



# Japanese aerosol production in 2023

While some categories held strong, fillings see decrease of 2.4%

The Aerosol Association of Japan (AJA) and the Aerosol Industry Newspaper Co., Ltd. reported that the production volume of units filled in Japan in 2023 (January to December) was 483.126 million cans, a decrease of 2.4% compared to the previous year. The production volume per capita, based on the Ministry of Internal Affairs & Communications' 2011 population projections, is 3.8 cans, down from 3.9 cans in 2022.

Insecticide sales, which were strong in 2020 and 2021 during the COVID-19 pandemic due to demand from people staying at home, have declined year-over-year since 2022 due to inventory adjustments. Although the Paints category saw a slight decline of 1.1%, paint sales for small-sized plastic models (which had increased during the pandemic, then dropped) were once again on the rise.

Overall, sales of Household Goods were affected as consumers refrained from purchasing items in that category due to price increases. Aerosol air freshener production, specifically, decreased by 13.3%, presumably as stay-at-home demand ended as the COVID-19 pandemic wound down.

Once again, sales in the Industrial and Automotive categories were down; AJA believes that the prolonged global semiconductor shortage, lower operating rates at automotive factories and rising prices impacting consumer purchases contributed to the decline.

## 2023 Changes in Japanese Aerosol Production (in millions of units)

	2022	2023	% Change
<b>PERSONAL CARE</b>			
Hair Sprays	54.3	52.0	-4.1%
Other Hair Care	90.0	90.4	0.5%
Antiperspirants/Deodorants	24.2	26.1	8.1%
Medicinal/Pharma	7.9	9.4	18.9%
Shaving Foam	5.1	6.0	18.5%
Cologne & Perfume	326	371	13.8%
Others	50.2	58.9	16.9%
<b>TOTAL</b>	<b>232</b>	<b>243.4</b>	<b>4.9%</b>
<b>HOUSEHOLD CARE</b>			
Air Fresheners	32.8	28.4	-13.3%
Waxes & Polishes	-	-	-
Cleaners	15.6	13.8	-11.9%
Laundry Products	66	27	-59.0%
Others	20.4	18.3	-10.4%
<b>TOTAL</b>	<b>69.4</b>	<b>61.6</b>	<b>-11.2%</b>
<b>INSECTICIDES</b>	<b>77.6</b>	<b>66.4</b>	<b>-14.4%</b>
<b>AUTOMOTIVE</b>	<b>25.3</b>	<b>24.0</b>	<b>-5.0%</b>
<b>PAINTS</b>	<b>43.5</b>	<b>42.9</b>	<b>-1.1%</b>
<b>INDUSTRIAL</b>	<b>35.8</b>	<b>34.3</b>	<b>-4.2%</b>
<b>MISC.</b>	<b>11.0</b>	<b>10.3</b>	<b>-6.7%</b>
<b>TOTAL PRODUCTION</b>	<b>494.8</b>	<b>483.1</b>	<b>-2.4%</b>



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In the Personal Care Products category, hair spray production, which had increased significantly in 2022, dropped slightly. However, hair dye, which had dipped the previous year, saw a steady decrease.

Aerosol shaving products, which returned to domestic production, increased by double digits, as did sales of anti-inflammatory and analgesic drugs. In 2023, antiperspirant/deodorants rose by 8%, and "Other" personal care products—such as UV protection (sunscreen) sprays and carbonated facial cleansers—rose nearly 20%.

The Aerosol Industry Newspaper estimates that the imports of finished aerosol products last year totaled approximately 100 million cans, and the total amount distributed in the market, including imported products, was estimated to be just under 610 million cans. **SPRAY**

## Aerosol Containers used in Japan in 2023

Tinplate steel cans:.....	247.919 million (-8.5%)
Aluminum cans:.....	229.443 million (4.9%)
Plastic containers:.....	5.764 million (+18.9%)