

# **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

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
  - 1.2.1. Automotive Films Market, by Region, 2020-2030 (USD Billion)
  - 1.2.2. Automotive Films Market, by Films Type, 2020-2030 (USD Billion)
  - 1.2.3. Automotive Films Market, by Application, 2020-2030 (USD Billion)
  - 1.2.4. Automotive Films Market, by Vehicle Type, 2020-2030 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL AUTOMOTIVE FILMS MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Industry Evolution
  - 2.2.2. Scope of the Study
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL AUTOMOTIVE FILMS MARKET DYNAMICS

- 3.1. Automotive Films Market Impact Analysis (2020-2030)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing demand from passenger vehicles
    - 3.1.1.2. Growing disposable income
  - 3.1.2. Market Challenges
    - 3.1.2.1. Installation complexity of automotive films
    - 3.1.2.2. High cost associated with premium automotive films
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Rising concerns about safety of automobiles
    - 3.1.3.2. Stringent government regulations regarding tinted glass

### CHAPTER 4. GLOBAL AUTOMOTIVE FILMS MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Impact Analysis
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
  - 4.3.5. Environmental
  - 4.3.6. Legal
- 4.4. Top investment opportunity
- 4.5. Top winning strategies
- 4.6. COVID-19 Impact Analysis
- 4.7. Disruptive Trends
- 4.8. Industry Expert Perspective
- 4.9. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL AUTOMOTIVE FILMS MARKET, BY FILMS TYPE**

- 5.1. Market Snapshot
- 5.2. Global Automotive Films Market by Films Type, Performance - Potential Analysis
- 5.3. Global Automotive Films Market Estimates & Forecasts by Films Type 2020-2030 (USD Billion)
- 5.4. Automotive Films Market, Sub Segment Analysis
  - 5.4.1. Automotive window films
  - 5.4.2. Automotive wrap films
  - 5.4.3. Paint protection films

## **CHAPTER 6. GLOBAL AUTOMOTIVE FILMS MARKET, BY APPLICATION**

- 6.1. Market Snapshot
- 6.2. Global Automotive Films Market by Application, Performance - Potential Analysis
- 6.3. Global Automotive Films Market Estimates & Forecasts by Application 2020-2030 (USD Billion)
- 6.4. Automotive Films Market, Sub Segment Analysis
  - 6.4.1. Interior

#### 6.4.2. Exterior

## **CHAPTER 7. GLOBAL AUTOMOTIVE FILMS MARKET, BY VEHICLE TYPE**

### 7.1. Market Snapshot

### 7.2. Global Automotive Films Market by Vehicle Type, Performance - Potential Analysis

### 7.3. Global Automotive Films Market Estimates & Forecasts by Vehicle Type 2020-2030 (USD Billion)

### 7.4. Automotive Films Market, Sub Segment Analysis

#### 7.4.1. Passenger vehicles

#### 7.4.2. Commercial vehicles

## **CHAPTER 8. GLOBAL AUTOMOTIVE FILMS MARKET, REGIONAL ANALYSIS**

### 8.1. Top Leading Countries

### 8.2. Top Emerging Countries

### 8.3. Automotive Films Market, Regional Market Snapshot

### 8.4. North America Automotive Films Market

#### 8.4.1. U.S. Automotive Films Market

##### 8.4.1.1. Films Type breakdown estimates & forecasts, 2020-2030

##### 8.4.1.2. Application breakdown estimates & forecasts, 2020-2030

##### 8.4.1.3. Vehicle Type breakdown estimates & forecasts, 2020-2030

#### 8.4.2. Canada Automotive Films Market

### 8.5. Europe Automotive Films Market Snapshot

#### 8.5.1. U.K. Automotive Films Market

#### 8.5.2. Germany Automotive Films Market

#### 8.5.3. France Automotive Films Market

#### 8.5.4. Spain Automotive Films Market

#### 8.5.5. Italy Automotive Films Market

#### 8.5.6. Rest of Europe Automotive Films Market

### 8.6. Asia-Pacific Automotive Films Market Snapshot

#### 8.6.1. China Automotive Films Market

#### 8.6.2. India Automotive Films Market

#### 8.6.3. Japan Automotive Films Market

#### 8.6.4. Australia Automotive Films Market

#### 8.6.5. South Korea Automotive Films Market

#### 8.6.6. Rest of Asia Pacific Automotive Films Market

### 8.7. Latin America Automotive Films Market Snapshot

#### 8.7.1. Brazil Automotive Films Market

- 8.7.2. Mexico Automotive Films Market
- 8.8. Middle East & Africa Automotive Films Market
  - 8.8.1. Saudi Arabia Automotive Films Market
  - 8.8.2. South Africa Automotive Films Market
  - 8.8.3. Rest of Middle East & Africa Automotive Films Market

