

Global Paint Protection Film Market (2019-2025)

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Abstracts

The Global Paint Protection Film Market size is expected to reach \$428.3 million by 2025, rising at a market growth of 6.8% CAGR during the forecast period. The paint protection film is a thermoplastic substance that heals instantly when applied to colored surfaces. The material is commonly used in the automotive industry to cover parts that are more susceptible to abrasion or rupture. The paint protection film is used in different parts of the vehicle such as bonnet, door panel, front bumper, rear bumper, side skirt, side panel, etc.

The material protects the vehicle from dust, oil, tar, bugs, etc. caused that cause stain on the surface. It also allows the surface of the vehicle to be preserved flawlessly for a long time. Rising demand for lightweight vehicles and electric cars will, in effect, improve the protection film market in the coming years.

Paint protection films used by the military have continued to the present day, and 3M is now making a wide range of aerospace and military films. With time, however, the automotive industry began to take note of the protective benefits of PPF and, despite the difficulty of working with the original films, soon became employed by racing car drivers. The first films were thicker and less compliant since their purpose was to help keep the helicopter blades from eroding in the harsh, sandy environments they were exposed to. Because the blades are flatter and less complex than the automotive surfaces, they did not require a highly flexible, conformable film.

Today's vehicle PPF is highly conformable and optically transparent and is available in a variety of thicknesses and colors. New products are multi-layer and deliver a self-healing topcoat that can be repaired after being scuffed or scratched, preserving consistency for more than 10 years. Products from certain manufacturers often provide hydrophobic properties, similar to those offered by ceramic paint coatings. Contemporary applications require a slip solution or gel as a barrier to prevent the film

from adhering to the painted surface. Custom and advanced applicators use steam, heat guns and torches to aid the application of film to complex surfaces. Pre-stretch and pre-form films are also used for complex wraps and curves. Paint protection film has different manufacturers/distributors that exist in the North American market.

Present day's automotive PPF has developed into a high-quality polyurethane film applied to new or used vehicles' clear coat of painted surfaces. It is available in various appearances like matt finish and optically clear (which is the most popular choice) version. These films are completely resistant to the day-to-day contaminants that the vehicle will face. Paint protection film has a strong resistance to abrasion and impact.

The films provide protection from rock chips, bug splatter, acid rain, and more. The biggest selling point of PPF is rock chips on high impact areas. The material is also incredibly flexible and, after stretching or disfiguring, will return to its natural shape. Many paint protection films also give the properties of self-healing. The concept behind it is that the PPF's top layer is made of an elastomeric polymer that, when extended or applied, helps the material retain its natural shape. This feature allows the film to heal itself when there are light scratches. Usually, the marks will be healed by a heat gun or direct sunlight and dispersed before the customer.

Based on Application, the market is segmented into Automotive & Transportation, Aerospace & Defense, Electrical & Electronics and Other Application. The geographies included in the report are North America, Europe, Asia Pacific, and Latin America, Middle East & Africa. For the better analysis, the geographies are segmented into countries.

Based on the Analysis presented in the Cardinal matrix, BASF SE, 3M Company, and Covestro AG are some of the forerunners in the Paint Protection Film Market. Companies such as Avery Dennison Corporation, XPEL, Inc., Scorpion Window Film, Ziebart International Corporation, Eastman Chemical Company, Hexis S.A., and Saint-Gobain Group are some of the key innovators in Paint Protection Film Market.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include 3M Company, Scorpion Window Film, BASF SE, Covestro AG, Eastman Chemical Company, Avery Dennison Corporation, Ziebart International Corporation, XPEL, Inc., Saint-Gobain Group (Saint-Gobain Solar Gard, LLC) and Hexis S.A.

Recent strategies deployed in Paint Protection Film Market

Partnerships, Collaborations, and Agreements:

Nov-2019: Hexis came into partnership with Racing Optics in which Hexis will use the multi-layer protective films of Racing Optics for sports, racing, and luxury cars. The partnership also complements the development of BODYFENCE protection products which would protect the car bodies against external damage and dirt.

Sep-2019: 3M came into partnership with The Ferrari Club of America in which the personal automotive products of the company (i.e. window tint, paint protection film, and car wrap films) will become the exclusive brand of Ferrari Club.

Jun-2019: 3M India announced its partnership with Castrol in order to develop vehicle care products for automotive after-market.

