

# Automotive NVH Materials Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global automotive NVH materials market size reached US\$ 12.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 16.7 Billion by 2028, exhibiting a growth rate (CAGR) of 5% during 2023-2028.

Automotive NVH materials, also known as noise, vibration, and harshness materials, are used to reduce unwanted noise, vibrations (oscillations due to automobile mechanics), and harshness (the level of discomfort) in automobiles. NVH materials, including molded rubbers, metal and film laminates, molded foams and engineering resins, are used to control air and structure-borne noises as well as noise generated from the interior components of the vehicles. In recent years, there has been a heightened demand for NVH materials as they absorb noise and prevent it from entering the vehicle, thereby preventing discomfort and improving the ride quality.

### Market Trends:

Over the past few years, the sales of automobiles in emerging regions like India and China have been rising steadily. The strict government regulations for reducing vehicle noise levels are increasing the demand for NVH materials in these regions. Moreover, several manufacturers are developing lightweight vehicles with enhanced fuel efficiency which helps in improving the noise and vibration quality of the vehicles. They are also focusing on mergers and acquisitions (M&A) to enhance their portfolio for NVH solutions. Some of the other factors that are currently driving the market growth are the influence of NVH and Vehicle Refinement Levels on buying decisions, advanced NVH products with innovative technologies, changing lifestyles and rising incomes in both developed and developing economies.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global automotive NVH materials market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product, vehicle type and application.

### Breakup by Product:

- Polyurethane
- Mixed Textiles Fibers
- Fiber Glass
- Polyester Fiber
- NBR
- Polypropylene
- PVC
- Textile Materials (Synthetic)
- Textile Materials (Cotton)

Based on product, the market has been segmented into polyurethane, mixed textiles fibers, fiber glass, polyester fiber, NBR, polypropylene, PVC, textile materials (synthetic) and textile materials (cotton). Currently, polyurethane is the most popular product type in the global automotive NVH materials market.

### Breakup by Vehicle Type:

- Passenger Vehicles
- LCV
- HCV

On the basis of vehicle type, the market has been segmented into passenger vehicles, LCV and HCV, wherein, passenger vehicles dominate the market, holding the largest share.

### Breakup by Application:

- Trunk Module
- Floor Module
- Wheel Arches
- Cockpit Module

Roof Module  
Engine Casing  
Bonnet Liners

The market has also been segregated on the basis of application into trunk module, floor module, wheel arches, cockpit module, roof module, engine casing and bonnet liners.

Breakup by Region:

Asia Pacific  
Europe  
North America  
Middle East and Africa  
Latin America

Region-wise, Asia Pacific exhibits a clear dominance in the global automotive NVH materials market. Other major regions include Europe, North America, Middle East and Africa, and Latin America.

Competitive Landscape:

The competitive landscape of the market has also been examined with some of the key players being BASF SE, The DOW Chemical Company, ExxonMobil, 3M Company, Mitsui Chemicals, Inc., Sumitomo Riko Company Limited, Covestro AG, Celanese Corporation, Huntsman Corporation, Lanxess AG and Borgers AG.

Key Questions Answered in This Report

1. What was the size of the global automotive NVH materials market in 2022?
2. What is the expected growth rate of the global automotive NVH materials market during 2023-2028?
3. What are the key factors driving the global automotive NVH materials market?
4. What has been the impact of COVID-19 on the global automotive NVH materials market?
5. What is the breakup of the global automotive NVH materials market based on the product?
6. What is the breakup of the global automotive NVH materials market based on the vehicle type?
7. What is the breakup of the global automotive NVH materials market based on the application?

8. What are the key regions in the global automotive NVH materials market?
9. Who are the key players/companies in the global automotive NVH materials market?

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