

Japanese aerosol production sees slight jump in 2021

According to the Aerosol Industry Association of Japan (AIAJ) and Aerosol Industry Newspaper Co., Ltd., the estimated number of units filled in Japan in 2021 (January to December) was 511.674 million, an increase of 1.3% from 2020, which saw 505.34 million aerosol products filled.

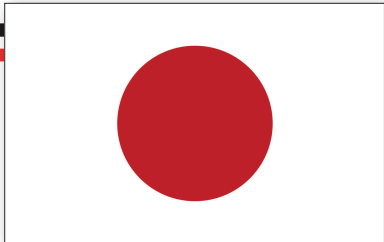
The AIAJ noted that 2020 was when the impact of the COVID-19 pandemic had been reflected for the first time. The long-lasting pandemic continued in 2021 and reduced opportunities for people to leave their homes, which resulted in decreased demand for Personal Care Products, including UV-protection sunscreen sprays and antiperspirant/deodorants.

However, the production of Insecticides and Coatings & Finishes increased over the previous year, driven by “stay-at-home” demand, while some Household Products recorded a

relative decrease as a result of the reaction to the extraordinary, pandemic-driven demand of 2020. Industrial Products, including rust-proof lubricants (which increased by 22.9% in 2021), showed positive development in line with the resumption of factory operations; Automotive supplies were supported by the steady demand of at-home vehicle maintenance.

Methodology

The AIAJ sent out questionnaires to 30 companies, including non-member companies, that have aerosol filling facilities. While the 2021 survey is primarily based on the replies from 29 companies (a reply rate of 97%), AIAJ has tried to make the figures as accurate as possible, backing them up with some input from material production companies. The AIAJ estimated the figures of the non-responsive company. **SPRAY**



Aerosol Containers used in Japan in 2021

Tinplate steel cans: 283.729 million.. (+3.8%)
Aluminum cans: 222.662 million(-1.9%)
Plastic containers: 5.283 million..... (+3.9%)

2021 Japanese Aerosol Production (in millions of units)

PRODUCTS	2020	2021	% change
1. INSECT SPRAYS	84.567	89.808	+6.20%
Space Insecticides	51.808	56.963	+9.95%
Other Insecticides	32.759	32.845	+0.26%
2. COATINGS & FINISHES	43.646	47.176	+8.10%
3. HOUSEHOLD CARE PRODUCTS	80.354	72.671	-9.56%
Room Fresheners	34.040	30.159	-11.40%
Cleaners	19.311	18.959	-1.82%
Wax & Polishes	.749	.735	-1.87%
Laundry Products	.99	.95	-4.04%
All Other Household Products	26.155	22.723	-13.12%
4. PERSONAL CARE PRODUCTS	229.838	225.374	-1.94%
Hair Sprays	44.575	46.296	+3.86%
Other Hair Care Products	91.735	95.491	+4.09%
Shaving Foams	5.507	4.941	-10.28%
Colognes & Perfumes	.402	.355	-11.69%
Medicinals & Pharmaceuticals	8.670	7.153	-17.50%
AP/DEO	27.129	24.112	-11.1
All Other Personal Products	51.820	47.026	-9.25%
5. INDUSTRIAL PRODUCTS	32.676	38.026	+16.37%
6. AUTOMOTIVE PRODUCTS	23.505	27.031	+15.00%
Glass Anti-Dim Sprays	.467	.460	-1.50%
All Other Automotive Products	23.038	26.571	+15.34%
7. MISCELLANEOUS	10.758	11.588	+7.72%
TOTAL	505.344	511.674	+1.25%

The arrival of Summer has increased demand for spray sunscreens and humidity-proof hair styling products in Japan, according to new data collated by researchers from Japanese media and retail firm **Istyle Inc.**, which runs online beauty community **@Cosme** and also has a retail presence in Japan, Taiwan, Hong Kong and Thailand.



Its research team analyzed approximately 80,000 reviews on the **@Cosme** beauty portal, as well as sales at all **@Cosme** Tokyo outlets, in late Spring. With warmer Summer weather, more beauty consumers are concerned about issues such as makeup separation, greasy scalp and body odor. Sunscreen was among the most discussed products on the digital platform—in particular, there was an increase in the mention of spray sunscreens due to their ease-of-use. The report highlighted Japanese sun care brand **UV YoHou** by **Ishizawa Laboratories** and its makeup protection UV spray, which works as both a makeup setting spray and sunscreen. Furthermore, analysis of the reviews revealed more emphasis on hair styling products that can combat the humidity that comes with Summer weather. This meant more demand for products to control frizz and set styles, as well as dry shampoos that can refresh hair and scalp on-the-go.

SOURCE: Amanda Lim, Cosmeticsdesign-asia.com