

# Europe Automotive Wrap Films Market Size, Share & Trends Analysis Report By Application (Trucks, Passenger Cars, Buses), By Country, And Segment Forecasts, 2022 - 2030

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## Abstracts

### Europe Automotive Wrap Films Market Growth & Trends

The Europe automotive wrap films market size is expected to reach USD 7.94 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 21.6% from 2022 to 2030. Mobile advertising is a major factor driving the market in Europe. Mobile advertising has emerged as an affordable and effective means of advertising over the past few years. Using automotive wrap films allows the conversion of any vehicle including car, bus, and truck into a moving billboard, thus facilitating an increased number of views per day.

Changing consumer lifestyles coupled with rising disposable income plays a major role in increasing demand for automotive wrap films across the region. Increasing demand for customization on light-duty vehicles including cars and two-wheelers is expected to drive market growth across Europe. Manufacturers of automotive wrap films offer them in a wide range of colors and textures for use in vehicles. This increases the demand for these wrap films across Europe to carry out the customization of vehicles.

Automotive plastic wrap films are also used for advertisement applications, as well as for the differentiation of trucks, buses, and passenger cars. The flourishing sign & graphics industry owing to the increasing requirement of mobile advertising, coupled with lower costs of automotive wrap films than vehicle paints, is fueling the growth of the automotive wrap films market in Europe.

The Europe market for automotive wrap films has witnessed numerous changes in terms of designs, textures, & colors over the past years. The advantages of wraps over vehicle paint, increasing consumer propensity towards customization of vehicles, and increasing return on investment on mobile advertising have resulted in increased consumer preference toward vehicle wraps over paint.

### Europe Automotive Wrap Films Market Report Highlights

In terms of revenue, the passenger cars segment accounted for more than 45% revenue share in 2021 and is expected to witness prominent growth over the forecast period. Automotive wrap films are low costs as compared to vehicle paints, especially for high-end vehicles such as Mercedes, Porsche, Volkswagen, and BMW. Nowadays, automotive wrap films, also known as ghost vinyl, are being used by police officials to maintain traffic discipline and the safety of people. Many reflective vinyl wraps, including EnduraLITE 48000, M8512, and ORALITE 5600 or 5650RA, are being used for this purpose, ultimately leading to a rise in their demand

Increasing R&D coupled with an improving economic situation in the economy is expected to augment the demand for automotive wrap films over the forecast period. The low cost of wrap films coupled with the rising popularity of transit advertisements in the country is expected to fuel the product demand over the forecast period

Major players are continuously working on developing new and efficient products owing to the rising demand for automotive wrap films. For instance, in January 2019, the Fedrigoni S.P.A. (Ritrama S.p.A.) introduced slide & tack cast vinyl film, which can be applied to any vehicle. These films are slide and tack-based, which makes wrapping 30% faster. This product innovation enabled the company to have an edge over its competitors by providing faster wrapping solutions

## Contents

### **CHAPTER 1 METHODOLOGY AND SCOPE**

- 1.1 Research Methodology
- 1.2 Research scope and assumptions
- 1.3 Information Procurement
  - 1.3.1 Purchased Database
  - 1.3.2 GVR's Internal Database
  - 1.3.3 Secondary Sources
  - 1.3.4 Third-Party Perspective
  - 1.3.5 Primary Research
- 1.4 Information Analysis
  - 1.4.1 Data Analysis Models
- 1.5 Market Formulation and Data Visualization
- 1.6 Data Validation and Publishing
- 1.7 List of Abbreviations

### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 Market Summary
- 2.2 Segmental Outlook

### **CHAPTER 3 EUROPE AUTOMOTIVE WRAP FILMS MARKET VARIABLES, TRENDS, & SCOPE**

- 3.1 Market Lineage Outlook
  - 3.1.1 Global Plastic Films Market Outlook
  - 3.1.2 Global Automotive Wrap Films Market Outlook
- 3.2 Europe Automotive Wrap Films Market- Penetration & Growth Prospect Mapping
- 3.3 Europe Automotive Wrap Films Market- Industry Value Chain Analysis
  - 3.3.1 Raw Material Trends
    - 3.3.1.1 Major Raw Material Analysis
    - 3.3.1.2 PVC Trend Analysis
    - 3.3.1.3 Procurement Best Practices
  - 3.3.2 Manufacturing Trends
    - 3.3.2.1 Technology Trends
    - 3.3.2.2 Cost Structure Analysis
    - 3.3.2.3 Major Suppliers

