

Global PVD Coating for Automotive Interior and Exterior Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global PVD Coating for Automotive Interior and Exterior market size was valued at US\$ 219 million in 2025 and is forecast to a readjusted size of US\$ 381 million by 2032 with a CAGR of 8.2% during review period.

PVD coating for automotive interior and exterior refers to a functional or decorative metal or ceramic thin film coating formed on the surface of automotive interior and exterior parts through physical vapor deposition technology, used to enhance the appearance texture, wear resistance, corrosion resistance, and scratch resistance of the parts. This coating is usually applied to central control decorative parts, air conditioning vents, steering wheel decorative parts, door handles, car logos, and exterior decorative strips. By depositing metal or compound materials on plastic, metal, or composite surfaces in a vacuum environment, a visual effect similar to metal chrome plating is achieved, while avoiding environmental issues in traditional electroplating processes and improving lightweight and design freedom. In 2025, global PVD Coating for Automotive Interior and Exterior production reached approximately 25,498 Tons, with an average global market price of around US\$ 8,329 per ton. The annual production capacity of PVD coating is 40,000 tons, with a gross profit margin of about 30%.

Upstream: high-purity metal materials; Target material (PVD core consumables); High purity gases, etc.

Downstream: Consumer Electronics; Automotive components (interior, decorative parts), etc.

Cost structure analysis: Material costs are approximately 30% -45%; Labor and technology account for approximately 10% -20%; Energy and operating costs are approximately 10% -15%; Other expenses are approximately 15% -20%.

This report is a detailed and comprehensive analysis for global PVD Coating for Automotive Interior and Exterior 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 PVD Coating for Automotive Interior and Exterior market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global PVD Coating for Automotive Interior and Exterior market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global PVD Coating for Automotive Interior and Exterior market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global PVD Coating for Automotive Interior and Exterior market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 2021-2026

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 PVD Coating for Automotive Interior and Exterior

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 PVD Coating for Automotive Interior and Exterior 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 Fujikura Kasei, Redspot, Fujichem Sonneborn Limited, Mankiewicz Gebr, Jiangsu Kuangshun Photosensitivity New-Material, Hunan Soka New Materials, Zhejiang UVCHEM Special Coatings, etc.

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

Market Segmentation

PVD Coating for Automotive Interior and Exterior market is split by Type and by Application. For the period 2021-2032, 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

Indium Plating

Tin-Plating

Aluminizing

Optical Plating

Other

Market segment by Coating Sequence

Primer

Intermediate Coating

Topcoat

Market segment by Sedimentation Rate

Sedimentation Rate 5 ?m/min

Market segment by Application

Car Headlights

Door Handle

Central Control Button

Window Trim

Other

Major players covered

Fujikura Kasei

Redspot

Fujichem Sonneborn Limited

Mankiewicz Gebr

Jiangsu Kuangshun Photosensitivity New-Material

Hunan Sokan New Materials

Zhejiang UVCHEM Special Coatings

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 PVD Coating for Automotive Interior and Exterior product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of PVD Coating for Automotive Interior and Exterior, with price, sales quantity, revenue, and global market share of PVD Coating for Automotive Interior and Exterior from 2021 to 2026.

Chapter 3, the PVD Coating for Automotive Interior and Exterior competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the PVD Coating for Automotive Interior and Exterior breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

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 2021 to 2032.

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 2021 to 2026. and PVD Coating for Automotive Interior and Exterior market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

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 PVD Coating for Automotive Interior and Exterior.

Chapter 14 and 15, to describe PVD Coating for Automotive Interior and Exterior sales channel, distributors, customers, research findings and conclusion.

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