

Graphic Film Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global graphic film market reached a value of US\$ 26.4 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 34.7 Billion by 2027, exhibiting a CAGR of 4.54% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

A graphic film is a polymeric sheet used for printing an image on a surface for visual representation and information labeling. It is also used for weather protection and promotional applications. Graphic films have adhesive layers and can be conveniently applied on the surfaces of walls, floors, glasses and vehicles. They enhance the aesthetic appeal of the material or the object and are manufactured using polypropylene (PP), polyvinylchloride (PVC) and polyethylene (PE) materials. Various printing techniques, such as flexography, offset, digital and rotogravure, for the production of these films. The films are water-resistant, durable and recyclable and have low installation and maintenance costs. As a result, they find extensive applications across various industries, including automotive, electronic, packaging, pharmaceutical and construction.

Graphic Film Market Trends:

Significant growth in the advertising industry across the globe is one of the key factors creating a positive outlook for the market. Graphic films are widely used for promotional activities by manufacturers and vendors to produce dynamic vehicle, window and wall banners and posters and attract a wider consumer base. In line with this, the increasing consumer preference for color-changing graphic wraps for automobiles is also contributing to the growth of the market. Moreover, the widespread adoption of water-

based graphic films with anti-bacterial, gas barrier and high-temperature resistant properties is providing a thrust to the market growth. Various product innovations, such as the development of bioplastic polymers for the manufacturing of environment-friendly graphic films, are acting as other growth-inducing factors. These films are recyclable, biodegradable and provide higher printing quality. Other factors, including significant growth in the ecommerce industry, along with extensive improvements in digital printing technologies, are anticipated to drive the market toward growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global graphic film market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on polymer, film type, printing technology and end use.

Breakup by Polymer:

- Polyvinylchloride (PVC)
- Polypropylene (PP)
- Polyethylene (PE)
- Others

Breakup by Film Type:

- Reflective
- Opaque
- Transparent
- Translucent

Breakup by Printing Technology:

- Rotogravure
- Flexography
- Offset
- Digital

Breakup by End Use:

- Promotional and Advertisement

Automotive

Others

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, Achilles Corporation, Arlon Graphics LLC (FLEXcon Company Inc.), Avery Dennison Corporation, CCL Industries Inc., Constantia Flexibles Group, Drytac Corporation, DUNMORE Corporation (API Group), DuPont de Nemours Inc., FDC Graphic Films Inc., Hexis S.A. and Kay Premium Marking Films Ltd. (ORAFOL Europe GmbH).

Key Questions Answered in This Report:

How has the global graphic film market performed so far and how will it perform in the

coming years?

What has been the impact of COVID-19 on the global graphic film market?

What are the key regional markets?

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

What is the breakup of the market based on the film type?

What is the breakup of the market based on the printing technology?

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 graphic film market and who are the key players?

What is the degree of competition in the industry?

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