Acquisition and Mergers:

Aug-2018: XPEL acquired Protex Franchisees located in 3 locations i.e. Quebec City, Quebec; Laval, Quebec; and Calgary, Alberta, Canada. These franchisees were operating as installer for automotive window films and paint protection films in their geographical territories.

Nov-2017: XPEL acquired Transguard, an installer of automotive paint protection and window film. The acquisition broadened XPEL's portfolio and strengthens its business in graphics.

Feb-2017: Avery Dennison acquired Hanita Coatings, a pressure-sensitive materials manufacturer of specialty films and laminates. The acquisition helped Avery Dennison in broadening its' portfolio in films and related products.

Dec-2016: BASF completed the acquisition of Chemetall, a global surface treatment business. This acquisition enhanced the portfolio of BASF's coatings division to become a complete solutions provider.

Aug-2016: Avery Dennison acquired Mactac from Platinum Equity. The acquisition enhances its capabilities in high-value graphics, product offerings, capabilities, and distributor network.

Product Launches and Product Launches:

Nov-2019: Avery Dennison unveiled new Paint Protection Film Cutting Software. The software has additional benefits such as manual, hand-nested files that serve to save more materials than automated nesting, wrapped and unwrapped edge kits, etc. The software is available through subscription.

Jun-2019: 3M Philippines introduced new line of automotive tints which provides ultraviolet protection or equivalent of wearing SPF 1000 sunblock.

Mar-2019: XPEL announced the launch of FUSION PLUS™ ceramic coating. The coating can be applied to glass, paint, vinyl, and paint protection films.

Jan-2019: Solar Gard launched its state-of-art ceramic vortex automotive film in order to deliver heat rejection, increased glare control and outstanding UV rejection.

Oct-2018: Avery Dennison released SPF-XI Supreme Protection™ Film for maintaining the vehicle appearance. This clear polyurethane film protects paint from road debris, weathering and minor abrasion, stone chips, and insect stains without degrading the vehicle's finish.

May-2018: XPEL launched ULTIMATE PLUS, a new self-healing paint protection film. The film offers total paint protection and optical clarity and it is a zero orange peel finish and leaves the film virtually invisible to the naked eyes.

Apr-2018: Covestro introduced Makrolon® NR and Makrolon® NR-C, two new polycarbonate sheets. NR provides enhanced ultraviolet resistance with the proprietary surface for reducing the reflection associated with smooth sheet.

Jan-2018: BASF launched RODIM, a new brand of paint-related products. The new brand supports the body shops in China for enhancing their workflow and optimizing the results for automotive refinishing.

Geographical Expansions:

Aug-2019: Eastman expanded its reach to Henry County by opening a new facility. The new facility majorly focuses on the development of window and paint protection films.

Scope of the Study

Market Segmentation:

By Application

Automotive & Transportation

Aerospace & Defense

Electrical & Electronics and

Other Application

By Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

3M Company

Scorpion Window Film

BASF SE

Covestro AG

Eastman Chemical Company

Avery Dennison Corporation

Ziebart International Corporation

XPEL, Inc.

Saint-Gobain Group (Saint-Gobain Solar Gard, LLC) and

Hexis S.A.

Unique Offerings from KBV Research

Exhaustive coverage

Highest number of market tables and figures

Subscription based model available

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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Global Paint Protection Film Market, by Application
 - 1.4.2 Global Paint Protection Film Market, by Geography
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. MARKET ANALYSIS

- 3.1 KBV Cardinal Matrix
 - 3.1.1 Recent Industry Wide Strategic Developments
 - 3.1.2 Partnerships, Collaborations and Agreements
 - 3.1.3 Product Launches and Product Expansions
 - 3.1.4 Geographical Expansions
 - 3.1.5 Mergers & Acquisitions
- 3.2 Top Winning Strategies
 - 3.2.1 Key Leading Strategies: Percentage Distribution (2015-2019)
 - 3.2.2 Key Strategic Move: (Product Launches and Product Expansions: 2019-Nov – 2016-Mar) Leading Players

CHAPTER 4. GLOBAL PAINT PROTECTION FILM MARKET BY APPLICATION

- 4.1 Global Automotive & Transportation Market by Region
- 4.2 Global Aerospace & Defense Market by Region
- 4.3 Global Electrical & Electronics Market by Region