- 3.3.3 Sales Channel Analysis
- 3.3.4 End-user Buying Behavior
- 3.4 Technology Overview
  - 3.4.1 Production of Vinyl Sheets
    - 3.4.1.1 Cast Films
    - 3.4.1.2 Calendered films
    - 3.4.1.3 Creating vehicle wraps
- 3.5 Regulatory Framework
  - 3.5.1 Standards & Compliances
  - 3.5.2 Safety
    - 3.5.2.1 Hazards Identification
    - 3.5.2.2 First-Aid Measures
    - 3.5.2.3 Fire-Fighting Measures
    - 3.5.2.4 Regulations in the U.K.
- 3.6 Europe Automotive Wrap Films - Colors & Textures
  - 3.6.1 Calendered and Cast Automotive Wrap Films
- 3.7 Europe Automotive Wraps Market - Market Dynamics
  - 3.7.1 Market Driver Analysis
    - 3.7.1.1 Increase in Demand for Mobile Advertising
    - 3.7.1.2 Low Cost as Compared to Vehicle Paint
    - 3.7.1.3 Growth of the Sign & Graphics Industry
    - 3.7.1.4 Increase in Automotive Wrap Film Customization Options
  - 3.7.2 Market Restraint Analysis
    - 3.7.2.1 Technical Complexity
- 3.8 Market Opportunity Analysis
- 3.9 Market Challenge Analysis
  - 3.9.1 PVC Price Fluctuation
  - 3.9.2 Porter's Five Force Analysis
  - 3.9.3 PESTEL Analysis
- 3.10 COVID-19 Impact on Automotive Wrap Films Market
- 3.11 Europe Automotive Wrap Films Market- Distribution Analysis
  - 3.11.1 Current Scenario for Europe Automotive Wrap Films Market
  - 3.11.2 Europe Automotive Wrap Films Point of Sales Estimation
    - 3.11.2.1 OEM
    - 3.11.2.2 Merchants
    - 3.11.2.3 Brand Owner
    - 3.11.2.4 Big Installers

## **CHAPTER 4 EUROPE AUTOMOTIVE WRAP FILMS MARKET: APPLICATION**

## **ESTIMATES & TREND ANALYSIS**

### 4.1 Application Movement Analysis & Market Share

#### 4.2 Trucks

4.2.1 Europe Automotive Wrap Films Market Estimates and Forecasts, By Trucks, 2019 - 2030 (USD Million)

#### 4.3 Passenger Cars

4.3.1 Europe Automotive Wrap Films Market Estimates and Forecasts, By Passenger Cars, 2019 - 2030 (USD Million)

#### 4.4 Buses

4.4.1 Europe Automotive Wrap Films Market Estimates and Forecasts, By Buses, 2019 - 2030 (USD Million)

## **CHAPTER 5 EUROPE AUTOMOTIVE WRAP FILMS MARKET: COUNTRY ESTIMATES & TREND ANALYSIS**

### 5.1 Europe Automotive Wrap Films Market: Country Movement Analysis

#### 5.2 Europe

5.2.1 Europe Automotive Wrap Films Market Estimates and Forecasts, 2019 - 2030 (USD Million)

5.2.2 Europe Automotive Wrap Films Market Estimates and Forecasts, by Application, 2019 - 2030 (USD Million)

##### 5.2.3 Germany

5.2.3.1 Germany Automotive Wrap Films Market Estimates and Forecasts, 2019 - 2030 (USD Million)

5.2.4 Germany Automotive Wrap Films Market Estimates and Forecasts, by Application, 2019 - 2030 (USD Million)

##### 5.2.5 U.K.

5.2.5.1 U.K. Automotive Wrap Films Market Estimates and Forecasts, 2019 - 2030 (USD Million)

5.2.6 U.K. Automotive Wrap Films Market Estimates and Forecasts, by Application, 2019 - 2030 (USD Million)

##### 5.2.7 France

5.2.7.1 France Automotive Wrap Films Market Estimates and Forecasts, 2019 - 2030 (USD Million)

5.2.8 France Automotive Wrap Films Market Estimates and Forecasts, by Application, 2019 - 2030 (USD Million)

##### 5.2.9 Denmark

5.2.9.1 Denmark Automotive Wrap Films Market Estimates and Forecasts, 2019 -

2030 (USD Million)

