

Global Automotive Wire Harnessing Tape Market Outlook to 2027

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Abstracts

Automotive wire harnessing tape is a material used to bundle up and cover the set of organized wires, connectors, and terminals that run all over the vehicle for relaying power and information. It plays a very important role in connecting different components and providing safety to the automotive. According to BlueQuark Research & Consulting, the global Automotive Wire Harnessing Tape market is expected to witness a moderate growth rate during the forecast period. The market for automotive wire harnessing tape is being driven by the ongoing research and development and the growing need for wire harnessing tape in the automotive industry. However, volatility in the raw material price is expected to hinder the growth of the market.

The global automotive market witnessed a growth of 3% in 2018 as compared to 3.1% in 2017 and slowed down to 1.9% in 2019. Automotive manufacturing industries provide significant revenue globally. In 2020, the global automotive market valued USD 108 billion in revenue. Every year, millions of cars are manufactured worldwide. While the styles, features, and parts may vary, but every vehicle requires a wire harnessing system. The harness connects the wiring throughout the vehicle, powering everything from power steering and headlights to in-dash displays and heated seats. There are many options available for protecting the wires in a vehicle's harness such as zip, plastic conduits, heat-shrink tubing, etc. which ties bundle wire together and provide protection from rough surface, heat, moisture, and chemicals. But they offer little protection or insulation, are time-consuming, and are not as flexible as wire harnessing tape. Tapes are more flexible and cost-effective than other bundling options because they can be used for protective wrapping, bundling, and sealing. With a wide variety of backings and adhesives, the tape can offer sound dampening, thermal and electrical insulation, and abrasion protection of the same quality as the other methods. Additionally, tapes are more flexible, lighter, and easier to apply than tubing or plastic

conduit. This led to the introduction of various products by companies like Scapa 3540 is used to attach a wire harness to the body of the vehicle. This acrylic adhesive offers secured immediate adhesion to rough interior surfaces, Tesa Supersleeve 51036 PV6 is a wire harness tape sleeve designed to wrap lengthwise around wires in the engine compartment, Tesa 51036 is designed for protecting wire harness in the engine compartment of a vehicle, etc. Protecting the wires is crucial for the safety of the vehicle as wires may get exposed to high temperatures, projectiles, and erosive chemicals that cause damage leading to fires, critical malfunctions, and brake failures. Hence, to prevent such issues, wires need to be bundled and covered for safety and the replacement of metal bonding by tape to make automotive light weighted is likely to drive the global automotive wire harnessing tape market.

In November 2019, The tesa® ACXplus Multi-Purpose (MP) products were launched providing the go-to solution for the mounting of emblems, displays, and decorative parts on household appliances. The acrylic foam tapes can also be used for the fixation of signs, for the bonding of glass, and for many other purposes. The rising automotive trends like car individualization, e-mobility, or low-VOC products are likely to popularize the automotive wire harnessing tapes. In July 2019, 3M™ introduced Precision Poly Tape, the biggest advance in masking which is thin, highly conformable, UV resistant, and waterproof. It lasts longer, more durable, and conforms to curves and body lines more precisely than any other paper tape. In June 2019, Lohmann has presented an electrically conductive high-tech adhesive tape at the LOPEC trade fair. It will be used in a prototype of a heating concept for electric cars, which was developed together with partners of the consortium project 'Printed Electronics'. The pressure among automotive companies to reduce weight, increase rigidity, eliminate noise, minimize maintenance, improve longevity and streamline assembly is likely to drive the global automotive wire harnessing market.

