2024 UK aerosol fillings

BAMA reports a "return to growth"...

The British Aerosol Manufacturers' Association (BAMA) has reported 2024 as a solid year for the UK aerosol dispensing filling sector with an increase of almost 2% over 2023, showing a return to growth following several flat years. This year, the trade association has also released Personal Care and Household Care aerosol retail sales figures supplied by Kantar World Panel.

Personal Care maintains growth

Personal Care was the standout category, making up 75% of the total UK market with an overall increase of 3% from 2023. With a 2.9% rise in Deodorants, a 5% increase in Antiperspirants and with Tanning & Sun Care surging 22.5%, growth was evident across a number of categories, said BAMA. For the first time in recent years, fillings of Shaving preparations have also grown, indicating a possible turning of the tide for the category.

Heskins

The share of the market for aluminum and tinplate steel continued to go in favor of aluminum, with the split now 32% for tinplate and 68% for aluminium, compared to a 38:62 split in 2023.

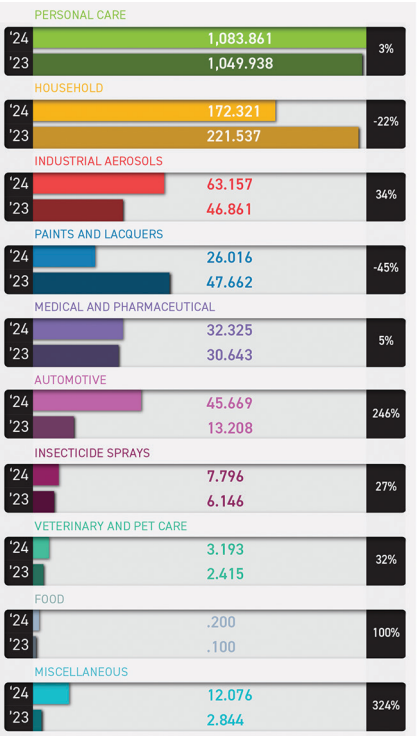
Household Care declines

In contrast, Household Care product numbers slowed compared to 2023, reinforced by a drop in the filling of Air Fresheners as other formats for dispensing fragrance in the home continue to grow. Additionally, as more consumers purchase furniture produced from man-made materials, Furniture Polish filling has also been negatively impacted.

BAMA Chief Executive Patrick Heskins noted, "We're delighted to see overall growth, especially as market challenges persist. Part of the drop in Household Care products can be accounted for by the growth in number of Industrial aerosols filled, as the numbers for DIY lubricants appears to have been reported in this section for 2024. This is probably also true as to why the number of Paints & Lacquers shows a reduction, as these have been picked up under the Automotive category."

2023/2024 Comparisons

(in millions of units)



Total 2023	Total 2024
1.42 billion	1.44 billion

Aerosol Retail Sales 2015 – 2024 | Personal Care and Household Products

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Total Aerosols (millions)	578.422	575.017	566.911	586.717	573.113	532.927	514.944	499.411	486.819	485.729
Deodorants	185.940	190.180	189.560	197.320	189.375	197.319	189.375	189.361	189.575	178.387
Air Fresheners	89.100	85.580	85.562	94.614	93.732	92.076	87.020	74.497	75.415	79.069
Haircare	101.225	96.651	92.016	91.726	87.669	58.380	60.257	62.364	61.893	62.185
Body Sprays	110.690	108.560	106.140	104.539	106.819	83.767	85.449	84.291	77.279	83.220
Shaving	45.942	44.530	43.570	42.572	39.670	42.387	41.223	44.037	41.097	41.135
Other Household	25.103	28.980	29.732	27.268	27.084	34.230	27.454	21.793	18.035	16.547
Other Personal Care	8.620	8.530	8.630	12.151	13.396	10.045	9.450	8.591	8.697	8.166
Insecticides	5.370	6.120	5.930	8.485	7.695	8.172	7.920	7.403	6.440	6.537
Medical	4.990	4.557	4.310	4.850	4.732	4.582	4.863	4.962	4.564	4.926
Suncare	1.342	1.29	1.371	1.780	1.675	1.176	1.129	1.261	3.482	5.322
Shoe Treatment	.100	.100	.090	1.412	1.266	.793	.804	.851	.342	.235

Data from Kantar World Panel