

Global Automotive Wrap Films Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Automotive Wrap Films market size will reach 6,831.29 Million USD in 2025 and is projected to reach 13,628.88 Million USD by 2032, with a CAGR of 10.37% (2025-2032). Notably, the China Automotive Wrap Films market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Automotive wrap films are high-quality vinyl materials that are designed to cover the paintwork of a vehicle. These films are used to protect the paintwork from scratches, stone chips, and other types of damage. They are available in a range of different colors, textures, and finishes, including matte, gloss, metallic, and chrome. Automotive wrap films are also used for advertising purposes as they can be printed with custom graphics, logos, and text. They are applied to the vehicle using a heat gun and a squeegee, and can be removed without damaging the paintwork when done correctly.

The major global manufacturers of Automotive Wrap Films include 3M, Avery Dennison, Orafol Group, Ritrama, Vvivid Vinyl, Arlon Graphics, Hexis, KPMF, Guangzhou Carbins, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product,

service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Automotive Wrap Films. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Automotive Wrap Films market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Automotive Wrap Films market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Automotive Wrap Films industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Automotive Wrap Films Include:

3M

Avery Dennison

Orafol Group

Ritrama

Vivid Vinyl

Arlon Graphics

Hexis

KPMF

Guangzhou Carbins

Automotive Wrap Films Product Segment Include:

Cast Film

Calendered Film

Automotive Wrap Films Product Application Include:

Light Duty Vehicle

Medium Duty Vehicle

Heavy Duty Vehicle

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