5.2.10 Denmark Automotive Wrap Films Market Estimates and Forecasts, by Application, 2019 - 2030 (USD Million)

5.2.11 Norway

5.2.11.1 Norway Automotive Wrap Films Market Estimates and Forecasts, 2019 - 2030 (USD Million)

5.2.12 Norway Automotive Wrap Films Market Estimates and Forecasts, by Application, 2019 - 2030 (USD Million)

5.2.13 Sweden

5.2.13.1 Sweden Automotive Wrap Films Market Estimates and Forecasts, 2019 - 2030 (USD Million)

5.2.14 Sweden Automotive Wrap Films Market Estimates and Forecasts, by Application, 2019 - 2030 (USD Million)

## **CHAPTER 6 COMPETITIVE ANALYSIS**

6.1 Key Players, Recent Developments, and Their Impact on the Industry

6.2 Key Company/Competition Categorization

6.3 Vendor Landscape

6.3.1 List of Key Distributors & Channel Partners

6.3.2 List of End-users

6.4 Public & Private Companies

6.4.1 Competitive Dashboard Analysis

## **CHAPTER 7 COMPANY PROFILES**

7.1 AVERY DENNISON CORPORATION

7.1.1 Company Overview

7.1.2 Financial Performance

7.1.3 Product Benchmarking

7.2 Arlon Graphics, LLC

7.2.1 Company Overview

7.2.2 Product Benchmarking

7.2.3 Strategic Initiatives

7.3 3M

7.3.1 Company Overview

7.3.2 Financial Performance

7.3.3 Product Benchmarking

7.3.4 Strategic Initiatives

- 7.4 Kay Premium Marking Films (KPMF)
  - 7.4.1 Company Overview
  - 7.4.2 Product Benchmarking
  - 7.4.3 Strategic Initiatives
- 7.5 Fedrigoni S.P.A. (Ritrama S.p.A.)
  - 7.5.1 Company Overview
  - 7.5.2 Product Benchmarking
  - 7.5.3 Strategic Initiatives
- 7.6 ORAFOL Europe GmbH
  - 7.6.1 Company Overview
  - 7.6.2 Product Benchmarking
  - 7.6.3 Strategic Initiatives
- 7.7 HEXIS S.A.S.
  - 7.7.1 Company Overview
  - 7.7.2 Product Benchmarking
- 7.8 Henkel AG & Co. KGaA
  - 7.8.1 Company Overview
  - 7.8.2 Financial Performance
  - 7.8.3 Product Benchmarking
- 7.9 Europe Automotive Wrap Films Distributors
  - 7.9.1 Spandex.
    - 7.9.1.1 Company Overview
    - 7.9.1.2 Product Benchmarking
  - 7.9.2 IGEPa group GmbH & Co.KG
    - 7.9.2.1 Company Overview
    - 7.9.2.2 Product Benchmarking

## List Of Tables

### LIST OF TABLES

Table 1 List of Abbreviations

Table 2 Automotive wrap films - Properties

Table 3 Cast vinyl wrap life expectancy

Table 4 Calendered vinyl wraps life expectancy

Table 5 Europe automotive wrap films market estimates and forecasts, by trucks, 2019 - 2030 (USD Million)

Table 6 Europe automotive wrap films market estimates and forecasts, by passenger cars, 2019 - 2030 (USD Million)

Table 7 Europe automotive wrap films market estimates and forecasts, by buses, 2019 - 2030 (USD Million)

Table 8 Europe automotive wrap films market estimates and forecasts, 2019 - 2030 (USD Million)

Table 9 Europe automotive wrap films market estimates and forecasts, by application, 2019 - 2030 (USD Million)

Table 10 Germany automotive wrap films market estimates and forecasts, 2019 - 2030 (USD Million)

Table 11 Germany automotive wrap films market estimates and forecasts, by application, 2019 - 2030 (USD Million)

Table 12 U.K. automotive wrap films market estimates and forecasts, 2019 - 2030 (USD Million)

Table 13 U.K. automotive wrap films market estimates and forecasts, by application, 2019 - 2030 (USD Million)

Table 14 France automotive wrap films market estimates and forecasts, 2019 - 2030 (USD Million)

Table 15 France automotive wrap films market estimates and forecasts, by application, 2019 - 2030 (USD Million)

Table 16 Denmark automotive wrap films market estimates and forecasts, 2019 - 2030 (USD Million)

Table 17 Denmark automotive wrap films market estimates and forecasts, by application, 2019 - 2030 (USD Million)

Table 18 Norway automotive wrap films market estimates and forecasts, 2019 - 2030 (USD Million)

Table 19 Norway automotive wrap films market estimates and forecasts, by application, 2019 - 2030 (USD Million)

Table 20 Sweden automotive wrap films market estimates and forecasts, 2019 - 2030 (USD Million)



Table 21 Sweden automotive wrap films market estimates and forecasts, by application, 2019 - 2030 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Information procurement
- Fig. 2 Primary research pattern
- Fig. 3 Primary Research Process
- Fig. 4 Market research approaches - Bottom-Up Approach
- Fig. 5 Market research approaches - Top-Down Approach
- Fig. 6 Market research approaches - Combined Approach
- Fig. 7 Europe Automotive Wrap Films: Market Snapshot, 2021 (USD Million)
- Fig. 8 Europe Automotive Wrap Films Market: Market Segmentation
- Fig. 9 Europe Automotive Wrap Films Market: Penetration & Growth Prospect Mapping
- Fig. 10 Europe Automotive Wrap Films Market: Industry Value Chain Analysis
- Fig. 11 Advertising Cost per Thousand Impressions (USD)
- Fig. 12 Outdoor/Out-of-home advertising (%)
- Fig. 13 Average Price of Automotive Wrap Films, by Vehicle Type (USD)
- Fig. 14 Porters Five Forces Analysis: Europe Automotive Wrap Films Market
- Fig. 15 PESTEL Analysis: Europe Automotive Wrap Films Market
- Fig. 16 Europe Automotive Wrap Films Market: Point Of Sales Estimation
- Fig. 17 Europe Automotive Wrap Films Market: Application Movement Analysis, 2021 & 2030
- Fig. 18 Europe Automotive Wrap Films Market: Country movement analysis, 2021 & 2030
- Fig. 19 Europe Automotive Wrap Films Market: Competitive Dashboard Analysis

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