+357 96 030922
info@marketpublishers.com

Automotive Films Market By Material Type (Polyethylene Terephthalate (PET) , Polyethylene (PE) , Poly Vinyl Chloride (PVC) , Polyurethane (PU) , Others) , By Film Type (Window Films, Paint Protection Films (PPF) , Wrap Films, Others) By Function (Protection, NVH) By Vehicle Type (Passenger Vehicles, Commercial Vehicles) By Application (Interior, Exterior) : Global Opportunity Analysis and Industry Forecast, 2024-2033

https://marketpublishers.com/r/A19DB71D383CEN.html
Date: November 2024
Pages: 340
Price: US$ 2,655.00 (Single User License)
ID: A19DB71D383CEN

Abstracts

The automotive films market was valued at $6.9 billion in 2023, and is projected to reach $11.4 billion by 2033, growing at a CAGR of 5.2% from 2024 to 2033.

Automotive films are thin, adhesive-coated sheets applied to various parts of vehicles, such as windows, body panels, and lights, to enhance performance, aesthetics, and protection. These films are made from materials like polyester, vinyl, or other polymers and are available in various types, including window tints, paint protection films, and decorative wraps. They not only enhance the aesthetic appeal of vehicles but also provide essential functional benefits, such as heat reduction, UV protection, and scratch resistance.

The growth of the global automotive films market is majorly driven by factors such as expansion of the automotive sector in developing countries and rise in awareness of UV and heat protection. Automotive window films provide protection against harmful UV rays and help reduce cabin heat, improving comfort and protecting interiors from fading. For instance, 3M—an American multinational conglomerate operating in the fields of

industry, worker safety, and consumer goods—launched 3M™ Automotive Window Films that can block up to 99% of UV rays and reduce cabin temperatures by up to 60%. Moreover, increase in focus on vehicle protection acts as a key driving force of the market. This is attributed to the fact that paint protection films safeguard vehicles against scratches, chips, and environmental damage, which appeals to car owners looking to preserve their vehicle's resale value. Furthermore, laws mandating UV protection and reducing heat emissions in vehicles are encouraging the adoption of automotive films, especially in regions with harsh climates, thus augmenting the market growth. In addition, rise in penetration of electric vehicles significantly contributes toward the market growth, as electric vehicle owners often seek high-performance films for better insulation and aesthetics, complementing the innovative appeal of electric cars. According to the International Energy Agency, a Paris-based autonomous intergovernmental organization, over 3 million electric vehicles were sold in the first quarter of 2024, around 25% higher as compared to 2023. This number is estimated to reach 17 million by the end of 2024, exhibiting a 20% year-on-year increase. This highlights the increasing need for automotive films in the industry. However, high cost associated with premium automotive films such as ceramic-based window tints or self-healing paint protection films restrains the market growth. Moreover, the production and disposal of automotive films involve plastic-based materials, raising concerns about their environmental impact, which significantly hampers the market growth. On the contrary, innovations such as ceramic-based window tints and self-healing paint protection films are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global automotive films market is segmented by material type, film type, vehicle type, application, and region. Depending on material type, the market is classified into polyethylene terephthalate (PET), polyethylene (PE), poly vinyl chloride (PVC), polyurethane (PU), and others. By film type, it is divided into window films, paint protection films (PPF), wrap films, and others. On the basis of function, it is segregated into protection and NVH. As per vehicle type, it is fragmented into passenger vehicles and commercial vehicles. By application, it is categorized into interior and exterior. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By material, the polyethylene terephthalate (PET) segment held the highest market share in 2023, and is expected to maintain its leadership status from 2024 to 2033.

+357 96 030922
info@marketpublishers.com

On the basis of film type, window film segment was the major shareholder in 2023, and is anticipated to dominate during the forecast period.

Depending on function, the protection segment garnered the largest share in 2023, and is projected to exhibit consistent growth throughout the forecast period.

By vehicle type, the passenger vehicles segment led the automotive films market, in terms of share, in 2023, and is likely to continue to follow a similar trajectory over the upcoming years.

Depending on application, the exterior segment held the highest market share in 2023, and is anticipated to dominate during the forecast period.

Region wise, Asia-Pacific is was the major revenue contributor in 2023.

Competition Analysis

The major players operating in the global automotive films market include Eastman Chemical Company, Lintec of America, INC, HEXIS S.A.S, Johnson Window Films, Inc, Garware Hi - Tech Films Limited, TORAY INDUSTRIES, INC., SAINT-GOBAIN, Nexfil USA, 3M Company, and Madico, Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

Additional benefits you will get with this purchase are:

Quarterly Update and* (only available with a corporate license, on listed price)

5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.

Free Upcoming Version on the Purchase of Five and Enterprise User License.

16 analyst hours of support* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)

15% Free Customization* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work,

+357 96 030922
info@marketpublishers.com

applicable once)

Free data Pack on the Five and Enterprise User License. (Excel version of the report)

Free Updated report if the report is 6-12 months old or older.

24-hour priority response*

Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

Analysis of raw material in a product (by %)

Manufacturing Capacity

End user preferences and pain points

Product Life Cycles

Technology Trend Analysis

Go To Market Strategy

New Product Development/ Product Matrix of Key Players

Additional company profiles with specific to client's interest

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

SWOT Analysis

+357 96 030922
info@marketpublishers.com

Key Market Segments

By Material Type

- Polyethylene Terephthalate (PET)
- Polyethylene (PE)
- Poly Vinyl Chloride (PVC)
- Polyurethane (PU)
- Others

By Film Type

- Window Films
- Paint Protection Films (PPF)
- Wrap Films
- Others

By Function

- Protection
- NVH

By Vehicle Type

- Passenger Vehicles
- Commercial Vehicles

By Application

Interior

Exterior

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

+357 96 030922
info@marketpublishers.com

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Rest of LAMEA

Key Market Players

Eastman Chemical Company

Lintec of America, INC

HEXIS S.A.S

Johnson Window Films, Inc

Garware Hi - Tech Films Limited

TORAY INDUSTRIES, INC.

SAINT-GOBAIN

Nexfil USA

3M Company

Madico, Inc

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

CHAPTER 9: AUTOMOTIVE FILMS MARKET, BY REGION

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

CHAPTER 10: COMPETITIVE LANDSCAPE

+357 96 030922
info@marketpublishers.com

CHAPTER 11: COMPANY PROFILES

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Automotive Films Market By Material Type (Polyethylene Terephthalate (PET) , Polyethylene (PE) , Poly Vinyl Chloride (PVC) , Polyurethane (PU) , Others) , By Film Type (Window Films, Paint Protection Films (PPF) , Wrap Films, Others) By Function (Protection, NVH) By Vehicle Type (Passenger Vehicles, Commercial Vehicles) By Application (Interior, Exterior) : Global Opportunity Analysis and Industry Forecast, 2024-2033

Product link: https://marketpublishers.com/r/A19DB71D383CEN.html

Price: US$ 2,655.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/A19DB71D383CEN.html