4.4 Global Other Application Market by Region

CHAPTER 5. GLOBAL PAINT PROTECTION FILM MARKET BY REGION

5.1 North America Paint Protection Film Market

5.1.1 North America Paint Protection Film Market by Application

5.1.1.1 North America Automotive & Transportation Market by Country

5.1.1.2 North America Aerospace & Defense Market by Country

5.1.1.3 North America Electrical & Electronics Market by Country

5.1.1.4 North America Other Application Market by Country

5.1.2 North America Paint Protection Film Market by Country

5.1.2.1 USA Paint Protection Film Market

5.1.2.1.1 USA Paint Protection Film Market by Application

5.1.2.2 Canada Paint Protection Film Market

5.1.2.2.1 Canada Paint Protection Film Market by Application

5.1.2.3 Mexico Paint Protection Film Market

5.1.2.3.1 Mexico Paint Protection Film Market by Application

5.1.2.4 Rest of North America Paint Protection Film Market

5.1.2.4.1 Rest of North America Paint Protection Film Market by Application

5.2 Europe Paint Protection Film Market

5.2.1 Europe Paint Protection Film Market by Application

5.2.1.1 Europe Automotive & Transportation Market by Country

5.2.1.2 Europe Aerospace & Defense Market by Country

5.2.1.3 Europe Electrical & Electronics Market by Country

5.2.1.4 Europe Other Application Market by Country

5.2.2 Europe Paint Protection Film Market by Country

5.2.2.1 Germany Paint Protection Film Market

5.2.2.1.1 Germany Paint Protection Film Market by Application

5.2.2.2 UK Paint Protection Film Market

5.2.2.2.1 UK Paint Protection Film Market by Application

5.2.2.3 France Paint Protection Film Market

5.2.2.3.1 France Paint Protection Film Market by Application

5.2.2.4 Russia Paint Protection Film Market

5.2.2.4.1 Russia Paint Protection Film Market by Application

5.2.2.5 Spain Paint Protection Film Market

5.2.2.5.1 Spain Paint Protection Film Market by Application

5.2.2.6 Italy Paint Protection Film Market

5.2.2.6.1 Italy Paint Protection Film Market by Application

5.2.2.7 Rest of Europe Paint Protection Film Market

5.2.2.7.1 Rest of Europe Paint Protection Film Market by Application

5.3 Asia Pacific Paint Protection Film Market

5.3.1 Asia Pacific Paint Protection Film Market by Application

5.3.1.1 Asia Pacific Automotive & Transportation Market by Country

5.3.1.2 Asia Pacific Aerospace & Defense Market by Country

5.3.1.3 Asia Pacific Electrical & Electronics Market by Country

5.3.1.4 Asia Pacific Other Application Market by Country

5.3.2 Asia Pacific Paint Protection Film Market by Country

5.3.2.1 China Paint Protection Film Market

5.3.2.1.1 China Paint Protection Film Market by Application

5.3.2.2 India Paint Protection Film Market

5.3.2.2.1 India Paint Protection Film Market by Application

5.3.2.3 Japan Paint Protection Film Market

5.3.2.3.1 Japan Paint Protection Film Market by Application

5.3.2.4 South Korea Paint Protection Film Market

5.3.2.4.1 South Korea Paint Protection Film Market by Application

5.3.2.5 Singapore Paint Protection Film Market

5.3.2.5.1 Singapore Paint Protection Film Market by Application

5.3.2.6 Malaysia Paint Protection Film Market

5.3.2.6.1 Malaysia Paint Protection Film Market by Application

5.3.2.7 Rest of Asia Pacific Paint Protection Film Market

5.3.2.7.1 Rest of Asia Pacific Paint Protection Film Market by Application

5.4 LAMEA Paint Protection Film Market

5.4.1 LAMEA Paint Protection Film Market by Application

5.4.1.1 LAMEA Automotive & Transportation Market by Country

5.4.1.2 LAMEA Aerospace & Defense Market by Country

5.4.1.3 LAMEA Electrical & Electronics Market by Country

5.4.1.4 LAMEA Other Application Market by Country

5.4.2 LAMEA Paint Protection Film Market by Country

5.4.2.1 Brazil Paint Protection Film Market

5.4.2.1.1 Brazil Paint Protection Film Market by Application

5.4.2.2 Argentina Paint Protection Film Market

5.4.2.2.1 Argentina Paint Protection Film Market by Application

5.4.2.3 UAE Paint Protection Film Market

5.4.2.3.1 UAE Paint Protection Film Market by Application

5.4.2.4 Saudi Arabia Paint Protection Film Market

