

Asia-Pacific Graphics Film Market: Focus on End User, Product Type, Technology, and Country - Analysis and Forecast, 2023-2033

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Abstracts

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Introduction to Asia-Pacific Graphics Film Market

The Asia-Pacific graphics film market was valued at \$9.73 billion in 2023 and is expected to reach \$16.27 billion by 2033, growing at a CAGR of 5.28% between 2023-2033. The demand for graphics films, including sustainable and self-adhesive variants, is expected to rise due to increasing needs from industries such as automotive, promotional, and advertising.

Market Introduction

The Asia-Pacific graphics film market is experiencing robust growth driven by rising demand from key industries such as automotive, promotional, and advertising. The market benefits from rapid industrialization and urbanization in countries like China, India, and Japan. Increasing emphasis on vehicle aesthetics, branding, and advertisement further boosts demand for graphics films, including sustainable and self-adhesive options. Technological advancements and the availability of a variety of film types cater to diverse applications, enhancing market expansion. Additionally, the shift towards eco-friendly and high-performance films aligns with growing environmental consciousness, propelling the market forward. Overall, the APAC region presents significant opportunities for growth in the graphics film sector.

Market Segmentation:

Segmentation 1: by End User

Automotive

Promotional & Advertisement

Industrial

Others

Segmentation 2: by Product Type

Polyethylene

Polypropylene

Polyvinyl chloride

Others

Segmentation 3: by Technology

Flexography

Rotogravure

Offset

Digital

Segmentation 4: by Country

China

India

Japan

South Korea

Rest-of-Asia-Pacific

How can this report add value to an organization?

Product/Innovation Strategy: The product segment helps the reader understand the different graphics films, such as sustainable and self-adhesive films, various end users, technology types, and product types involved in the production of graphics films. Moreover, the study provides the reader with a detailed understanding of the Asia-Pacific graphics film market based on the end user (automotive, promotional and advertisement, industrial, and others).

Growth/Marketing Strategy: The graphics film market has seen major development by key players operating in the market, such as business expansions, partnerships, collaborations, mergers and acquisitions, and joint ventures. The favored strategy for the companies has been product developments, business expansions, and acquisitions to strengthen their position in the global graphics film market.

Competitive Strategy: Key players in the Asia-Pacific graphics film market analyzed and profiled in the study involve graphics film manufacturers and the overall ecosystem. Moreover, a detailed competitive benchmarking of the players operating in the graphics film market has been done to help the reader understand how players stack against each other, presenting a clear market landscape. Additionally, comprehensive competitive strategies such as partnerships, agreements, acquisitions, and collaborations will aid the reader in understanding the untapped revenue pockets in the market.

Key Market Players and Competition Synopsis

The companies that are profiled have been selected based on input gathered from primary experts, analyzing company coverage, product portfolio, and market penetration.

Some of the prominent established names in this market are:

Amcor Plc

LX Hausys

LINTEC Corporation

Contents

Executive Summary
Scope and Definition

1 MARKETS

- 1.1 Trends: Current and Future Impact Assessment
 - 1.1.1 Trends Shaping Graphics Film Market
 - 1.1.2 Rising Demand for Sustainable Films
 - 1.1.3 Innovations in Self-Adhesive Films
- 1.2 Supply Chain Overview
 - 1.2.1 Value Chain Analysis
 - 1.2.2 Market Map
 - 1.2.2.1 Graphics Film Market - Product (by Product Type)
 - 1.2.2.1.1 Polyethylene
 - 1.2.2.1.2 Polypropylene
 - 1.2.2.1.3 Polyvinyl Chloride
 - 1.2.2.1.4 Others
 - 1.2.3 Pricing Forecast
- 1.3 Research and Development Review
 - 1.3.1 Patent Filing Trend (by Country, Company)
- 1.4 Stakeholder Analysis
 - 1.4.1 Use Case
 - 1.4.2 End User and Buying Criteria
- 1.5 Impact Analysis for Key Global Events (Post 2020)
 - 1.5.1 COVID-19 Pandemic
 - 1.5.2 Shift toward E-Commerce
 - 1.5.3 Sustainability and Eco-Friendly Materials
 - 1.5.4 Advancements in Printing Technology
 - 1.5.5 Increased Use of Personalized and Customized Graphics
- 1.6 Major Developments and Ongoing Projects
- 1.7 Market Dynamics Overview
 - 1.7.1 Market Drivers
 - 1.7.1.1 Surge in Vehicle Personalization
 - 1.7.1.2 Cost Advantage of Graphics Film Wrapping
 - 1.7.2 Market Restraints
 - 1.7.2.1 Fluctuation in Raw Material Prices
 - 1.7.3 Market Opportunities

- 1.7.3.1 Increasing Strategic Expansion of Manufacturing Facilities
- 1.7.3.2 Advancements in Adhesive Film Technologies

