

Global Automotive Window Films Size study, by Type (Decorative Film, Safety & Security Film, Solar Film, Privacy Film), by Application (Industrial, Residential, Automotive, Marine, Others) and Regional Forecasts 2020-2027

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Abstracts

Global Automotive Window Films Market is valued approximately USD 3.7 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 5 % over the forecast period 2020-2027. Window film is a thin film applied to both the interior and exterior of a glass surface. Window films usually consist of PET resin due to its different properties, such as tensile strength, clarity and the ability to adopt different surface treatments. Window film sheet is installed to provide a range of high-value benefits. Window films provide energy savings, neutral carbon footprint, UV protection, glare reduction, safety benefits and an aesthetic appearance owing to technological advances. Increasing awareness of energy efficient buildings and increasing demand for window films in end-use industries and growing demand for automotive drive automotive window film market growth. It is expected that advances in technologies such as optical multi-layered membrane design, precision coating, and elongated sputtering will foster market growth. The market is primarily driven by increasing production of commercial vehicles. For instance: According to Organization of Motor Vehicle Manufacturers, in 2018, 25136912 units commercial vehicle produce as compare to 23846003 units commercial vehicle in 2017. However, guaranteed issues and limited consumer awareness about window films hamper the growth of the market.

The regional analysis of global Automotive Window Films Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of increase production of commercial vehicles. Whereas, Asia-Pacific is also anticipated to

exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rising disposable income, advances in technologies such as optical multi-layered membrane design, precision coating, and elongated sputtering would create lucrative growth prospects for the Automotive Window Films Market across Asia-Pacific region.

Major market player included in this report are:

3M Company

Eastman Chemical Company

Avery Dennison Corporation

Lintec Corporation

Saint-Gobain Performance Plastics

Garware Suncontrol.

Madico, Inc.

SICAN Co. LTD.

Dingxin Films

TOP COLOUR FILM LTD

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Type:

Decorative Film

Safety & Security Film

Solar Film

Privacy Film

By Application:

Industrial

Residential

Automotive

Marine

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
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Automotive Window Films Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2027 (USD Billion)
 - 1.2.1. Automotive Window Films Market, by Region, 2018-2027 (USD Billion)
 - 1.2.2. Automotive Window Films Market, by Type, 2018-2027 (USD Billion)
 - 1.2.3. Automotive Window Films Market, by Application, 2018-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET DEFINITION AND SCOPE

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

CHAPTER 3. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET DYNAMICS

- 3.1. Automotive Window Films Market Impact Analysis (2018-2027)
 - 3.1.1. Market Drivers
 - 3.1.2. Market Challenges
 - 3.1.3. Market Opportunities

CHAPTER 4. GLOBAL AUTOMOTIVE WINDOW 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

- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2017-2027)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, BY TYPE

- 5.1. Market Snapshot
- 5.2. Global Automotive Window Films Market by Type, Performance - Potential Analysis
- 5.3. Global Automotive Window Films Market Estimates & Forecasts by Type 2017-2027 (USD Billion)
- 5.4. Automotive Window Films Market, Sub Segment Analysis
 - 5.4.1. Decorative Film
 - 5.4.2. Safety & Security Film
 - 5.4.3. Solar Film
 - 5.4.4. Privacy Film

CHAPTER 6. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, BY APPLICATION

- 6.1. Market Snapshot
- 6.2. Global Automotive Window Films Market by Application, Performance - Potential Analysis
- 6.3. Global Automotive Window Films Market Estimates & Forecasts by Application 2017-2027 (USD Billion)
- 6.4. Automotive Window Films Market, Sub Segment Analysis
 - 6.4.1. Industrial
 - 6.4.2. Residential
 - 6.4.3. Automotive
 - 6.4.4. Marine
 - 6.4.5. Others

CHAPTER 7. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, REGIONAL ANALYSIS

- 7.1. Automotive Window Films Market, Regional Market Snapshot

- 7.2. North America Automotive Window Films Market
 - 7.2.1. U.S. Automotive Window Films Market
 - 7.2.1.1. Type breakdown estimates & forecasts, 2017-2027
 - 7.2.1.2. Application breakdown estimates & forecasts, 2017-2027
 - 7.2.2. Canada Automotive Window Films Market
- 7.3. Europe Automotive Window Films Market Snapshot
 - 7.3.1. U.K. Automotive Window Films Market
 - 7.3.2. Germany Automotive Window Films Market
 - 7.3.3. France Automotive Window Films Market
 - 7.3.4. Spain Automotive Window Films Market
 - 7.3.5. Italy Automotive Window Films Market
 - 7.3.6. Rest of Europe Automotive Window Films Market
- 7.4. Asia-Pacific Automotive Window Films Market Snapshot
 - 7.4.1. China Automotive Window Films Market
 - 7.4.2. India Automotive Window Films Market
 - 7.4.3. Japan Automotive Window Films Market
 - 7.4.4. Australia Automotive Window Films Market
 - 7.4.5. South Korea Automotive Window Films Market
 - 7.4.6. Rest of Asia Pacific Automotive Window Films Market
- 7.5. Latin America Automotive Window Films Market Snapshot
 - 7.5.1. Brazil Automotive Window Films Market
 - 7.5.2. Mexico Automotive Window Films Market
- 7.6. Rest of The World Automotive Window Films Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Top Market Strategies
- 8.2. Company Profiles
 - 8.2.1. 3M Company
 - 8.2.1.1. Key Information
 - 8.2.1.2. Overview
 - 8.2.1.3. Financial (Subject to Data Availability)
 - 8.2.1.4. Product Summary
 - 8.2.1.5. Recent Developments
 - 8.2.2. Eastman Chemical Company
 - 8.2.3. Avery Dennison Corporation
 - 8.2.4. Lintec Corporation
 - 8.2.5. Saint-Gobain Performance Plastics
 - 8.2.6. Garware Suncontrol.

