

Global Window Film Market Size study & Forecast, by Product (Sun Control, Decorative, Security & Safety, Privacy) by Application (Automotive, Residential, Commercial, Marine, Others) and Regional Analysis, 2023-2030

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Abstracts

Global Window Film Market is valued approximately USD 11.04 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 5.3% over the forecast period 2023-2030. Window film, also known as window tint, is a thin layer of material that is applied to the interior or exterior of a window. The film is usually made from polyester, and it can be clear or colored. The primary purpose of window film is to reduce the amount of sunlight and heat that passes through the window. This can help to keep the interior of a building cooler in the summer, and it can also reduce the fading of furniture, carpets, and other interior furnishings caused by UV rays. The Window Film market is expanding because of factors such as increasing building and construction activities and increasing emphasis on Reducing Carbon Footprint.

Window films used in the construction industry include decorative, UV-blocking, privacy, anti-glare, anti-graffiti, insulating, and safety and security films. window films have the potential to reflect solar heat and keep the interior of a building at a comfortable temperature, they are mostly employed in the construction industry for solar control. As window films have the potential to reflect solar heat and keep the interior of a building at a comfortable temperature, they are mostly employed in the construction industry for solar control. According to Statista, in the year 2019 Construction industry spending worldwide stood at USD 12 trillion which increased to USD 12.9 trillion in the year 2021 and it is projected to reach USD 19.2 trillion by the year 2035. Thus, rising spending in the construction industry is favoring the market growth. Furthermore, advancements in film development and growing government focus on energy-efficient buildings is

creating lucrative opportunity to the market. However, the high cost of Window Film stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Window Film Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market in 2022 owing to rising construction industry, rising automotive industry, and rising urbanization across the globe. North America is expected to grow significantly during the forecast period, owing to factors such as dominance of key market players, and rising technological advancements.

Major market player included in this report are:

3M Company

Armolan Europe GmbH

Avery Dennison Corporation

Eastman Chemical Company

Johnson Window Films Inc.

Lintec Corporation

Rayno Window Film

Saint-Gobain Performance Plastics Corporation (Solar Gard)

Madico, Inc.

Toray Plastics (America), Inc.

Recent Developments in the Market:

In February 2023, Eastman Chemical Company acquired Ai-Red Technology (Dalian) Co., Ltd., in the Asia-Pacific region. This acquisition underscores Eastman's dedication to promoting expansion in the performance film, paint protection, and window film areas. The investment increases the company's capacity to provide specialty materials with consistent, superior value while also raising the level of service provided in China and the Asia Pacific region.

In April 2022, Avery Dennison revealed the brand-new Dusted Crystal decorative architectural window film. The frosted film, which is available in matte and lustre finishes for indoor scenarios using glass to define explicitly designated spaces, provides privacy while giving the sense of translucent light. The film contains a special, first-to-market wet-apply quick-release adhesive that makes it simple to remove the film after drying and replace it during installation with almost little residue remaining on the glass. The film's adhesive also resists adhesion to itself, preventing mishaps when the film is being separated from its liner prior to application.

Global Window Film 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 - Product, Application, 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 Product:

Sun Control

Decorative

Security & Safety

Privacy

By Application:

Automotive

Residential

Commercial

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

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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