5.4.2.4.1 Saudi Arabia Paint Protection Film Market by Application

5.4.2.5 South Africa Paint Protection Film Market

5.4.2.5.1 South Africa Paint Protection Film Market by Application

5.4.2.6 Nigeria Paint Protection Film Market

5.4.2.6.1 Nigeria Paint Protection Film Market by Application

5.4.2.7 Rest of LAMEA Paint Protection Film Market

5.4.2.7.1 Rest of LAMEA Paint Protection Film Market by Application

CHAPTER 6. COMPANY PROFILES

6.1 3M Company

6.1.1 Company Overview

6.1.2 Financial Analysis

6.1.3 Segmental and Regional Analysis

6.1.4 Research & Development Expense

6.1.5 Recent strategies and developments:

6.1.5.1 Partnerships, Collaborations, and Agreements:

6.1.5.2 Product Launches and Product Expansions:

6.2 Scorpion Window Film

6.2.1 Company Overview

6.3 BASF SE

6.3.1 Company Overview

6.3.2 Financial Analysis

6.3.3 Segmental and Regional Analysis

6.3.4 Research & Development Expense

6.3.5 Recent strategies and developments:

6.3.5.1 Product Launches and Product Expansions:

6.3.5.2 Geographical Expansions:

6.3.5.3 Acquisition and Mergers:

6.4 Covestro AG

6.4.1 Company Overview

6.4.2 Financial Analysis

6.4.3 Segmental and Regional Analysis

6.4.4 Research & Development Expense

6.4.5 Recent strategies and developments:

6.4.5.1 Product Launches and Product Expansions:

6.4.5.2 Geographical Expansions:

6.5 Eastman Chemical Company

6.5.1 Company Overview

6.5.2 Financial Analysis

6.5.3 Segmental and Regional Analysis

6.5.4 Research & Development Expense

6.5.5 Recent strategies and developments:

6.5.5.1 Geographical Expansions:

6.6 Avery Dennison Corporation

6.6.1 Company Overview

6.6.2 Financial Analysis

6.6.3 Segmental and Regional Analysis

6.6.4 Research & Development Expense

6.6.5 Recent strategies and developments:

6.6.5.1 Product Launches and Product Expansions:

6.6.5.2 Acquisition and Mergers:

6.7 Ziebart International Corporation

6.7.1 Company Overview

6.7.2 Recent strategies and developments:

6.7.2.1 Product Launches and Product Expansions:

6.8 XPEL, Inc.

6.8.1 Company Overview

6.8.2 Financial Analysis

6.8.3 Regional Analysis

6.8.4 Recent strategies and developments:

6.8.4.1 Product Launches and Product Expansions:

6.8.4.2 Acquisition and Mergers:

6.9 Saint-Gobain Group (Saint-Gobain Solar Gard, LLC)

6.9.1 Company Overview

6.9.2 Financial Analysis

6.9.3 Regional & Segmental Analysis

6.9.4 Research & Development Expenses

6.9.5 Recent strategies and developments:

6.9.5.1 Partnerships, Collaborations, and Agreements:

6.9.5.2 Product Launches and Product Expansions:

6.1 Hexis S.A.

6.10.1 Company Overview

6.10.2 Recent strategies and developments:

6.10.2.1 Partnerships, Collaborations, and Agreements:

6.10.2.2 Product Launches and Product Expansions:

List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 2 GLOBAL PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 3 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– PAINT PROTECTION FILM MARKET

TABLE 4 PRODUCT LAUNCHES AND PRODUCT EXPANSIONS– PAINT PROTECTION FILM MARKET

TABLE 5 GEOGRAPHICAL EXPANSIONS– PAINT PROTECTION FILM MARKET

TABLE 6 MERGERS & ACQUISITIONS – PAINT PROTECTION FILM MARKET

TABLE 7 GLOBAL PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 8 GLOBAL PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 9 GLOBAL AUTOMOTIVE & TRANSPORTATION MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 10 GLOBAL AUTOMOTIVE & TRANSPORTATION MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 11 GLOBAL AEROSPACE & DEFENSE MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 12 GLOBAL AEROSPACE & DEFENSE MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 13 GLOBAL ELECTRICAL & ELECTRONICS MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 14 GLOBAL ELECTRICAL & ELECTRONICS MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 15 GLOBAL OTHER APPLICATION MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 16 GLOBAL OTHER APPLICATION MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 17 GLOBAL PAINT PROTECTION FILM MARKET BY REGION, 2015 - 2018, USD MILLION

