

Global Automotive Films Market Size study & Forecast, by Films Type (Automotive window films, Automotive wrap films, Paint protection films), by Application (Interior, Exterior), by Vehicle Type (Passenger vehicles, Commercial vehicles) and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/GD5FBDA120D0EN.html>

Date: December 2023

Pages: 200

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

ID: GD5FBDA120D0EN

Abstracts

Global Automotive Films Market is valued at approximately USD 7 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 5.7% over the forecast period 2023-2030. Automotive films typically refer to thin, transparent, or tinted films that are applied to the windows of vehicles, including cars, trucks, and other automobiles. These films help reduce the amount of heat and glare entering the vehicle, enhancing comfort for passengers, and protecting the interior from sun damage. The Automotive Films Market is expanding because of factors such as increasing demand for the passenger vehicles and growing disposable income. Automotive films are designed to reinforce the windows, making them more resistant to shattering in the event of an accident or break-in, thus enhancing the safety and security of the vehicle. As a result, the demand for Automotive Films has progressively increased in the international market during the forecast period 2023-2030.

Passenger vehicle owners frequently seek solutions to improve the privacy and attractiveness of their vehicles. Tinted films that provide privacy while also improving the overall appearance of the car are becoming increasingly popular as the desire for personalized and elegant vehicles grows. According to Statista, in 2020, there are 53.92 million passenger cars were sold globally, and up to 57.49 million passenger cars were sold in 2022. Furthermore, China was the world's largest regional market for automobiles in 2022. Another important factor that drives the Automotive Films Market

is increasing disposable income. As disposable income rises, consumers have a greater inclination to invest in luxury features for their vehicles. High-quality automotive films, especially those offering advanced functionalities such as enhanced heat and glare reduction, can become more appealing to consumers looking to upgrade their vehicles. In addition, according to Statista, the United States accounts for the greatest gross household disposable income per capita in OECD countries when adjusted for purchasing power parity in 2021. Their per capita disposable income was about USD 55,000. Moreover, rising concerns about the safety of automobiles and stringent government regulations regarding tinted glass are anticipated to create lucrative growth opportunities for the market over the forecast period. However, the installation complexity of automotive films and the high cost associated with premium automotive films are going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Automotive Films Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the increasing number of luxury vehicles in the region. These vehicles often have unique designs, advanced technology, and superior performance. This can make them attractive subjects for automotive films, as enthusiasts and viewers are drawn to the high-end features and aesthetics. The region's dominant performance is anticipated to propel the overall demand for Automotive Films. Furthermore, Asia Pacific is expected to grow fastest over the forecast period, owing to factors such as the rising popularity of light commercial in the region. The use of light commercial vehicles in various industries and for personal use has been on the rise globally. This trend has implications for the automotive film industry, which includes window tinting films, paint protection films, and other specialty films for vehicles.

Major market player included in this report are:

3M Company

Saint-Gobain S.A.

Eastman Chemical Company

Avery Dennison Corporation

LINTEC Corporation

Ergis S.A.

Toray Industries, Inc

Hexis S.A.S

Nexfil Co., Ltd

XPEL, Inc

Recent Developments in the Market:

In May 2023, PPG collaborates with Entrotech, Inc. in a groundbreaking joint venture known as PPG Advanced Surface Technologies. Together, they provide cutting-edge paint and clear film solutions tailored for both automotive and industrial clients. Entrotech, Inc., recognized for its expertise in technology-driven film solutions, contributes a diverse range of offerings to the venture. Within the automotive sector, entrotech's portfolio encompasses advanced products such as automotive clear protective films and the innovative Aero Sustainable Material Technology line of paint films. This collaboration positions PPG Advanced Surface Technologies as a leading force in delivering high-performance solutions that meet the evolving needs of the automotive and industrial markets.

Global Automotive Films Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Films Type, Application, Vehicle Type, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Films Type

Automotive window films

Automotive wrap films

Paint protection films

By Application

Interior

Exterior

By Vehicle Type

Passenger vehicles

Commercial vehicles

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

Rest of Middle East & Africa

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