

Car Bumper Guard Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 to 2034

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Abstracts

The Global Car Bumper Guard Market, valued at USD 2.8 billion in 2024, is projected to grow at a 7.3% CAGR from 2025 to 2034. One of the key factors driving market growth is the increasing urbanization, which leads to more vehicle congestion and limited parking spaces. As cities become more densely populated, particularly in emerging regions, the frequency of minor collisions and bumper damage escalates. This has increased demand for protective accessories like bumper guards, particularly for vehicles commonly found in urban areas, such as compact cars, SUVs, and crossovers. These vehicles are more prone to bumper impacts, especially during parking maneuvers in crowded spaces.

Another significant factor boosting the market is the growing emphasis on vehicle protection. Consumers are becoming more aware of the importance of safeguarding their vehicles from minor damages that can occur in daily driving, especially in tight urban environments where bumper-to-bumper traffic and narrow parking spaces are common. Bumper guards help maintain a vehicle's appearance, reducing the need for expensive repairs and improving the resale value of the vehicle, making them an attractive option for car owners.

In terms of material, the market is segmented into plastic, rubber, metal, and composite materials. Plastic bumper guards dominated the market in 2024 and held a 55% share. Plastic remains the preferred choice due to its affordability, flexibility, and wide availability. It is a cost-effective solution for OEMs and aftermarket manufacturers looking to provide bumper guards at an accessible price. Furthermore, plastic's lightweight nature contributes to better fuel efficiency, an important consideration for consumers and automakers focusing on eco-friendly solutions.

The car bumper guard market is also segmented based on vehicle types, including passenger and commercial vehicles. The passenger vehicle segment held an 82% share in 2024. This dominance is due to the high demand for passenger vehicles such as sedans, hatchbacks, and SUVs in urban areas, where minor bumper damage is common. As more consumers recognize the benefits of bumper guards in preserving the aesthetics of their vehicles and preventing costly repairs, the demand for these protective accessories continues to rise.

The Asia-Pacific region, which generated a 35% share in 2024, is expected to see substantial growth, with the market projected to generate USD 50 billion by 2034. The region's high vehicle ownership, combined with rapid urbanization, drives the demand for bumper guards. The growing trend of online retail platforms for automotive accessories further accelerates market growth, particularly in countries with large passenger vehicle bases.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Research design
 - 1.1.1 Research approach
 - 1.1.2 Data collection methods
- 1.2 Base estimates and calculations
 - 1.2.1 Base year calculation
 - 1.2.2 Key trends for market estimates
- 1.3 Forecast model
- 1.4 Primary research & validation
 - 1.4.1 Primary sources
 - 1.4.2 Data mining sources
- 1.5 Market definitions

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis, 2021 - 2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Supplier landscape
 - 3.2.1 Raw material suppliers
 - 3.2.2 Component manufacturers
 - 3.2.3 Bumper guard manufacturers
 - 3.2.4 Distributors and wholesalers
 - 3.2.5 Retailers and workshops
- 3.3 Profit margin analysis
- 3.4 Price analysis of bumper guards
- 3.5 Technology & innovation landscape
- 3.6 Key news & initiatives
- 3.7 Regulatory landscape
- 3.8 Impact forces
 - 3.8.1 Growth drivers
 - 3.8.1.1 Rising demand for vehicle protection

- 3.8.1.2 Increasing urbanization and parking challenges
- 3.8.1.3 Consumers are increasingly concerned about the appearance of their vehicles
- 3.8.1.4 Expanding automotive sales globally
- 3.8.1.5 Increase in urban traffic congestion
- 3.8.2 Industry pitfalls & challenges
 - 3.8.2.1 High initial cost
 - 3.8.2.2 Compatibility issue with different vehicle and models
- 3.9 Growth potential analysis
- 3.10 Porter's analysis
- 3.11 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT, 2021 - 2034 (\$BN, UNITS)

- 5.1 Key trends
- 5.2 Front bumper guards
- 5.3 Rear bumper guards
- 5.4 Corner bumper guards
- 5.5 Vehicle-specific guards

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY MATERIAL, 2021 - 2034 (\$BN, UNITS)

- 6.1 Key trends
- 6.2 Plastic
- 6.3 Rubber
- 6.4 Metal
- 6.5 Fiber and composite material

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY VEHICLE, 2021 - 2034 (\$BN, UNITS)

7.1 Key trends

7.2 Passenger vehicles

7.2.1 Hatchback

7.2.2 Sedan

7.2.3 SUV

7.3 Commercial vehicles

7.3.1 Light Commercial Vehicles (LCV)

7.3.2 Heavy Commercial Vehicles (HCV)

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021 - 2034 (\$BN, UNITS)

8.1 Key trends

8.2 OEM

8.3 Aftermarket

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY REGION, 2021 - 2034 (\$BN, UNITS)

9.1 Key trends

9.2 North America

9.2.1 U.S.

9.2.2 Canada

9.3 Europe

9.3.1 UK

9.3.2 Germany

9.3.3 France

9.3.4 Spain

9.3.5 Italy

9.3.6 Russia

9.3.7 Nordics

9.4 Asia Pacific

9.4.1 China

9.4.2 India

9.4.3 Japan

9.4.4 South Korea

9.4.5 ANZ

9.4.6 Southeast Asia

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.5.3 Argentina

9.6 MEA

9.6.1 UAE

9.6.2 South Africa

9.6.3 Saudi Arabia

CHAPTER 10 COMPANY PROFILES

10.1 3M Company

10.2 Auto Metal Direct LLC

10.3 Black Horse Off Road

10.4 Bumper Badger

10.5 Bumper Bully

10.6 BumpTek

10.7 Ford Motor Company

10.8 General Motors

10.9 Goodmark Industries

10.10 Hyundai Motor Company

10.11 KNS Accessories Manufacturing Inc.

10.12 Lund International

10.13 Luv-Tap

10.14 Mercedes-Benz Group AG

10.15 Parking Armor

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