TABLE 18 GLOBAL PAINT PROTECTION FILM MARKET BY REGION, 2019 - 2025, USD MILLION

TABLE 19 NORTH AMERICA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 20 NORTH AMERICA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD

MILLION

TABLE 21 NORTH AMERICA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 22 NORTH AMERICA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 23 NORTH AMERICA AUTOMOTIVE & TRANSPORTATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 24 NORTH AMERICA AUTOMOTIVE & TRANSPORTATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 25 NORTH AMERICA AEROSPACE & DEFENSE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 26 NORTH AMERICA AEROSPACE & DEFENSE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 27 NORTH AMERICA ELECTRICAL & ELECTRONICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 28 NORTH AMERICA ELECTRICAL & ELECTRONICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 29 NORTH AMERICA OTHER APPLICATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 30 NORTH AMERICA OTHER APPLICATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 31 NORTH AMERICA PAINT PROTECTION FILM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 32 NORTH AMERICA PAINT PROTECTION FILM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 33 USA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 34 USA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 35 USA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 36 USA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 37 CANADA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 38 CANADA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 39 CANADA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 40 CANADA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 41 MEXICO PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 42 MEXICO PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 43 MEXICO PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 44 MEXICO PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 45 REST OF NORTH AMERICA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 46 REST OF NORTH AMERICA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 47 REST OF NORTH AMERICA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 48 REST OF NORTH AMERICA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 49 EUROPE PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 50 EUROPE PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 51 EUROPE PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 52 EUROPE PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 53 EUROPE AUTOMOTIVE & TRANSPORTATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 54 EUROPE AUTOMOTIVE & TRANSPORTATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 55 EUROPE AEROSPACE & DEFENSE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 56 EUROPE AEROSPACE & DEFENSE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 57 EUROPE ELECTRICAL & ELECTRONICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 58 EUROPE ELECTRICAL & ELECTRONICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 59 EUROPE OTHER APPLICATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 60 EUROPE OTHER APPLICATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 61 EUROPE PAINT PROTECTION FILM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 62 EUROPE PAINT PROTECTION FILM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 63 GERMANY PAINT PROTECTION FILM MARKET, 2015 - 2018, USD

MILLION

TABLE 64 GERMANY PAINT PROTECTION FILM MARKET, 2019 - 2025, USD
MILLION

TABLE 65 GERMANY PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 -
2018, USD MILLION

TABLE 66 GERMANY PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 -
2025, USD MILLION

TABLE 67 UK PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 68 UK PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 69 UK PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018,
USD MILLION

TABLE 70 UK PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025,
USD MILLION

TABLE 71 FRANCE PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 72 FRANCE PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 73 FRANCE PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 -
2018, USD MILLION

TABLE 74 FRANCE PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 -
2025, USD MILLION

TABLE 75 RUSSIA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 76 RUSSIA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 77 RUSSIA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 -
2018, USD MILLION

TABLE 78 RUSSIA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 -
2025, USD MILLION

TABLE 79 SPAIN PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 80 SPAIN PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 81 SPAIN PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 -
2018, USD MILLION

TABLE 82 SPAIN PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 -
2025, USD MILLION

TABLE 83 ITALY PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 84 ITALY PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 85 ITALY PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 -
2018, USD MILLION

TABLE 86 ITALY PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 -
2025, USD MILLION

TABLE 87 REST OF EUROPE PAINT PROTECTION FILM MARKET, 2015 - 2018,
USD MILLION

TABLE 88 REST OF EUROPE PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 89 REST OF EUROPE PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 90 REST OF EUROPE PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 91 ASIA PACIFIC PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 92 ASIA PACIFIC PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 93 ASIA PACIFIC PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 94 ASIA PACIFIC PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 95 ASIA PACIFIC AUTOMOTIVE & TRANSPORTATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 96 ASIA PACIFIC AUTOMOTIVE & TRANSPORTATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 97 ASIA PACIFIC AEROSPACE & DEFENSE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 98 ASIA PACIFIC AEROSPACE & DEFENSE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 99 ASIA PACIFIC ELECTRICAL & ELECTRONICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 100 ASIA PACIFIC ELECTRICAL & ELECTRONICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 101 ASIA PACIFIC OTHER APPLICATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 102 ASIA PACIFIC OTHER APPLICATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 103 ASIA PACIFIC PAINT PROTECTION FILM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 104 ASIA PACIFIC PAINT PROTECTION FILM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 105 CHINA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 106 CHINA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 107 CHINA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 108 CHINA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 -

