

Automotive Tinting Film Market Size, Share & Trends Analysis Report By Vehicle Type (LCVs, HCVs), By Application (Windows, Windshields), By Region (North America, Asia Pacific), And Segment Forecasts, 2023 - 2030

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Abstracts

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Automotive Tinting Film Market Growth & Trends

The global automotive tinting film market size is expected to reach USD 11.7 billion by 2030, according to a new report by Grand View Research, Inc. It is projected to expand at a CAGR of 7.4% over the forecast period. The industry is anticipated to be driven by the rapidly growing automotive industry, particularly in the developing nations of the Asia Pacific, Central America, and South America regions. Consumer propensity for the protection of expensive luxury car interiors and personal safety from harmful UV rays are some of the factors that are expected to drive the market over the forecast period. Demand for passenger cars in developing countries has increased on account of the rising disposable income, growing working population, and rapid urbanization.

This, in turn, will support industry growth. Tinting laws in different countries are expected to negatively affect market growth. Some countries, such as the U.S., have exemptions if passengers or drivers suffer from certain medical conditions, such as sunlight allergies, lupus, photosensitivity, or melanoma. The window tinting ban in India is expected to have a negative impact on regional market growth. Technological advancements, such as the introduction of bio-based polyester films, combined with rising consumer purchasing power, are expected to drive vehicle demand. Furthermore, rising consumer awareness about the product benefits, combined with the automotive

industry's rapid recovery, is expected to boost vehicle demand during the forecast period.

Visible Light Transmission (VLT) restrictions are expected to limit the industry's growth. Window tinting in cars reduces VLT through car windows. Poor visibility can lead to theft or an accident, especially at night. The raw material used to manufacture vehicle type plays an important role in the quality of the window films manufactured. Major players are constantly working on innovative processes for thin coatings and more efficient double and triple-glazing methods for high levels of glare reduction and UV blocking. Global players have a strong distribution network and offer products at the most economical prices. For example, TintFit Window Films Ltd. received the award for Best National Window Film Supply and Installer in 2021.

Automotive Tinting Film Market Report Highlights

In terms of revenue, passenger cars emerged as the largest vehicle type segment in 2022 and accounted for the largest revenue share

The segment is expected to continue its dominance throughout the forecast period

The availability of tinting films in various colors that are used for the personalization of cars is expected to have a positive impact on the industry

In terms of revenue, windshields emerged as the largest application segment in 2022. Windshields are the largest piece of glass on the vehicle and allow a large amount of heat and UV rays into the car

Some tinting films applied on windshields can block around 43% of the heat and 99% of the UV rays. Tinting films also reduce glare and provide safety and clear vision to the driver

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