## **CHAPTER 9. COMPETITIVE INTELLIGENCE**

- 9.1. Key Company SWOT Analysis
  - 9.1.1. Company
  - 9.1.2. Company
  - 9.1.3. Company
- 9.2. Top Market Strategies
- 9.3. Company Profiles
  - 9.3.1. 3M Company
    - 9.3.1.1. Key Information
    - 9.3.1.2. Overview
    - 9.3.1.3. Financial (Subject to Data Availability)
    - 9.3.1.4. Product Summary
    - 9.3.1.5. Recent Developments
  - 9.3.2. Saint-Gobain S.A.
  - 9.3.3. Eastman Chemical Company
  - 9.3.4. Avery Dennison Corporation
  - 9.3.5. LINTEC Corporation
  - 9.3.6. Ergis S.A.
  - 9.3.7. Toray Industries, Inc
  - 9.3.8. Hexis S.A.S
  - 9.3.9. Nexfil Co., Ltd
  - 9.3.10. XPEL, Inc

## **CHAPTER 10. RESEARCH PROCESS**

- 10.1. Research Process
  - 10.1.1. Data Mining
  - 10.1.2. Analysis
  - 10.1.3. Market Estimation
  - 10.1.4. Validation
  - 10.1.5. Publishing
- 10.2. Research Attributes

### 10.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Automotive Films Market, report scope

TABLE 2. Global Automotive Films Market estimates & forecasts by Region 2020-2030 (USD Billion)

TABLE 3. Global Automotive Films Market estimates & forecasts by Films Type 2020-2030 (USD Billion)

TABLE 4. Global Automotive Films Market estimates & forecasts by Application 2020-2030 (USD Billion)

TABLE 5. Global Automotive Films Market estimates & forecasts by Vehicle Type 2020-2030 (USD Billion)

TABLE 6. Global Automotive Films Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 7. Global Automotive Films Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 8. Global Automotive Films Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 9. Global Automotive Films Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 10. Global Automotive Films Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 11. Global Automotive Films Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 12. Global Automotive Films Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 13. Global Automotive Films Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 14. Global Automotive Films Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 15. Global Automotive Films Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 16. U.S. Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 17. U.S. Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 18. U.S. Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 19. Canada Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 20. Canada Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 21. Canada Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 22. UK Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 23. UK Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 24. UK Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 25. Germany Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 26. Germany Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 27. Germany Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 28. France Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 29. France Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 30. France Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 31. Italy Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 32. Italy Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 33. Italy Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 34. Spain Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 35. Spain Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 36. Spain Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 37. RoE Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 38. RoE Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 39. RoE Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 40. China Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 41. China Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 42. China Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 43. India Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 44. India Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 45. India Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 46. Japan Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 47. Japan Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 48. Japan Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 49. South Korea Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 50. South Korea Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 51. South Korea Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 52. Australia Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 53. Australia Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 54. Australia Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 55. RoAPAC Automotive Films Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 56. RoAPAC Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 57. RoAPAC Automotive Films Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 58. Brazil Automotive Films Market estimates & forecasts, 2020-2030 (USD

Billion)

TABLE 59. Brazil Automotive Films Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 60. Brazil Automotive Films Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 61. Mexico Automotive Films Market estimates & forecasts, 2020-2030 (USD  
Billion)

TABLE 62. Mexico Automotive Films Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 63. Mexico Automotive Films Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 64. RoLA Automotive Films Market estimates & forecasts, 2020-2030 (USD  
Billion)

TABLE 65. RoLA Automotive Films Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 66. RoLA Automotive Films Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 67. Saudi Arabia Automotive Films Market estimates & forecasts, 2020-2030  
(USD Billion)

TABLE 68. South Africa Automotive Films Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 69. RoMEA Automotive Films Market estimates & forecasts by segment  
2020-2030 (USD Billion)

TABLE 70. List of secondary sources, used in the study of global Automotive Films  
Market

TABLE 71. List of primary sources, used in the study of global Automotive Films Market

TABLE 72. Years considered for the study

TABLE 73. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final  
deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Automotive Films Market, research methodology
  - FIG 2. Global Automotive Films Market, Market estimation techniques
  - FIG 3. Global Market size estimates & forecast methods
  - FIG 4. Global Automotive Films Market, key trends 2022
  - FIG 5. Global Automotive Films Market, growth prospects 2023-2030
  - FIG 6. Global Automotive Films Market, porters 5 force model
  - FIG 7. Global Automotive Films Market, pest analysis
  - FIG 8. Global Automotive Films Market, value chain analysis
  - FIG 9. Global Automotive Films Market by segment, 2020 & 2030 (USD Billion)
  - FIG 10. Global Automotive Films Market by segment, 2020 & 2030 (USD Billion)
  - FIG 11. Global Automotive Films Market by segment, 2020 & 2030 (USD Billion)
  - FIG 12. Global Automotive Films Market by segment, 2020 & 2030 (USD Billion)
  - FIG 13. Global Automotive Films Market by segment, 2020 & 2030 (USD Billion)
  - FIG 14. Global Automotive Films Market, regional snapshot 2020 & 2030
  - FIG 15. North America Automotive Films Market 2020 & 2030 (USD Billion)
  - FIG 16. Europe Automotive Films Market 2020 & 2030 (USD Billion)
  - FIG 17. Asia pacific Automotive Films Market 2020 & 2030 (USD Billion)
  - FIG 18. Latin America Automotive Films Market 2020 & 2030 (USD Billion)
  - FIG 19. Middle East & Africa Automotive Films Market 2020 & 2030 (USD Billion)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

## I would like to order

Product name: 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

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

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GD5FBDA120D0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970