2025, USD MILLION

TABLE 109 INDIA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 110 INDIA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 111 INDIA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 112 INDIA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 113 JAPAN PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 114 JAPAN PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 115 JAPAN PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 116 JAPAN PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 117 SOUTH KOREA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 118 SOUTH KOREA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 119 SOUTH KOREA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 120 SOUTH KOREA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 121 SINGAPORE PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 122 SINGAPORE PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 123 SINGAPORE PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 124 SINGAPORE PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 125 MALAYSIA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 126 MALAYSIA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 127 MALAYSIA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 128 MALAYSIA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 129 REST OF ASIA PACIFIC PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 130 REST OF ASIA PACIFIC PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 131 REST OF ASIA PACIFIC PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 132 REST OF ASIA PACIFIC PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 133 LAMEA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 134 LAMEA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 135 LAMEA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 136 LAMEA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 137 LAMEA AUTOMOTIVE & TRANSPORTATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 138 LAMEA AUTOMOTIVE & TRANSPORTATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 139 LAMEA AEROSPACE & DEFENSE MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 140 LAMEA AEROSPACE & DEFENSE MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 141 LAMEA ELECTRICAL & ELECTRONICS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 142 LAMEA ELECTRICAL & ELECTRONICS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 143 LAMEA OTHER APPLICATION MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 144 LAMEA OTHER APPLICATION MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 145 LAMEA PAINT PROTECTION FILM MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 146 LAMEA PAINT PROTECTION FILM MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 147 BRAZIL PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 148 BRAZIL PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 149 BRAZIL PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 150 BRAZIL PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 151 ARGENTINA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD

MILLION

TABLE 152 ARGENTINA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 153 ARGENTINA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 154 ARGENTINA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 155 UAE PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 156 UAE PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 157 UAE PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 158 UAE PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 159 SAUDI ARABIA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 160 SAUDI ARABIA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 161 SAUDI ARABIA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 162 SAUDI ARABIA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 163 SOUTH AFRICA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 164 SOUTH AFRICA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 165 SOUTH AFRICA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 166 SOUTH AFRICA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 167 NIGERIA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 168 NIGERIA PAINT PROTECTION FILM MARKET, 2019 - 2025, USD MILLION

TABLE 169 NIGERIA PAINT PROTECTION FILM MARKET BY APPLICATION, 2015 - 2018, USD MILLION

TABLE 170 NIGERIA PAINT PROTECTION FILM MARKET BY APPLICATION, 2019 - 2025, USD MILLION

TABLE 171 REST OF LAMEA PAINT PROTECTION FILM MARKET, 2015 - 2018, USD MILLION

TABLE 172 REST OF LAMEA PAINT PROTECTION FILM MARKET, 2019 - 2025,
USD MILLION

TABLE 173 REST OF LAMEA PAINT PROTECTION FILM MARKET BY
APPLICATION, 2015 - 2018, USD MILLION

TABLE 174 REST OF LAMEA PAINT PROTECTION FILM MARKET BY
APPLICATION, 2019 - 2025, USD MILLION

TABLE 175 KEY INFORMATION – 3M COMPANY

TABLE 176 KEY INFORMATION –SCORPION WINDOW FILM

TABLE 177 KEY INFORMATION –BASF SE

TABLE 178 KEY INFORMATION – COVESTRO AG

TABLE 179 KEY INFORMATION – EASTMAN CHEMICAL COMPANY

TABLE 180 KEY INFORMATION – AVERY DENNISON CORPORATION

TABLE 181 KEY INFORMATION – ZIEBART INTERNATIONAL CORPORATION

TABLE 182 KEY INFORMATION – XPEL, INC.

TABLE 183 KEY INFORMATION – SAINT-GOBAIN GROUP

TABLE 184 KEY INFORMATION – HEXIS S.A.

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

FIG 2 KBV CARDINAL MATRIX

FIG 3 KEY LEADING STRATEGIES: PERCENTAGE DISTRIBUTION (2015-2019)

FIG 4 KEY STRATEGIC MOVE: (PRODUCT LAUNCHES AND PRODUCT
EXPANSIONS: 2019-NOV – 2016-MAR) LEADING PLAYERS

FIG 5 RECENT STRATEGIES AND DEVELOPMENTS: BASF SE

FIG 6 RECENT STRATEGIES AND DEVELOPMENTS: SAINT-GOBAIN GROUP

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