

# **Global Automotive Wrap Films Market Size study, by Application (Heavy-duty Vehicles, Medium-duty Vehicles and Light-duty Vehicles), and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Automotive Wrap Films Market is valued approximately at USD 4 Billion in 2020 and is anticipated to grow with a healthy growth rate of more than 22.4% over the forecast period 2021-2027. Automotive Wrap Films are applied on the vehicles above the original paint to protect them from abrasions, stone chips, and wear and tear. The global Automotive Wrap Films market is being driven by growing vehicle sales in the world and increase in advertisement which influence the consumers to apply graphic films on their vehicles. For instance: according to India Brand Equity Foundation, Passenger vehicle (PV) sales increased by 14.19% to 3,10,294 units in 2020 from 2,71,737 units in 2019. Furthermore, the increase in vehicle customization, technological advancements in printing and the need for long-term protection of vehicle paint, will provide new opportunities for the global Automotive Wrap Films industry. For instance, According to the International Trade Administration (ITA), China is the world's largest automotive market, with the Chinese government expecting 35 million vehicles to be produced by 2025. According to OICA, the number of light commercial vehicles produced in Canada rose by 6.2 percent from 1,348,932 in 2018 to 1,431,904 in 2019. As a result, increased automation will necessitate the use of more Automotive Wrap Films in the future. However, complex installation process may impede market growth over the forecast period of 2021-2027.

The key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World have been considered for the regional analysis of the global Automotive Wrap Films Market. North America is the leading region across the world in terms of market share due to rising safety awareness and the adoption of technology in the

modernization of cars have stimulated product demand in the region. Whereas, Asia-Pacific is anticipated to exhibit the highest CAGR over the forecast period 2021-2027, due to the popularity of color-changing vehicle wraps, affordable maintenance and increasing demand for passenger cars in the region.

Major market player included in this report are:

3M

Arlon Graphics, LLC

ADS Window Films Ltd

AVERY DENNISON CORPORATION

Hexis UK

Orafol Group

Garware Polyester Limited

Ritrama S.p.A

Eastman Chemical Company

Madico, Inc

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 Application:

Heavy-duty Vehicles

Medium-duty Vehicles

Light-duty 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  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Automotive Wrap 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, 2019-2027 (USD Billion)
  - 1.2.1. Automotive Wrap Films Market , by Region, 2019-2027 (USD Billion)
  - 1.2.2. Automotive Wrap Films Market , by Application, 2019-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL AUTOMOTIVE WRAP 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 WRAP FILMS MARKET DYNAMICS**

- 3.1. Automotive Wrap Films Market Impact Analysis (2019-2027)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing vehicle sales in the world
    - 3.1.1.2. Increase in advertisement which influence the consumers to apply graphic films on their vehicles
  - 3.1.2. Market Restraint
    - 3.1.2.1. Complex installation process
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Increase in vehicle customization
    - 3.1.3.2. Technological advancements in printing

### **CHAPTER 4. GLOBAL AUTOMOTIVE WRAP 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 (2018-2027)
- 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 WRAP FILMS MARKET , BY APPLICATION**

### a. Market Snapshot

- 5.1. Global Automotive Wrap Films Market by Application, Performance - Potential Analysis
- 5.2. Global Automotive Wrap Films Market Estimates & Forecasts by Application 2018-2027 (USD Billion)
- 5.3. Automotive Wrap Films Market , Sub Segment Analysis
  - 5.3.1. Heavy-duty Vehicles
  - 5.3.2. Medium-duty Vehicles
  - 5.3.3. Light-duty Vehicles

## **CHAPTER 6. GLOBAL AUTOMOTIVE WRAP FILMS MARKET , REGIONAL ANALYSIS**

- 6.1. Automotive Wrap Films Market , Regional Market Snapshot
- 6.2. North America Automotive Wrap Films Market
  - 6.2.1. U.S. Automotive Wrap Films Market
    - 6.2.1.1. Application breakdown estimates & forecasts, 2018-2027
  - 6.2.2. Canada Automotive Wrap Films Market
- 6.3. Europe Automotive Wrap Films Market Snapshot
  - 6.3.1. U.K. Automotive Wrap Films Market
  - 6.3.2. Germany Automotive Wrap Films Market
  - 6.3.3. France Automotive Wrap Films Market
  - 6.3.4. Spain Automotive Wrap Films Market

- 6.3.5. Italy Automotive Wrap Films Market
- 6.3.6. Rest of Europe Automotive Wrap Films Market
- 6.4. Asia-Pacific Automotive Wrap Films Market Snapshot
  - 6.4.1. China Automotive Wrap Films Market
  - 6.4.2. India Automotive Wrap Films Market
  - 6.4.3. Japan Automotive Wrap Films Market
  - 6.4.4. Australia Automotive Wrap Films Market
  - 6.4.5. South Korea Automotive Wrap Films Market
  - 6.4.6. Rest of Asia Pacific Automotive Wrap Films Market
- 6.5. Latin America Automotive Wrap Films Market Snapshot
  - 6.5.1. Brazil Automotive Wrap Films Market
  - 6.5.2. Mexico Automotive Wrap Films Market
- 6.6. Rest of The World Automotive Wrap Films Market

