

Global Automotive Floor Mat Market Size Study & Forecast, by Vehicle Type (Passenger Cars and Commercial Vehicles), By Material (Rubber, Textile, and Polymer), By Sales Channel (OEM and Aftermarket), and Regional Analysis, 2023-2030

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Abstracts

Global Automotive Floor Mat Market is valued at approximately USD 11.38 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 4.2% over the forecast period 2023-2030. An automotive floor mat, also known as a car mat, is a protective covering placed on the floor of a vehicle including cars, trucks, vans, and SUVs to protect the underlying carpet or flooring from dirt, debris, moisture, and wear and tear. Automotive floor mats are available in various materials such as rubber, polymer, and textiles that are designed to be easily removable for cleaning. These mats are designed for easy removal and cleaning, contributing to the cleanliness and upkeep of a vehicle's interior. The rising focus on comfort and protection in vehicles, the increasing trend of vehicle customization, along the surge in vehicle ownership are the key factors that are stipulating the automotive floor mat demand across the globe. Also, customers are placing a growing emphasis on the comfort and aesthetic appeal of their vehicle interiors. These floor mats enhance the overall appearance and improve the driving experience. Therefore, the rising need for vehicle safety and comfort is expected to propel the adoption of the product in the global market.

Additionally, the demand for floor mats is anticipated to increase with the continuous expansion of the automotive industry and the introduction of new vehicles. Floor mats are frequently added by the manufacturer on new cars. Due to this trend OEMs frequently provide these mats with the cars, which increases mat sales. According to a study published by the Organisation Internationale des Constructeurs d'Automobiles (OICA) in 2022, global automobile production surpassed 85 million units, marking a 6%

increase compared to 2021. Likewise, the increasing desire for personalized vehicle mats to elevate the interior aesthetics of automobiles is expected to drive the demand for well-crafted floor mats. Mats equipped with no-slip backing offer enhanced safety by reducing the risk of slipping on slippery or wet surfaces within the vehicle. Many manufacturers specialize in tailored vehicle mats designed to meet the specific requirements of automakers. For instance, in May 2023, Minimizer unveiled new customized mats tailored for various PACCAR models like Kenworth T280, T380, T480, Peterbilt 536, 537, and 538. These mats are precision laser-measured, and feature raised edges to prevent spillage. Additionally, they are easy to clean and replace, making them a practical choice for maintaining a tidy and appealing interior. Thus, these aforementioned factors are propelling the growth of the Automotive Floor Mat Market during the estimated period. Moreover, the rising advancements in manufacturing technologies, as well as the surge in demand for eco-friendly and sustainable materials present various lucrative opportunities over the forecast years. However, the volatility in the prices of raw materials and the availability of alternative flooring solutions are challenging the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Automotive Floor Mat Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market in 2022 owing to the growing demand for comfort and safety, and favourable government policies for the expansion of the automotive industry. Also, the presence of countries like India, China, South Korea, and Japan are experiencing a substantial increase in vehicle ownership due to urbanization and rising disposable incomes, which is resulting in high demand for accessories like floor mats. The Asia Pacific region boasts diverse climate zones, fueling the need for specialized mats such as all-weather or heavy-duty floor mats. Moreover, the accessibility of aftermarket accessories via various retail channels, including online platforms, simplifies the purchasing process for customers looking for floor liners and mats. This accessibility factor contributes significantly to the rising demand in the region. Whereas Europe is expected to grow at the highest CAGR over the forecast years. The region also serves as a prominent centre for luxury and high-end car manufacturers, as well as the growing importance of maintaining vehicle aesthetics, is significantly propelling the market demand across the region. Besides, increasing environmental concerns have spurred a heightened demand for eco-friendly floor mats in Europe. Consequently, customers are inclined towards premium and sustainable mats that meet the overall interior quality of their vehicles.

Major market players included in this report are:

Husky Liners, Inc. (U.S.)

3M Company (U.S.)

Autotech Nonwovens Pvt Ltd. (India)

Lloyd Mats Inc. (U.S.)

Walser GmbH (Austria)

RACEMARK International (U.S.)

MaxLiners (Thailand)

Covercraft (U.S.)

Auto Custom Carpet Inc. (U.S.)

Toyota Boshoku Corporation (Japan)

Recent Developments in the Market:

In May 2023, Maxliner Australia- a subsidiary of Maxline unveiled their plans for the expansion of its primary showroom and warehouse in Perth. The upgraded site features a contemporary fitting workshop, retail showroom, and warehouse facility located in the southern Canning Vale suburb. Accordingly, this geographical expansion supports the growth of the Automotive Floor Mat Market by driving sales, enhancing customer experience, and strengthening the company's position in the industry.

In January 2022, Covercraft completed the acquisition of Lloyd Mats, a strategic move aimed at broadening its product portfolio. Covercraft intends to capitalize on its expertise in driving growth and operational efficiency, while also integrating new knowledge and skills from the acquisition to enhance its position in the market because of rising innovation, market share expansion, and operational synergies. .

In January 2021, Maxliner introduced a lineup of accessories tailored for the 2020 Mazda BT-50. This range encompassed floor mats, ute canopies, tub

protection, hard lids, and tailgate assist, offering comprehensive solutions for enhancing the functionality and aesthetics of the vehicle.

Global Automotive Floor Mat 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 - Vehicle Type, Material, Sales Channel, Region

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

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

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for 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 to detailed information about the crucial aspects such as driving factors & challenges that will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Vehicle Type:

Passenger Cars

Commercial Vehicles

By Material:

Rubber

Textile

Polymer

By Sales Channel:

OEM

Aftermarket

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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