

# **Automotive NVH Materials Market By Material Type (Rubber, Cork, Foam, Metal Film, Others) , By Form (Roll, Sheet) By Vehicle Type (Passenger Vehicle, Commercial Vehicle, Others) By Application (Interior, Exterior) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

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## **Abstracts**

### Automotive NVH Materials Market

The automotive NVH materials market was valued at \$10.4 billion in 2023 and is projected to reach \$18.2 billion by 2033, growing at a CAGR of 5.7% from 2024 to 2033.

Automotive noise, vibration, and harshness (NVH) materials are the components integrated during vehicle manufacturing to eliminate unnecessary sounds and oscillations. They are essential to ensure that vehicles comply with the regulatory and environmental standards established by governments across the globe. In addition, the materials enhance the overall vehicle experience of drivers and passengers. The major automotive NVH materials include sound-absorbing components such as acoustic mats & foam, sound-insulating materials such as composite barriers & mass composite vinyl, and vibration-damping materials such as rubber & viscoelastic.

Increase in demand for a comfortable and silent drive among vehicle owners has augmented the development of the automotive NVH materials market. In addition, the implementation of stringent regulations upon manufacturers pertaining to noises and emissions released from automobiles necessitates the use of cutting-edge NVH materials, thereby driving the growth of the market. A key trend gaining prominence in the market is the use of lightweight materials for NVH prevention. Manufacturing of

lightweight vehicles is one of the major goals of manufacturers currently as this attribute improves fuel efficiency and reduces emission discharge.

However, the high cost of cutting-edge automotive NVH materials deters manufacturers from integrating them into low-budget vehicles, hampering the development of the market. Furthermore, high impact of economic fluctuations on vehicle manufacturing and sales fluctuates the requirement for NVH materials, restraining the market growth significantly. On the contrary, the rise of electric vehicles (EVs) is presenting lucrative opportunities for the automotive NVH materials market. EVs generate more sounds as compared to conventional ICE vehicles, such as the high-frequency buzz of electric motors. This increases the need for innovative materials with enhanced capability of noise, vibration, and harshness reduction. According to the Global EV Outlook 2024 by the International Energy Agency, EV sales are projected to cross the mark of 17 million by the end of 2024. This robust surge in EV adoption is expected to open new avenues for the automotive NVH materials market.

## Segment Review

The automotive NVH materials market is segmented into material type, form, vehicle type, application, and region. On the basis of material type, the market is divided into rubber, cork, foam, metal film, and others. Depending on form, it is bifurcated into roll and sheet. Depending on vehicle type, it is classified into passenger vehicle, commercial vehicle, and others. As per application, it is categorized into interior and exterior. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

## Key Findings

On the basis of material type, the foam segment held a high share of the market in 2023.

Depending on form, the sheet segment acquired a high stake in the market in 2023.

Depending on vehicle type, the passenger vehicle segment dominated the market in 2023.

As per application, the interior segment accounted for a high market share in 2023.

Region wise, Asia-Pacific was the highest revenue generator in 2023.

## Competition Analysis

The major players of the global automotive NVH materials market include BASF SE, The Dow Chemical Company, ExxonMobil Corporation, 3M, SABIC, Celanese Corporation, Huntsman Corporation, Sumitomo Riko Company Limited, Sika AG, and UFP Technologies, 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.

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Analysis of raw material in a product (by %)

Manufacturing Capacity

Installed Base analysis

Product Life Cycles

Upcoming/New Entrant by Regions

Technology Trend Analysis

Go To Market Strategy

Market share analysis of players by products/segments

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Historic market data

## Key Market Segments

### 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

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Rest of LAMEA

### By Material Type

Rubber

Cork

Foam

Metal Film

Others

### By Form

Roll

Sheet

### By Vehicle Type

Passenger Vehicle

Commercial Vehicle

Others

Key Market Players

BASF SE

The Dow Chemical Company

ExxonMobil Corporation

3M

SABIC

Celanese Corporation

Huntsman Corporation

Sumitomo Riko Company Limited

Sika AG

UFP Technologies, Inc.

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