

# Global Decorative Film Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Decorative Film market size will reach 790.69 Million USD in 2025 and is projected to reach 855.99 Million USD by 2032, with a CAGR of 1.14% (2025-2032). Notably, the China Decorative Film 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

Decorative film, also known as window film or glass film, is a thin, self-adhesive material applied to glass surfaces for various functional and aesthetic purposes. It comes in a wide range of designs, patterns, and colors, offering privacy, UV protection, and decoration to windows and glass doors. Decorative films are commonly used in residential, commercial, and automotive applications. They provide privacy by obscuring the view from outside while still allowing light to pass through, making them ideal for bathrooms, conference rooms, and storefronts. Additionally, decorative films can add a stylish and artistic touch to interior spaces, enhancing the overall decor and ambiance. Some types of decorative films also offer UV protection, reducing the fading of furniture and fabrics caused by the sun's harmful rays. Easy to install and remove, decorative films provide a cost-effective and versatile solution for transforming glass surfaces and enhancing the aesthetics and functionality of a space.

The major global manufacturers of Decorative Film include Eastman, 3M, Solar Gard-Saint Gobain, Madico, Johnson, Hanita Coating, Haverkamp, Wintech, Garware

SunControl, Erickson, Baojjali Decoration Film, 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 Decorative Film. 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 Decorative Film 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 Decorative Film 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 Decorative Film 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 Decorative Film Include:

Eastman

3M

Solar Gard-Saint Gobain

Madico

Johnson

Hanita Coating

Haverkamp

Wintech

Garware SunControl

Erickson

Baojiali Decoration Film

Decorative Film Product Segment Include:

PVC

PET

PP

Others

Decorative Film Product Application Include:

Home Decoration

Automobile Decoration

Others

## Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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