

# South African aerosol market continues to thrive...

Industry sees widespread growth in 2015



South Africa's total aerosol fillings grew by 17.5 million cans in 2015, according to the Aerosol Manufacturers' Association of South Africa (AMA), an increase of 6.17% over 2014. The majority of the growth came from Household Care fillings (138.6 million units) with an increase of more than 23% and Personal Care (135 million), with decrease of 6.93% over the last year.

Deodorant fillings decreased almost 9% with 123 million fillings; however, Hair Care (13.5 million) and Shaving (500,000) remained stable.

Within the Household segment, Insecticides accounted for 19.6 million fillings, up 36.7% with continual, steady growth in the last two years. Fresheners (5.5 million) saw a rise of 14.6%, while General Polishes (3.1%) and Shoe Polishes (21.4%) also increased in 2015. Oven Cleaner (1.1 million) fillings remained the same from 2014 to 2015.

The Car Care/Lubricants (10.5 million), Paint (8.4 million), Medical/Pharmaceutical (1.1 million) and Food (four million) categories all remained stable in the last year.

South Africa imported 6.9 million Fresheners and 2.8 million General Polishes and exported 19.5 million aerosols in 2015.



Category	2012	2013	2014	2015	2015 % Change
<b>Personal Care</b>	<b>128.4</b>	<b>136.5</b>	<b>147.2</b>	<b>137.0</b>	<b>-6.93%</b>
Deodorants	117.9	126.0	135.0	123.0	-8.88%
Hair Care	9.8	10.4	12.0	13.5	12.50%
Shaving	0.7	0.1	0.2	0.5	150.00%
<b>Household</b>	<b>93.8</b>	<b>102.5</b>	<b>112.6</b>	<b>138.6</b>	<b>23.09%</b>
Insecticides	39.2	46.8	53.4	73.0	36.70%
Fresheners	33.0	34.9	37.5	43.0	14.66%
Polish (General)	18.4	18.8	19.2	19.8	3.13%
Shoe Polishes	1.0	1.0	1.4	1.7	21.43%
Oven Cleaner	1.2	1.1	1.1	1.1	—
<b>Miscellaneous</b>	<b>22.7</b>	<b>22.5</b>	<b>23.5</b>	<b>25.2</b>	<b>7.23%</b>
Car Care/Lubricants	8.3	8.9	9.8	10.5	7.14%
Paint	9.5	8.0	8.0	8.4	5.00%
Medical/Pharmaceutical	1.1	1.1	1.1	1.1	—
Food	2.6	3.3	3.4	4.0	17.65%
Other	1.2	1.2	1.2	1.2	—
<b>Total</b>	<b>244.5</b>	<b>261.5</b>	<b>283.3</b>	<b>300.8</b>	<b>6.17%</b>