

2018-2023 Global Automotive Wrap Films Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Automotive Wrap Films market for 2018-2023. Automotive Wrap Films is long-term, removable, dual cast films designed for solid color passenger vehicle detailing, decoration and full wraps and provide excellent opacity to hide high-contrast surfaces

These films are primarily used for the purposes – first being to change or enhance the appearance of a vehicle and the second being to safeguard the original paint from dust and corrosion. One single wrap on a vehicle can last up to five years – making it a relatively affordable option. Continuous growth in the Pre-owned car markets has also led to the increase in demand of wrap films as the major scratches, improper paint and other defects can be made unnoticeable with the help of the wrap films. Globally, automotive wrap films witness significant demand, due to rising consumer interest towards paint protection and colour change films.

In the last several years, global market of automotive wrap films developed rapidly, with an average growth rate of 16%. In 2017, global revenue of automotive wrap films is nearly 2.3 billion USD; the actual production is about 380 M Sqm.

Automotive wrap films is widely used for Light Duty Vehicle, Medium Duty Vehicle, Heavy Duty Vehicle. The most proportion of automotive wrap films is for Light Duty Vehicle, and the consumption proportion in 2017 is 68%.

North America region is the largest supplier of automotive wrap films, with a production market share nearly 38% in 2017. Europe is the second largest supplier of automotive wrap films, enjoying production market share nearly 27% in 2017.

Over the next five years, LPI(LP Information) projects that Automotive Wrap Films will

register a 13.9% CAGR in terms of revenue, reach US\$ 5000 million by 2023, from US\$ 2290 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Automotive Wrap Films market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Cast Film

Calendered Film

Segmentation by application:

Light Duty Vehicle

Medium Duty Vehicle

Heavy Duty Vehicle

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

3M

Avery Dennison

Orafol Group

Ritrama

Vvivid Vinyl

Arlon Graphics

Hexis

KPMF

Guangzhou Carbins

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Automotive Wrap Films consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Automotive Wrap Films market by identifying its various subsegments.

Focuses on the key global Automotive Wrap Films manufacturers, to define, describe and analyze the sales volume, value, market share, market competition

landscape, SWOT analysis and development plans in next few years.

To analyze the Automotive Wrap Films with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Automotive Wrap Films submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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