## **CHAPTER 7. COMPETITIVE INTELLIGENCE**

- 7.1. Top Market Strategies
- 7.2. Company Profiles
  - 7.2.1. 3M
    - 7.2.1.1. Key Information
    - 7.2.1.2. Overview
    - 7.2.1.3. Financial (Subject to Data Availability)
    - 7.2.1.4. Product Summary
    - 7.2.1.5. Recent Developments
  - 7.2.2. Arlon Graphics, LLC
  - 7.2.3. ADS Window Films Ltd
  - 7.2.4. AVERY DENNISON CORPORATION
  - 7.2.5. Hexis UK
  - 7.2.6. Orafol Group
  - 7.2.7. Garware Polyester Limited
  - 7.2.8. Ritrama S.p.A
  - 7.2.9. Eastman Chemical Company
  - 7.2.10. Madico, Inc

## **CHAPTER 8. RESEARCH PROCESS**

- 8.1. Research Process
  - 8.1.1. Data Mining
  - 8.1.2. Analysis

- 8.1.3. Market Estimation
- 8.1.4. Validation
- 8.1.5. Publishing
- 8.2. Research Attributes
- 8.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Automotive Wrap Films Market , report scope

TABLE 2. Global Automotive Wrap Films Market estimates & forecasts by region  
2018-2027 (USD Billion)

TABLE 3. Global Automotive Wrap Films Market estimates & forecasts by Application  
2018-2027 (USD Billion)

TABLE 4. Global Automotive Wrap Films Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 5. Global Automotive Wrap Films Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 6. Global Automotive Wrap Films Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 7. Global Automotive Wrap Films Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 8. Global Automotive Wrap Films Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 9. Global Automotive Wrap Films Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 10. Global Automotive Wrap Films Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 11. Global Automotive Wrap Films Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 12. Global Automotive Wrap Films Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 13. Global Automotive Wrap Films Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 14. Global Automotive Wrap Films Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 15. Global Automotive Wrap Films Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 16. Global Automotive Wrap Films Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 17. Global Automotive Wrap Films Market by region, estimates & forecasts,  
2018-2027 (USD Billion)

TABLE 18. Global Automotive Wrap Films Market by segment, estimates & forecasts,  
2018-2027 (USD Billion)



TABLE 19. Global Automotive Wrap Films Market by region, estimates & forecasts, 2018-2027 (USD Billion)

TABLE 20. U.S. Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 21. U.S. Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 22. U.S. Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 23. Canada Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 24. Canada Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 25. Canada Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 26. UK Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 27. UK Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 28. UK Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 29. Germany Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 30. Germany Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 31. Germany Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 32. France Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 33. France Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 34. France Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 35. Spain Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 36. Spain Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 37. Spain Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 38. Italy Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD

Billion)

TABLE 39. Italy Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 40. Italy Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 41. ROE Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 42. ROE Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 43. ROE Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 44. China Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 45. China Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 46. China Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 47. India Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 48. India Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 49. India Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 50. Japan Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 51. Japan Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 52. Japan Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 53. Australia Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 54. Australia Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 55. Australia Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 56. South Korea Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 57. South Korea Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 1. South Korea Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 2. ROPAC Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 3. ROPAC Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 4. ROPAC Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 5. Brazil Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 6. Brazil Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 7. Brazil Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 8. Mexico Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 9. Mexico Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 10. Mexico Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 11. ROLA Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 12. ROLA Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 13. ROLA Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 14. ROW Automotive Wrap Films Market estimates & forecasts, 2018-2027 (USD Billion)

TABLE 15. ROW Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 16. ROW Automotive Wrap Films Market estimates & forecasts by segment 2018-2027 (USD Billion)

TABLE 17. List of secondary sources used in the study of global Automotive Wrap Films Market .

TABLE 18. List of primary sources used in the study of global Automotive Wrap Films Market .

TABLE 19. Years considered for the study.

TABLE 20. Exchange rates considered.



## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Automotive Wrap Films Market , research methodology
- FIG 2. Global Automotive Wrap Films Market , market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Automotive Wrap Films Market , key trends 2020
- FIG 5. Global Automotive Wrap Films Market , growth prospects 2021-2027
- FIG 6. Global Automotive Wrap Films Market , porters 5 force model
- FIG 7. Global Automotive Wrap Films Market , pest analysis
- FIG 8. Global Automotive Wrap Films Market , value chain analysis
- FIG 9. Global Automotive Wrap Films Market by segment, 2018 & 2027 (USD Billion)
- FIG 10. Global Automotive Wrap Films Market by segment, 2018 & 2027 (USD Billion)
- FIG 11. Global Automotive Wrap Films Market by segment, 2018 & 2027 (USD Billion)
- FIG 12. Global Automotive Wrap Films Market by segment, 2018 & 2027 (USD Billion)
- FIG 13. Global Automotive Wrap Films Market by segment, 2018 & 2027 (USD Billion)
- FIG 14. Global Automotive Wrap Films Market by segment, 2018 & 2027 (USD Billion)
- FIG 15. Global Automotive Wrap Films Market by segment, 2018 & 2027 (USD Billion)
- FIG 16. Global Automotive Wrap Films Market by segment, 2018 & 2027 (USD Billion)
- FIG 17. Global Automotive Wrap Films Market , regional snapshot 2018 & 2027
- FIG 18. North America Automotive Wrap Films Market 2018 & 2027 (USD Billion)
- FIG 19. Europe Automotive Wrap Films Market 2018 & 2027 (USD Billion)
- FIG 20. Asia-Pacific Automotive Wrap Films Market 2018 & 2027 (USD Billion)
- FIG 21. Latin America Automotive Wrap Films Market 2018 & 2027 (USD Billion)
- FIG 22. Global Automotive Wrap Films Market , company market share analysis (2020)

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