The global Automotive wire harnessing tape market is segmented on the basis of class, type, and material. The type segment is further segmented as acrylic, rubber-based, among others. Rubber-Based tapes were found to dominate the automotive wire harnessing tape market during the forecast period. An automotive wiring harness is an assembly of electrical wires, connectors, and other parts, or an electrical wiring system, used to convey information and energy in automobiles. This simplifies the electrical system but also reduces the potential for serious electrical problems. Therefore, performing this purpose needs adequate tape that can firmly bind the wires, offer sound dampening, thermal and electrical insulation, etc. To meet this requirement, rubber-based adhesive tape resulted to give better performance and hence experiencing demand for automotive wire harness manufacturer from various major countries like

United States, United Kingdom, China, etc. Rubber-based tapes are designed for use in splicing and terminating wires and cables with options rated up to 69kV. They have excellent physical and electrical properties and are ideal for adding moisture protection and padding to electrical connections and cables. Moreover, it provides lightweight to the vehicle replacing metal bonding with advantages like flexibility and excellent aging characteristics for consistent long-term performance. Rubber-based tapes help to insulate and seal electrical connections. Ideal for primary electrical insulation in applications such as bus bar connections, general splice insulation, and moisture sealing for low to high-voltage connections.

Based on geography, the global Automotive wire harnessing tape market is segmented into Asia Pacific, North America, South America, Europe, and Middle East & Africa. The Asia-Pacific was found to dominate the Automotive wire harnessing tape market globally followed by the United States due to its consumption from the region's fast-growing automotive industries. The rise in demand for electric vehicles and proactive government initiatives are anticipated to provide various growth opportunities in the region.

The United States has one of the largest automotive markets in the world. The U.S. auto industry ended 2018 with sales of 17.3 million new vehicles. Overall, the United States is the world's second-largest market for vehicle sales and production. In 2018, the United States exported 1.8 million new light vehicles and 131,200 medium and heavy trucks (valued at over USD 60 billion) to more than 200 markets around the world, with additional exports of automotive parts valued at USD 88.5 billion. Further, the total foreign direct investment in the U.S. automotive industry reached USD 114.6 billion in 2018. However, automotive production in the country was severely affected by the imposed lockdown from March 2020 to June 2020. But the production value reached the previous normal. This high production of automotive in the region will lead to the rise in demand for wire harnessing tape in the automotive industries as they serve three primary purposes that are to bond, to protect, and to cover. They are also used in niche cases like dashboard emblem mounting tapes (to bond), exterior chip-guard tapes (to protect), and paint replacement tapes for door sashes and frames (to cover) leading to improved value of the vehicle. Some of the major OEM employing automotive wire harnessing tape in the region were found to be Ford Engineering Specification, GM Worldwide Engineering Standards, etc. Moreover, with growing stringent emission norms, automakers have been shifting their vehicle production more toward electrification and making them lightweight which is expected to further drive the automotive wire harnessing tape market as they have become a popular solution by providing a critical advantage when cars are no longer made almost entirely of steel.

According to the U.S. Department of Energy, more than 244,000 EVs were sold in the United States in 2019. EV sales in the United States have doubled from 2017 to 2018, driven in part by federal tax incentives. Among other countries in the North American region, Mexico has also emerged as one of the largest auto manufacturing hubs, as automakers from the United States have established their production facilities there, owing to the many incentives offered by Mexico, such as low production costs and low tariffs.

The global market for automotive wire harnessing tape is consolidated with major players, including 3M, Nitto Denko Corporation, Tesa SE, Avery Dennison Corporation, Henkel AG & Company KGaA, among others.

Our Global Automotive Wire Harnessing Tape Market report provides deep insight into the current and future state of the Automotive Wiring Harness market across various regions. The study comprehensively analyzes the Automotive Wire Harnessing Tape Market by segments based on Class (Class A, Class B, Class C, Class D, Class E, Class F), By Type of Adhesive (Acrylic, Rubber-based, and Others), By Material (PET Cloth, PET Fleece, PVC Film, and Others), and By Geography (Asia Pacific, North America, Europe, South America, and Middle-East and Africa). The report examines the market drivers and restraints, along with the impact of Covid-19 are influencing the market growth in detail. The study covers & includes emerging market trends, market developments, market opportunities, market size, market analysis, market dynamics, and challenges in the industry. This report also covers extensively researched competitive landscape sections with profiles of major companies including their market shares and projects.

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