- 8.2.7. Madico, Inc.
- 8.2.8. SICAN Co. LTD.
- 8.2.9. Dingxin Films
- 8.2.10. TOP COLOUR FILM LTD.

CHAPTER 9. RESEARCH PROCESS

- 9.1. Research Process
 - 9.1.1. Data Mining
 - 9.1.2. Analysis
 - 9.1.3. Market Estimation
 - 9.1.4. Validation
 - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, REPORT SCOPE

TABLE 2. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY REGION 2017-2027 (USD BILLION)

TABLE 3. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY PRODUCT TYPE 2017-2027 (USD BILLION)

TABLE 4. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY PRODUCT DESIGN 2017-2027 (USD BILLION)

TABLE 5. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 6. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY REGION, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 7. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 8. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY REGION, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 9. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 10. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY REGION, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 11. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 12. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY REGION, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 13. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY SEGMENT, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 14. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY REGION, ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 15. U.S. AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 16. U.S. AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 17. U.S. AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 18. CANADA AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 19. CANADA AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 20. CANADA AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 21. UK AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 22. UK AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 23. UK AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 24. GERMANY AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 25. GERMANY AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 26. GERMANY AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 27. ROE AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 28. ROE AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 29. ROE AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 30. CHINA AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 31. CHINA AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 32. CHINA AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 33. INDIA AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 34. INDIA AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 35. INDIA AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 36. JAPAN AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 37. JAPAN AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 38. JAPAN AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES &

FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 39. ROAPAC AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 40. ROAPAC AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 41. ROAPAC AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 42. BRAZIL AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 43. BRAZIL AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 44. BRAZIL AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 45. MEXICO AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 46. MEXICO AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 47. MEXICO AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 48. ROLA AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 49. ROLA AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 50. ROLA AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 51. ROW AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS, 2017-2027 (USD BILLION)

TABLE 52. ROW AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 53. ROW AUTOMOTIVE WINDOW FILMS MARKET ESTIMATES & FORECASTS BY SEGMENT 2017-2027 (USD BILLION)

TABLE 54. LIST OF SECONDARY SOURCES, USED IN THE STUDY OF GLOBAL AUTOMOTIVE WINDOW FILMS MARKET

TABLE 55. LIST OF PRIMARY SOURCES, USED IN THE STUDY OF GLOBAL AUTOMOTIVE WINDOW FILMS MARKET

TABLE 56. YEARS CONSIDERED FOR THE STUDY

TABLE 57. EXCHANGE RATES CONSIDERED

List Of Figures

LIST OF FIGURES

FIG 1. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, RESEARCH METHODOLOGY

FIG 2. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, MARKET ESTIMATION TECHNIQUES

FIG 3. GLOBAL MARKET SIZE ESTIMATES & FORECAST METHODS

FIG 4. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, KEY TRENDS 2019

FIG 5. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, GROWTH PROSPECTS 2020-2027

FIG 6. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, PORTERS 5 FORCE MODEL

FIG 7. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, PEST ANALYSIS

FIG 8. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, VALUE CHAIN ANALYSIS

FIG 9. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY SEGMENT, 2017 & 2027 (USD BILLION)

FIG 10. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY SEGMENT, 2017 & 2027 (USD BILLION)

FIG 11. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY SEGMENT, 2017 & 2027 (USD BILLION)

FIG 12. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY SEGMENT, 2017 & 2027 (USD BILLION)

FIG 13. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET BY SEGMENT, 2017 & 2027 (USD BILLION)

FIG 14. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, REGIONAL SNAPSHOT 2017 & 2027

FIG 15. NORTH AMERICA AUTOMOTIVE WINDOW FILMS MARKET 2017 & 2027 (USD BILLION)

FIG 16. EUROPE AUTOMOTIVE WINDOW FILMS MARKET 2017 & 2027 (USD BILLION)

FIG 17. ASIA PACIFIC AUTOMOTIVE WINDOW FILMS MARKET 2017 & 2027 (USD BILLION)

FIG 18. LATIN AMERICA AUTOMOTIVE WINDOW FILMS MARKET 2017 & 2027 (USD BILLION)

FIG 19. GLOBAL AUTOMOTIVE WINDOW FILMS MARKET, COMPANY MARKET SHARE ANALYSIS (2019)

COMPANIES MENTIONED

3M Company
Eastman Chemical Company
Avery Dennison Corporation
Lintec Corporation
Saint-Gobain Performance Plastics
Garware Suncontrol.
Madico, Inc.
SICAN Co. LTD.
Dingxin Films
TOP COLOUR FILM LTD

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