



# Dutch aerosol production

*Industry feels effect of pandemic; Pharma/Vet sees growth*

According to the Dutch Aerosol Association (NAV), production of aerosol products in The Netherlands fell slightly in 2020. Approximately 399.5 million aerosols were filled, a 2.3% decrease from the 409 million aerosols filled in 2019. Some markets were more volatile than others, NAV said.



Personal Care/Cosmetics in particular showed a marked decline, down 10.1%. Sister association Nederlandse Cosmetica Vereniging's (NCV) annual report showed sales in this category fell by \$3.5 million (€3 million), or 2.5%, compared to \$141.3 million (€120 million) in 2019. People working from home because of the COVID-19 pandemic lockdowns used fewer products such as hair mousse and shaving gel. Furthermore, Dutch consumers bought significantly fewer deodorant products.

NAV noted that while consumers still cared for themselves, they did not make second or third purchases of the same items because sport facilities, theaters and cafés/restaurants were closed during two lockdown periods in The Netherlands.

Do-it-yourself products were relatively stable and showed a small decrease, NAV reported. Aerosols paints and automobile products decreased nearly 5%. On the other hand, the small market for pharmaceutical and veterinary products increased more than 15%.

Most aerosol cans in The Netherlands in 2020 were made of steel (74%) or aluminum (25%). This represented a small shift towards steel, compared to 64% steel and 29% aluminum in 2019. This was consistent with the relatively larger decline in the Personal Care/Cosmetics market that often opts for aluminum can packaging, NAV said. **SPRAY**

## Container production in The Netherlands (in millions)

Type	2020	2019	% change
Steel	74%	64%	10%
Aluminum	25%	29%	-4%

## Aerosols filled in The Netherlands (in millions)

Category	2020	2019	% change
Personal Care	23.821	26.494	-10.1%
Household	238.651	250.338	-4.7%
Automotive Care (excluding paints)	24.013	24.529	-2.1%
Paints	47.255	49.586	-4.7%
Industrial (excluding paints)	51.412	52.206	-1.5%
Pharmaceutical/Veterinary	7.861	6.826	15.2%
Other	6.467	6.457	0.2%
<b>TOTAL:</b>	<b>399.480</b>	<b>409.000</b>	<b>-2.3%</b>



L'Oréal Paris launched the Men Expert Cool Power Ice-Effect AP/Deo in 2020.