Dutch Treat

A return to personal care routines leads to strong aerosol production in 2021

The Dutch aerosol industry showed strong recovery in 2021 after several difficult months due to the COVID-19 pandemic, according to the Dutch Aerosol Association (NAV). Production of aerosol products in The Netherlands rose 7% in 2021 to 427.5 million units filled, up from 399.5 million aerosols filled in 2020.

Similarly, some of the hardest hit markets in 2020, such as deodorants, hair care products and shaving cream, were produced in much larger numbers. A total of 34.6 million cans of Personal Care products were produced in 2021, nearly 1.5 times the amount in 2020, NAV said.

The Netherlands

Number of NAV Member companies: **20**
Country Population: ..... **17.5 million**
Number of Households: ..... **8 million**

The production of Household aerosols (Textile products, Air Fresheners, Maintenance and Cleaning products) remained stable. Another market showing good recovery in 2021 was do-it-yourself (DIY) aerosols, NAV reported. Paints (including Automotive) soared an impressive 19.5% and Technical Industrial products increased by 12%.

NAV noted that most aerosol cans in The Netherlands continue to be made of steel, representing 72% of all cans in 2021, or 308 million units. However, there has been a "slight shift" of 27.5% to aluminum with 117.5 million units in 2021, compared to 25% in 2020.

Aerosols filled in The Netherlands *(in millions)*

Category	2021	2020	% change
Personal Care	34.581	23.821	45.2%
Household	238.617	238.651	-0.01%
Automotive Care (excluding paints)	25.124	24.013	4.6%
Paints	56.460	47.255	19.5%
Industrial (excluding paints)	57.742	51.412	12%
Pharmaceutical/Veterinary	8.111	7.861	3.2%
Other	6.810	6.467	5.3%
TOTAL:	**427.445**	**399.480**	**7%**

Container production in The Netherlands *(in percentages)*

Type	2021	2020	% change
Steel	72%	74%	-2%
Aluminum	27.5%	25%	2.5%

"The shift from steel to aluminum is consistent with the recovery of the market for the personal care aerosols category, which uses relatively more aluminum cans," NAV reported. SPRAY