2 REGIONS

2.1 Regional Summary

2.2 Asia-Pacific

- 2.2.1 Key Market Participants in Asia-Pacific
- 2.2.2 Regional Overview
- 2.2.3 Driving Factors for Market Growth
- 2.2.4 Factors Challenging the Market
- 2.2.5 Application
- 2.2.6 Product
- 2.2.7 China
- 2.2.8 Application
- 2.2.9 Product
- 2.2.10 India
- 2.2.11 Application
- 2.2.12 Product
- 2.2.13 Japan
- 2.2.14 Application
- 2.2.15 Product
- 2.2.16 South Korea
- 2.2.17 Application
- 2.2.18 Product
- 2.2.19 Rest-of-Asia-Pacific
- 2.2.20 Application
- 2.2.21 Product

3 MARKETS - COMPETITIVE BENCHMARKING & COMPANY PROFILES

3.1 Company Profile

- 3.1.1 Amcor Plc
 - 3.1.1.1 Overview
 - 3.1.1.2 Top Products/Product Portfolio
 - 3.1.1.3 Top Competitors
 - 3.1.1.4 Target Customers
 - 3.1.1.5 Key Personnel
 - 3.1.1.6 Analyst View

- 3.1.1.7 Market Share, 2022
- 3.1.2 LINTEC Corporation
 - 3.1.2.1 Overview
 - 3.1.2.2 Top Products/Product Portfolio
 - 3.1.2.3 Top Competitors
 - 3.1.2.4 Target Customers / End User Industries
 - 3.1.2.5 Key Personnel
 - 3.1.2.6 Analyst View
 - 3.1.2.7 Market Share, 2022
- 3.1.3 LX Hausys
 - 3.1.3.1 Overview
 - 3.1.3.2 Top Products/Product Portfolio
 - 3.1.3.3 Top Competitors
 - 3.1.3.4 Target Customers
 - 3.1.3.5 Key Personnel
 - 3.1.3.6 Analyst View
 - 3.1.3.7 Market Share, 2022

4 RESEARCH METHODOLOGY

4.1 Data Sources

- 4.1.1 Primary Data Sources
- 4.1.2 Secondary Data Sources
- 4.1.3 Data Triangulation

4.2 Market Estimation and Forecast

List of Figures

- Figure 1: Region/Country Largest Share of Market, 2022, 2026, and 2033
- Figure 2: Asia-Pacific Graphics Film Market (by End User), 2022, 2026, and 2033
- Figure 3: Asia-Pacific Graphics Film Market (by Product Type), 2022, 2026, and 2033
- Figure 4: Asia-Pacific Graphics Film Market (by Technology), 2022, 2026, and 2033
- Figure 5: Graphics Film, Recent Developments
- Figure 6: Supply Chain Analysis for Graphics Film Market
- Figure 7: Patent Filed (by Country), January 2020-December 2023
- Figure 8: Patent Filed (by Company), January 2020-December 2023
- Figure 9: Impact Analysis of Graphics Film Market Navigating Factors, 2023-2033
- Figure 10: Cost Comparison b/w Paint Job and Graphics Film Wraps
- Figure 11: Strategic Initiatives, 2020-2023
- Figure 12: Share of Strategic Initiatives, 2020-2023
- Figure 13: Data Triangulation

Figure 14: Top-Down and Bottom-Up Approach

Figure 15: Assumptions and Limitations

List of Tables

Table 1: Market Snapshot

Table 2: Graphics Film Market, Opportunities

Table 3: Pricing Forecast of Graphics Film Market (by Product Type), \$/Kg

Table 4: Key Product Developments

Table 5: Graphics Film Market (by Region), \$Million, 2022-2033

Table 6: Graphics Film Market (by Region), Kilo Tons, 2022-2033

Table 7: Asia-Pacific Graphics Film Market (by End User), \$Million, 2022-2033

Table 8: Asia-Pacific Graphics Film Market (by Product Type), \$Million, 2022-2033

Table 9: Asia-Pacific Graphics Film Market (by Technology), \$Million, 2022-2033

Table 10: China Graphics Film Market (by End User), \$Million, 2022-2033

Table 11: China Graphics Film Market (by Product Type), \$Million, 2022-2033

Table 12: China Graphics Film Market (by Technology), \$Million, 2022-2033

Table 13: India Graphics Film Market (by End User), \$Million, 2022-2033

Table 14: India Graphics Film Market (by Product Type), \$Million, 2022-2033

Table 15: India Graphics Film Market (by Technology), \$Million, 2022-2033

Table 16: Japan Graphics Film Market (by End User), \$Million, 2022-2033

Table 17: Japan Graphics Film Market (by Product Type), \$Million, 2022-2033

Table 18: Japan Graphics Film Market (by Technology), \$Million, 2022-2033

Table 19: South Korea Graphics Film Market (by End User), \$Million, 2022-2033

Table 20: South Korea Graphics Film Market (by Product Type), \$Million, 2022-2033

Table 21: South Korea Graphics Film Market (by Technology), \$Million, 2022-2033

Table 22: Rest-of-Asia-Pacific Graphics Film Market (by End User), \$Million, 2022-2033

Table 23: Rest-of-Asia-Pacific Graphics Film Market (by Product Type), \$Million, 2022-2033

Table 24: Rest-of-Asia-Pacific Graphics Film Market (by Technology), \$Million, 2022-2033

Table 25: Market Share, 2022

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