

**March 2015**

**Alufoil Statistics 2014:**

**A year of ups and downs for aluminium foil ends on optimistic note**

Despite 2014 providing a very mixed set of results in the aluminium foil sector, overall, it was a satisfactory performance, in the face of continued economic difficulties and competitive influences, according to EAFA, the European Aluminium Foil Association. Total production in Europe reached 852,685 tonnes, just 0.3% below the previous year's total of 855,510t.

Once again exports put in a strong performance, ending 2014 with a rise of 17.2%, from 84,126 tonnes (2013) to 98,668t (2014), helped by currency factors. In the EAFA region deliveries retreated by 2.2%, recording sales of 754,018 tonnes (2014) compared with 771,385t (2013).

As anticipated, end of year de-stocking saw Q4 deliveries dip by 2.9% compared with 2013, to reach 200,420 tonnes (206,449t). But the rally in demand for thicker gauges, used typically for semi-rigid containers and technical applications, seems to be continuing, as year on year totals improved marginally by 1.8%, thanks to a slow recovery of technical markets.



Demand for thinner gauges, used mainly for flexible packaging and household foils, has been weak throughout the period. This was reflected in the small decrease in deliveries, by 1.3. More competition from non-European suppliers and continuing down gauging are mainly responsible for this outcome.

“After a very strong start to the year we experienced a gradual slowdown for the remaining nine months,” said EAFA vice-president and Roller Group chairman, Manfred Mertens. “But the falls for the following three quarters were small or seasonal and deliveries ended only very marginally down for the full 12 month period. In particular the export performance was most encouraging, probably benefiting from the weaker Euro. The more mature European markets are still not seeing strong growth and are affected by increasing competition from outside the area,” he added.



“Optimism remains, however, amongst EAFA foil rollers, that growth in 2015 will accelerate across most markets. The outlook still remains uncertain and it is no easier to predict the next months than it was the last,” concluded Mr Mertens.

Aluminium foil characteristics are strength, formability and barrier properties which have made it an essential part of many flexible packaging and container applications. Other uses of aluminium foil include automotive and heat exchange components, insulation material and many industrial applications.

*\* EAFA region covers EU 28, Armenia, Bosnia-Herzegovina, Macedonia, Montenegro, Norway, Russia, Serbia, Switzerland and Turkey*

High resolution pictures can be downloaded at [www.alufoil.org](http://www.alufoil.org).

**Further information:**

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*The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of aluminium closures, alufoil semi-rigid containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.*