

# Global Automotive Interior Vinyl Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GE58C55A9539EN.html>

Date: January 2026

Pages: 147

Price: US\$ 4,480.00 (Single User License)

ID: GE58C55A9539EN

## Abstracts

The global Automotive Interior Vinyl market size is expected to reach \$ 30583 million by 2032, rising at a market growth of 4.5% CAGR during the forecast period (2026-2032).

Automotive interior vinyl refers to PVC-based or polyurethane-modified synthetic materials engineered for use in vehicle cabins, including seats, door panels, dashboards, consoles, armrests, and trim surfaces, offering a balance of durability, aesthetics, cost efficiency, and regulatory compliance compared with natural leather. The supply chain begins upstream with petrochemical feedstocks such as ethylene, chlorine, plasticizers, stabilizers, pigments, and polyurethane additives, which are converted by vinyl compounders into specialized automotive-grade formulations; these compounds are then processed by material manufacturers through calendaring, extrusion, or coating onto fabric backings to create rolls or sheets with controlled grain, softness, UV resistance, abrasion resistance, and low-VOC performance. Midstream suppliers further emboss textures, apply surface coatings, and conduct flame-retardancy and fogging tests before supplying OEM-approved materials to Tier-1 interior system integrators, who cut, sew, laminate, and assemble finished interior components. Downstream, automotive OEMs integrate these vinyl-based parts into vehicle production lines, while aftermarket channels serve replacement, customization, and refurbishment demand across passenger cars, commercial vehicles, and mobility platforms. In 2025, the global automotive interior vinyl market produces approximately 3.9 billion m<sup>2</sup> annually against an installed production capacity of about 4.6 billion m<sup>2</sup> per year, with average unit prices ranging from USD 4.5 to 8.2 per square meter and leading manufacturers sustaining an average gross margin of roughly 27%.

This report studies the global Automotive Interior Vinyl production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive Interior Vinyl and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Automotive Interior Vinyl that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Automotive Interior Vinyl total production and demand, 2021-2032, (K Sqm)

Global Automotive Interior Vinyl total production value, 2021-2032, (USD Million)

Global Automotive Interior Vinyl production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Sqm), (based on production site)

Global Automotive Interior Vinyl consumption by region & country, CAGR, 2021-2032 & (K Sqm)

U.S. VS China: Automotive Interior Vinyl domestic production, consumption, key domestic manufacturers and share

Global Automotive Interior Vinyl production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Sqm)

Global Automotive Interior Vinyl production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Sqm)

Global Automotive Interior Vinyl production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Sqm)

This report profiles key players in the global Automotive Interior Vinyl market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Benecke-Kaliko (Germany), SURTECO Group (Germany), Spradling (USA), Mayur Uniquoters (India), Sage Automotive Interiors (USA), Uniroyal Engineered Products (USA), Lear Corporation (USA), Adient (Ireland), Toyota Boshoku (Japan), Grupo Antolin (Spain), etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Automotive Interior Vinyl market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Sqm) and average price (US\$/Sq m) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

#### Global Automotive Interior Vinyl Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Automotive Interior Vinyl Market, Segmentation by Type:

PVC (Polyvinyl Chloride) Vinyl

PU (Polyurethane) Vinyl

PVC-PU blended Vinyl

Global Automotive Interior Vinyl Market, Segmentation by Substrate:

Fabric-backed Vinyl

Foam-backed Vinyl

Non-backed Vinyl

Global Automotive Interior Vinyl Market, Segmentation by Application:

Seating

Dashboard

Door Panel

Headliner

Others

Companies Profiled:

Benecke-Kaliko (Germany)

SURTECO Group (Germany)

Spradling (USA)

Mayur Uniquoters (India)

Sage Automotive Interiors (USA)

Uniroyal Engineered Products (USA)

Lear Corporation (USA)

Adient (Ireland)

Toyota Boshoku (Japan)

Grupo Antolin (Spain)

Faurecia Interiors (France)

Yanfeng Automotive Interiors (China)

DR?XLMAIER Group (Germany)

Toyoda Gosei (Japan)

Continental (Germany)

Magna International (Canada)

CIE Automotive (Spain)

Inteva Products (USA)

Autoneum (Switzerland)

Glen Raven (USA)

**Key Questions Answered:**

1. How big is the global Automotive Interior Vinyl market?
2. What is the demand of the global Automotive Interior Vinyl market?
3. What is the year over year growth of the global Automotive Interior Vinyl market?
4. What is the production and production value of the global Automotive Interior Vinyl market?
5. Who are the key producers in the global Automotive Interior Vinyl market?
6. What are the growth factors driving the market demand?

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