



Brazilian aerosol market jumps more than 4%, imports fewer cans

Personal Care leads consumption in 2015

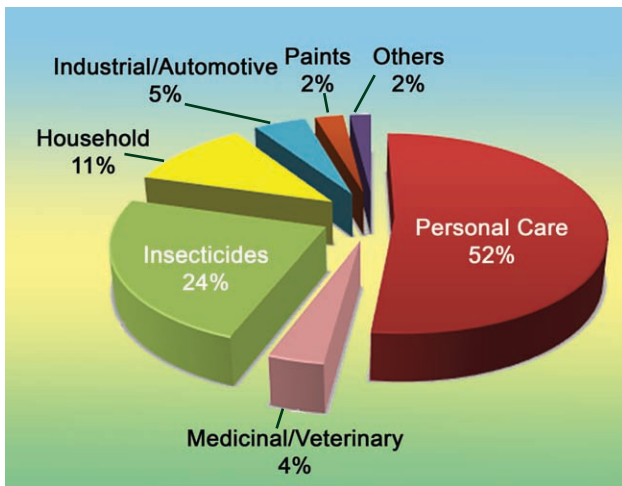
Associação Brasileira de Aerossóis e Saneantes Domissanitários (ABAS) recently released its 2015 Aerosol Statistics for Brazil. The report revealed total aerosol consumption of almost 1.081 billion, up almost 4.7% from 2014, which was more than 1.033 billion units. Personal Care dominated the product categories with 52% of the market; at over 495 million units, Deodorants accounted for the lion's share of the Personal Care category. Insecticides followed at 24% with Household Care another major player at 11%.

Brazil imported 41.19% of its aerosols in 2015 while it produced 58.81% of its aerosols within its borders. This is a more than 5% increase over the 53% of aerosols produced at home in Brazil in 2014. SPRAY

2015 Brazilian Aerosol Market

| Description | Million/Units | | |
|-------------------------------|----------------------|--------------------|--------------------|
| | Marketed | Produced | Imported |
| Hair Spray | 30,130,014 | 20,720,040 | 9,409,974 |
| Deodorants/Antiperspirants | 495,004,305 | 175,803,376 | 319,200,929 |
| Shaving Cream | 28,450,591 | 22,733,908 | 5,716,683 |
| Mousse | 2,289,989 | 2,174,264 | 115,725 |
| Others | 7,518,552 | 6,471,969 | 1,046,583 |
| Personal Care Subtotal | 563,393,451 | 227,903,557 | 335,489,894 |
| Pharmaceutical Products | 19,633,305 | 12,098,689 | 7,534,616 |
| Air freshener | 109,002,045 | 108,235,474 | 766,571 |
| Others | 8,692,170 | 8,692,170 | 0 |
| Cleaners | 3,596,760 | 3,596,760 | 0 |
| Insecticides | 256,451,063 | 161,110,700 | 95,340,363 |
| Household Subtotal | 377,742,038 | 281,635,104 | 96,106,934 |
| Veterinary Products | 19,475,844 | 19,475,844 | 0 |
| Industrial / Automotive | 51,532,313 | 51,059,102 | 473,211 |
| Paints | 28,115,715 | 28,115,715 | 0 |
| Miscellaneous | 14,724,604 | 14,724,604 | 0 |
| Food Products | 6,358,081 | 681,472 | 5,676,609 |
| Grand Total | 1,080,975,351 | 635,694,087 | 445,281,264 |

2015 Brazilian Aerosol Market



Brazilian Aerosol Market in millions of units

