

Global Vehicle Wrapping PU 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 Vehicle Wrapping PU Film market size was valued at US\$ 5398 million in 2024 and is forecast to a readjusted size of USD 8750 million by 2031 with a CAGR of 7.2% 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.

Vehicle Wrapping PU Film refers to a type of polyurethane-based film used for vehicle wrapping applications. It is known for its durability, flexibility, and resistance to abrasion, which allows it to conform over complex curves and recesses of a vehicle's surface. This film does not yellow or crack and possesses self-healing properties for minor scratches. It offers excellent durability in various environments and is easier to install and finish compared to traditional PVC films. It is suitable for long-term outdoor signage, commercial vehicle wraps, custom restyling wraps, and other similar applications.

This report is a detailed and comprehensive analysis for global Vehicle Wrapping PU 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 Vehicle Wrapping PU Film market size and forecasts, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2020-2031

Global Vehicle Wrapping PU Film market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2020-2031

Global Vehicle Wrapping PU Film market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Kilotons), and average selling prices (US\$/Ton), 2020-2031

Global Vehicle Wrapping PU Film market shares of main players, shipments in revenue (\$ Million), sales quantity (Kilotons), and ASP (US\$/Ton), 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 Vehicle Wrapping PU Film
- 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 Vehicle Wrapping PU 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 3M, Kay Premium Marking Films, Ritrama S.p.A., Vvivid Vinyl, Orafol Group, Hexis, Guangzhou Carbins Film, JMR Graphics, Avery Dennison Corporation, Arlon Graphics, etc.

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

Market Segmentation

Vehicle Wrapping PU 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

Long-term Film

Short-term Film

Market segment by Application

Heavy Duty vehicles

Medium Duty Vehicles

Light Duty Vehicles

Major players covered

3M

Kay Premium Marking Films

Ritrama S.p.A.

Vvivid Vinyl

Orafol Group

Hexis

Guangzhou Carbins Film

JMR Graphics

Avery Dennison Corporation

Arlon Graphics

Mactac

KPMF

Signmax

FlexiFilm

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 Vehicle Wrapping PU Film product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Vehicle Wrapping PU 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 Vehicle Wrapping PU 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 Vehicle Wrapping PU Film.

Chapter 14 and 15, to describe Vehicle Wrapping PU Film sales channel, distributors, customers, research findings and conclusion.

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