

Global Automotive Wrap Films Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Automotive Wrap Films market size was valued at USD 3675 million in 2023 and is forecast to a readjusted size of USD 7540.9 million by 2030 with a CAGR of 10.8% during review period.

Automotive Wrap Films is long-term, removable, dual cast films designed for solid color passenger vehicle detailing, decoration and full wraps and provide excellent opacity to hide high-contrast surfaces

These films are primarily used for the purposes – first being to change or enhance the appearance of a vehicle and the second being to safeguard the original paint from dust and corrosion. One single wrap on a vehicle can last up to five years – making it a relatively affordable option. Continuous growth in the Pre-owned car markets has also led to the increase in demand of wrap films as the major scratches, improper paint and other defects can be made unnoticeable with the help of the wrap films. Globally, automotive wrap films witness significant demand, due to rising consumer interest towards paint protection and colour change films.

3M, Avery Dennison and Orafol Group are the major manufacturers of automotive packaging film, with the top three accounting for about 50% of the market share.

North America is the largest market, accounting for about 35%, followed by Europe with about 25%.

The Global Info Research report includes an overview of the development of the Automotive Wrap Films industry chain, the market status of Light Duty Vehicle (Cast

Film, Calendered Film), Medium Duty Vehicle (Cast Film, Calendered Film), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Automotive Wrap Films.

Regionally, the report analyzes the Automotive Wrap Films markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Automotive Wrap Films market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Automotive Wrap Films market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Automotive Wrap Films industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (M Sqm), revenue generated, and market share of different by Type (e.g., Cast Film, Calendered Film).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Automotive Wrap Films market.

Regional Analysis: The report involves examining the Automotive Wrap Films market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Automotive Wrap Films market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Automotive Wrap Films:

Company Analysis: Report covers individual Automotive Wrap Films manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Automotive Wrap Films. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Light Duty Vehicle, Medium Duty Vehicle).

Technology Analysis: Report covers specific technologies relevant to Automotive Wrap Films. It assesses the current state, advancements, and potential future developments in Automotive Wrap Films areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Automotive Wrap Films market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Automotive Wrap Films market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Cast Film

Calendered Film

Market segment by Application

Light Duty Vehicle

Medium Duty Vehicle

Heavy Duty Vehicle

Major players covered

3M

Avery Dennison

Orafol Group

Ritrama

Vvivid Vinyl

Arlon Graphics

Hexis

KPMF

Guangzhou Carbins

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 Wrap Films product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive Wrap Films, with price, sales, revenue and global market share of Automotive Wrap Films from 2019 to 2024.

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

Chapter 4, the Automotive Wrap Films breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Automotive Wrap Films market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Wrap Films.

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

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