

Automotive Appearance Chemicals Market Report by Application (Waxes and Polishes, Protectants, Wheel and Tire Cleaners, Windshield Washer Fluids, and Others), End Use (Passenger Cars, Light Commercial Vehicles, Heavy Commercial Vehicles), and Region 2024-2032

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Abstracts

The global automotive appearance chemicals market size reached US\$ 3.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 4.2 Billion by 2032, exhibiting a growth rate (CAGR) of 3.5% during 2024-2032.

Automotive appearance chemicals help clean and remove dirt from vehicles while enhancing their shine and durability. They generally include cleaners, protectants, compounds, cleaner glazes, sealants, and polishes and swirl removers. They are made using phosphates, colorants, fragrances, water, solvents, oils, abrasives, surfactants, emulsifiers, silicones, and synthetic waxes. Presently, several manufacturers are launching innovative product variants to remove oxidation, scratches, scuffs, dulling, water spots, and buffer swirls, which further assist in protecting and retaining the visual appearance of vehicles.

Automotive Appearance Chemicals Market Trends:

Significant growth in car ownership on account of rapid urbanization and inflating disposable incomes represents one of the main factors influencing the market. Moreover, the boosting sales of vehicles for commercial and industrial uses are catalyzing the demand for automotive appearance chemicals across the globe. Besides this, due to growing environmental concerns, government agencies of several countries

are implementing stringent regulations on petroleum products like waxes and coatings. As a result, leading manufacturers are utilizing bio-based chemicals to manufacture eco-friendly product variants. They are also investing in research and development (R&D) activities to expand the usage of automotive appearance chemicals, which is widening their scope and offering lucrative growth opportunities. Apart from this, due to the outbreak of coronavirus disease (COVID-19) and the implementation of complete lockdown in numerous countries, individuals are preferring private cars as the safest mode of transportation instead of public transport. This, along with the burgeoning automotive industry, is anticipated to fuel the growth of the market in the upcoming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global automotive appearance chemicals market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on application and end use.

Breakup by Application:

Waxes and Polishes

Protectants

Wheel and Tire Cleaners

Windshield Washer Fluids

Others

Breakup by End Use:

Passenger Cars

Light Commercial Vehicles

Heavy Commercial Vehicles

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being 3M Company Inc., BASF SE, Blue Ribbon Products Inc., Dow Inc., Illinois Tool Works Inc., Mothers Polishes Wax Cleaners Inc., Niteo Products LLC, Northern Labs Inc. (Knowlton Development Corporation Inc), Tetrosyl Limited (MWR Sales Limited), Turtle Wax Inc. and Valvoline Inc.

Key Questions Answered in This Report:

How has the global automotive appearance chemicals market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global automotive appearance chemicals market?

What are the key regional markets?

What is the breakup of the market based on the application?

What is the breakup of the market based on the end use?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global automotive appearance chemicals market and

who are the key players?

What is the degree of competition in the industry?

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