

Global Automotive Artificial Leather Market Size study, By Product (PVC, PU, Others), By Application (Headliners, Seats, Door Trims, Consoles, Others) and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G73F972B25A2EN.html>

Date: May 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G73F972B25A2EN

Abstracts

Global Automotive Artificial Leather Market is valued approximately at USD 2.82 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 3.72 % over the forecast period 2024-2032. Automotive Artificial Leather is a sophisticated alternative to genuine leather, expertly created from synthetic materials to match its rich appearance and texture well recognized as a symbol of innovation and pragmatism in the automotive industry. Its appeal arises from a combination of elegance and utility, giving car interiors a sophisticated appearance while offering significant benefits. It is not only a less expensive option, but it is also low-maintenance and extremely durable, making it resistant to stains and fading. In essence, Automotive Artificial Leather exemplifies the mix of elegance and practicality, enhancing driving experiences while representing sustainability through its synthetic composition. Furthermore, rising concerns about the effect of traditional leather on the environment are gaining attention towards Global Automotive Artificial Leather Market. Stringent regulations regarding the use of certain chemicals and the disposal of waste in leather production are pushing automotive manufacturers to explore alternative materials that have a lower environmental impact. Artificial leather can offer a solution that complies with these regulations.

The Global Automotive Artificial Leather Market is driven by increase in the number of passenger vehicles and rising demand for luxury vehicles across the world. Automotive artificial leather can be manufactured in a wide range of colors, textures, and finishes, offering automakers the flexibility to customize interior designs according to consumer preferences and market trends. This versatility appeals to car buyers seeking

personalized and aesthetically pleasing interiors, further driving demand for artificial leather in the automotive sector. In addition, Luxury automakers often emphasize the importance of brand image and prestige in their marketing strategies. The use of high-quality materials like artificial leather reinforces the perception of luxury and refinement associated with their brands. However, high cost of automotive artificial leather and environmental effects of PVC-based artificial leather is going to impede the overall demand for the market during the forecast period 2024-2032.

The key regions considered for the Global Automotive Artificial Leather market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America was the largest regional market in terms of revenue owing to factors such as increasing demand of luxury vehicles across the region. Artificial leather offers designers a wide range of customization options in terms of textures, colors, and finishes. This flexibility enables luxury automakers to create interior environments that exude sophistication and exclusivity, catering to the discerning tastes of their clientele. Furthermore, the market in Asia Pacific, on the other hand, is expected to develop at the fastest rate over the forecast period.

Major market player included in this report are:

Benecke-Kaliko AG

Kyowa Leather Cloth Co., Ltd

Canadian General Tower Limited

Fujian Polytech Technology Co., Ltd

HR Polycoats Pvt. Ltd

Xiefu Group

Yanfeng International Automotive Technology Co. Ltd

Dow Chemical Company

Songwon Industrial Co., Ltd

Toray Industries, Inc

The detailed segments and sub-segment of the market are explained below:

By Product

PVC

PU

Others

By Application

Headliners

Seats

Door Trims
Consoles
Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major

regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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