

Construction Films Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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Abstracts

The Global Construction Films Market reached USD 17.9 billion in 2023 and is projected to grow at a CAGR of 5.5% from 2024 to 2032. Increasingly stringent building codes and regulations emphasizing energy efficiency and sustainability are driving the adoption of construction films. These films improve insulation, minimize heat loss, and enhance the energy performance of buildings, making them an essential component in modern construction practices.

Urbanization and population growth, particularly in emerging economies, are fueling a surge in construction and infrastructure projects. The rising demand for residential, commercial, and industrial buildings has boosted the need for construction films, especially those offering durability, moisture control, and energy-saving capabilities. Regions such as Asia-Pacific, North America, and Europe are witnessing significant growth in the usage of these materials due to their ability to meet diverse building requirements.

The vapor barrier segment accounted for USD 5.5 billion in revenue in 2023 and is anticipated to grow at a CAGR of 6% through 2032. Vapor barrier films are increasingly sought after for their ability to control moisture within airtight structures, preventing condensation that can lead to structural damage. Their role is particularly critical in humid regions, where effective moisture management is essential to maintain the integrity and efficiency of buildings.

In terms of resin type, the polyolefin films segment captured a 27% share in 2023, with a projected CAGR of 6.1% from 2024 to 2032. Known for their cost-effectiveness and versatility, polyolefin films, including polyethylene and polypropylene variants, are widely

used across residential and commercial applications. Their adaptability in terms of thickness, flexibility, and barrier properties makes them a preferred choice for diverse construction needs.

U.S. construction films market held an 82% share in 2023. North America has adopted energy regulations like ASHRAE 90.1, California Title 24, and the National Building Code of Canada, prioritizing energy-efficient building practices. These standards have accelerated the demand for construction films that help optimize HVAC systems, regulate indoor temperatures, and reduce energy consumption. Furthermore, the region's aging infrastructure necessitates innovative solutions to enhance building longevity and energy performance, further boosting the market growth.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2032

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis.
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Increasing construction activities
 - 3.6.1.2 Increasing demand for high performance materials
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Market saturation and intense competition
 - 3.6.2.2 Sustainability concerns

- 3.7 Raw material analysis
- 3.8 Growth potential analysis
- 3.9 Porter's analysis
- 3.10 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 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 TYPE, 2021-2032 (USD BILLION) (MILLION UNITS)

- 5.1 Key trends
- 5.2 Vapor barrier films
- 5.3 Gas barrier films
- 5.4 Window films
- 5.5 Solar films
- 5.6 Others

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY RESIN TYPE, 2021-2032 (USD BILLION) (MILLION UNITS)

- 6.1 Key trends
- 6.2 Polyolefin films
- 6.3 Polyester films
- 6.4 Nylon films
- 6.5 Ethylene vinyl alcohol films
- 6.6 Polyvinyl butyral films
- 6.7 Fluoropolymer films
- 6.8 Others (PVC films, etc.)

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY FUNCTION, 2021-2032 (USD BILLION) (MILLION UNITS)

- 7.1 Key trends
- 7.2 Bonding

- 7.3 Protection
- 7.4 Insulation
- 7.5 Glazing
- 7.6 Soundproofing
- 7.7 Others (cable management, etc.)

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY APPLICATION, 2021-2032 (USD BILLION) (MILLION UNITS)

- 8.1 Key trends
- 8.2 Flooring
- 8.3 Walls & ceilings
- 8.4 Windows
- 8.5 Doors
- 8.6 Roofing
- 8.7 Building & enveloping
- 8.8 Electrical
- 8.9 Others (HVAC, etc.)

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY END USE, 2021-2032 (USD BILLION) (MILLION UNITS)

- 9.1 Key trends
- 9.2 Residential
- 9.3 Commercial
- 9.4 Industrial

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD BILLION) (MILLION UNITS)

- 10.1 Key trends
- 10.2 Direct
- 10.3 Indirect

CHAPTER 11 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2032 (USD BILLION) (MILLION UNITS)

- 11.1 Key trends
- 11.2 North America

- 11.2.1 U.S.
- 11.2.2 Canada
- 11.3 Europe
 - 11.3.1 UK
 - 11.3.2 Germany
 - 11.3.3 France
 - 11.3.4 Italy
 - 11.3.5 Spain
 - 11.3.6 Russia
- 11.4 Asia Pacific
 - 11.4.1 China
 - 11.4.2 India
 - 11.4.3 Japan
 - 11.4.4 South Korea
 - 11.4.5 Australia
- 11.5 Latin America
 - 11.5.1 Brazil
 - 11.5.2 Mexico
- 11.6 MEA
 - 11.6.1 UAE
 - 11.6.2 Saudi Arabia
 - 11.6.3 South Africa

CHAPTER 12 COMPANY PROFILES

- 12.1 3M
- 12.2 Amcor Limited
- 12.3 Avery Dennison
- 12.4 BASF
- 12.5 Berry Global
- 12.6 Dow
- 12.7 DuPont de Nemours
- 12.8 Eastman Chemical Company
- 12.9 Freudenberg Group
- 12.10 Honeywell International
- 12.11 Intertape Polymer Group
- 12.12 LyondellBasell Industries
- 12.13 Saint-Gobain
- 12.14 Schott

12.15 Toray Industries

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