–
Dec. 13, 2020

an eye to significant reductions in operational costs; adaptation to the digital age; investment in modern, fiber-optic distance communication systems and better cooperation between ABAS members and the Brazilian government without the need for face-to-face meetings," Almásy explained to *SPRAY* before he passed away.

"Currently, ABAS is focused on the aerosol sector's adherence to the Reverse Logistics process for post-consumer products," he continued.

"Recycling activity contributes importantly to the Circular Economy in Brazil, as it already does in other countries where collecting and redeeming high-value metal packaging can mean the difference between having something to eat for dinner that night or not. ABAS recognizes economic realities in

Brazil and what the organization can do to help that portion of the population to support themselves with a Circular Economy; these individuals contribute positively to the reduction of environmental impact by collecting 100% recyclable packaging materials."

Predictions for 2020 sales

According to Almásy, the Brazilian aerosol market was increasing by 3%–4% per year until 2019. With the reduction in aerosol product sales caused by social isolation and the closing of retail stores during the COVID-19 lockdown, some categories—such as Paints—experienced sales drops of approximately 20%.

"The Brazilian Insecticide category will remain stable since insects are unaware of the COVID-19 pandemic and still continue to transmit diseases such as Dengue, Zika, Chikungunya and Yellow Fever," said Almásy, who also noted that the overall Personal Care category showed 4.1% growth in Brazil in 2019, according to market research firm Euromonitor International, but will inevitably drop more than 3% in 2020, with 5% being the worst-case scenario.

In compensation, sales of aerosol cleaning products and hand sanitizers are projected to grow 12%–17% in 2020, ABAS stated.

2019 Brazilian Aerosol Market

Categories	Consumption	National Production	Imports
Personal Care	794,657,322	700,521,869	94,135,453
Hair Sprays	27,810,734	21,005,971	6,804,763
Deodorants & Antiperspirants	707,607,697	624,219,652	83,388,045
Shaving Foams	35,216,308	32,286,194	2,930,114
Hair Mousse	2,859,119	2,742,741	116,378
Others	21,163,464	20,267,311	896,153
Household	395,130,103	304,641,942	90,488,161
Air Fresheners	113,761,626	113,097,149	664,477
Insecticides	255,353,153	165,529,469	89,823,684
Cleaners	5,731,906	5,731,906	0
Others	20,283,418	20,283,418	0
Pharmaceutical	41,390,414	29,408,724	11,981,690
Veterinary	21,303,418	21,303,418	0
Technical, Industrial & Automotive	62,301,226	62,209,094	92,132
Paints	41,214,437	39,192,303	2,022,134
Miscellaneous	18,670,123	18,670,123	0
Food	15,801,096	1,986,188	13,814,908
Grand Total	1,390,468,139	1,177,933,661	212,534,478

The forecast for the entire Brazilian aerosol market is a decrease of at least 12% in 2020, compared to 2019, ABAS projected.

Humanitarian action

As *SPRAY* goes to press, there are almost 207,200 deaths in Brazil from COVID-19.

"This affects the population's confidence in future prospects very badly," Almásy had said.

"While we were in quarantine, ABAS led a campaign to donate free aerosol hand sanitizers with 70% alcohol for exclusive use in public health hospitals," he had continued.

A 150mL travel-sized sanitizer in an aluminum can and a 300mL spray sanitizer in a steel can (for a total of 300,000 units) were produced for approximately \$800,000 with the participation of 31 companies and associates, including North American companies Precision and Trivium Packaging.

"With this humanitarian action, ABAS obtained recognition from the Brazilian government as an essential strategic sector to Brazil's public health," Almásy had explained before he passed away from the virus himself in late 2020.

The future of ABAS

ABAS intends to modernize for the digital age, as well as complete the implementation of the consumer Reverse Logistics Pro-



In an action coordinated by ABAS and 30 other associates, 300,000 free aerosol hand sanitizers were delivered to hospitals in Brazil during the early months of the COVID-19 pandemic.

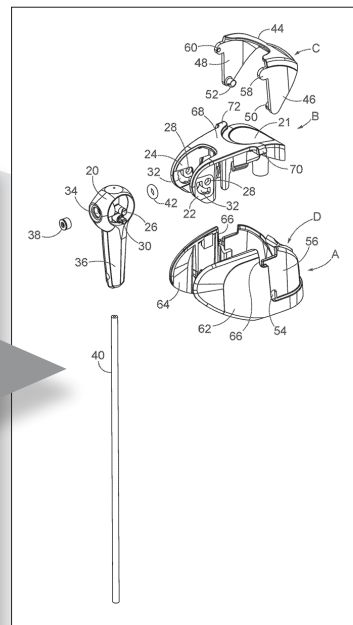
gram and modernize the trade organization's statute (originated in 1963) for a future that expects Brazilian aerosol product consumption to reach two billion by 2029. For more on Almásy and his work, see p. 6. **SPRAY**

INVENTORS' CIRCLE

Newest Patent Approvals

Child-resistant aerosol actuator U.S. Patent No. 10,370,176 WD-40 Co.

WD-40 Co., San Diego, CA, patented a child-resistant aerosol actuator that includes a shroud adapted to be situated on an aerosol container over the stem. It also has an actuation member mounted on and moveable within the shroud to depress the stem by the application of an external force applied to the top surface of the actuation member. The actuation member includes a nozzle and a conduit to connect the stem and the nozzle. A hood is normally positioned to block the actuation member from being moved to depress the stem. A locking member normally intersects the path of movement of the hood to lock the hood in its blocking position. The locking member has two sections, both of which must be simultaneously moved to a position remote from the path of hood movement such that the hood may be moved from its blocking position, allowing the actuation member to be moved to depress the stem.



Personal care composition in a foam U.S. Patent No. 10,426,713 The Procter & Gamble Co.

The Procter & Gamble Co., Cincinnati, OH, patented a method to treat hair or skin with a creamy foam. The method comprises dispensing a personal care composition from a mechanical foam dispenser as a dosage of foam, applying the dosage of foam to hair or skin, and rinsing the dosage of foam from hair or skin. The dispenser can be either an aerosol container or a pump dispenser. The personal hair composition contains a surfactant system that is substantially free of sulfate-based surfactants. The personal hair composition has a viscosity of less than 60 cP and a lather volume greater than 77 cm.sup.3.