

Global PVC Decorative Films Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

<https://marketpublishers.com/r/G88A44FBF3A9EN.html>

Date: November 2025

Pages: 130

Price: US\$ 3,480.00 (Single User License)

ID: G88A44FBF3A9EN

Abstracts

According to our (Global Info Research) latest study, the global PVC Decorative Films market size was valued at US\$ 209 million in 2024 and is forecast to a readjusted size of USD 310 million by 2031 with a CAGR of 5.7% during review period.

In this report, we will assess the current U.S. tariff framework alongside international policy adaptations, analyzing their effects on competitive market structures, regional economic dynamics, and supply chain resilience.

PVC Decorative Film is made of PVC printing film, on which various technological patterns are printed by gravure printing. The product has a strong sense of simulation, a variety of colors, and strong corner wrapping performance. PVC colorful film is the preferred raw material for the current new environmentally friendly furniture.

This report is a detailed and comprehensive analysis for global PVC Decorative Films 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 PVC Decorative Films market size and forecasts, in consumption value (\$ Million), sales quantity (K Sqm), and average selling prices (US\$/Sq m), 2020-2031

Global PVC Decorative Films market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Sqm), and average selling prices (US\$/Sq m), 2020-2031

Global PVC Decorative Films market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Sqm), and average selling prices (US\$/Sq m), 2020-2031

Global PVC Decorative Films market shares of main players, shipments in revenue (\$ Million), sales quantity (K Sqm), and ASP (US\$/Sq m), 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 PVC Decorative Films
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global PVC Decorative Films 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 RIKEN TECHNOS, Anka Dekor, Bansal, Zhejiang Dilong, Yunjia Decor, Jiangsu Jiashijia New Material, Hangzhou Carifol Decoration Materials, Shengpai Packaging Material, Changzhou Yunchang Decoration Material, Zhangjiagang Yongda Decoration Materials, etc.

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

Market Segmentation

PVC Decorative Films 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

Oil-based Ink Type

Water-based Ink Type

Market segment by Application

Flooring

Wall Panels

Furniture

Others

Major players covered

RIKEN TECHNOS

Anka Dekor

Bansal

Zhejiang Dilong

Yunjia Decor

Jiangsu Jiashijia New Material

Hangzhou Carifol Decoration Materials

Shengpai Packaging Material

Changzhou Yunchang Decoration Material

Zhangjiagang Yongda Decoration Materials

Huangshan Dongyi Decorative Material

Guangdong Langmei New Materials

Haining Jiacheng Color Film Technology

Zhenjiang Polygain Plastics Colorcraft

Linan Yinxing Decorative Material

Suzhou Liqiang Transfer Printing

Jingjiang Zhengheng Decoration Materials

Zhejiang MSD Group

Qingdao Unique New Material

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

Chapter 2, to profile the top manufacturers of PVC Decorative Films, with price, sales quantity, revenue, and global market share of PVC Decorative Films from 2020 to 2025.

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

Chapter 4, the PVC Decorative Films 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 PVC Decorative Films 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 PVC Decorative Films.

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

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