

Global Automotive Window Film Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Automotive Window Film market size was valued at US\$ 3297 million in 2024 and is forecast to a readjusted size of USD 5447 million by 2031 with a CAGR of 7.5% during review period.

Automotive window film is the film that sticks on car glass to be used for beautiful, safe, heat insulation.

It basically is to block ultraviolet ray, block partial heat and prevent the circumstance such as the person that glass suddenly bursts to cause to happen; At the same time, according to the one-way perspective performance of the solar film, to protect the purpose of personal privacy. In addition, it can also reduce the damage caused by ultraviolet radiation in the car and personnel, in some levels to achieve fuel consumption savings.

The industry's leading producers are Eastman, 3M and Solargard, which together account for about 50% of revenues.

This report is a detailed and comprehensive analysis for global Automotive Window Film market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Automotive Window Film market size and forecasts, in consumption value (\$ Million), sales quantity (K Sqm), and average selling prices (US\$/Sqm), 2020-2031

Global Automotive Window Film market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Sqm), and average selling prices (US\$/Sqm), 2020-2031

Global Automotive Window Film market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Sqm), and average selling prices (US\$/Sqm), 2020-2031

Global Automotive Window Film market shares of main players, shipments in revenue (\$ Million), sales quantity (K Sqm), and ASP (US\$/Sqm), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Automotive Window Film
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Automotive Window Film market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Eastman, 3M, Solargard, Madico, Johnson Window Films, Hanita Coatings, Global Window Films, HAVERKAMP GmbH, Sekisui S-Lec, Garware Suncontrol, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Automotive Window Film market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Explosion-Proof Automotive Window Film

Insulated Automotive Window Film

Market segment by Application

Passenger Vehicle

Commercial Vehicle

Major players covered

Eastman

3M

Solargard

Madico

Johnson Window Films

Hanita Coatings

Global Window Films

HAVERKAMP GmbH

Sekisui S-Lec

Garware Suncontrol

WINTeCH

Erickson International

KDX

Changzhou Sanyou

Market segment by region, regional analysis covers
North America (United States, Canada, and Mexico)
Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)
Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)
South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Automotive Window Film product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive Window Film, with price, sales quantity, revenue, and global market share of Automotive Window Film from 2020 to 2025.

Chapter 3, the Automotive Window Film competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Automotive Window Film breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Automotive Window Film market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Automotive Window Film.

Chapter 14 and 15, to describe Automotive Window Film sales channel, distributors, customers, research findings and conclusion.

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