

Global Automotive Wrap Films Market Growth 2025-2031

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Abstracts

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The global Automotive Wrap Films market size is predicted to grow from US\$ 6315 million in 2025 to US\$ 12280 million in 2031; it is expected to grow at a CAGR of 11.7% from 2025 to 2031.

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.

Automotive wrap films are specialized vinyl materials used to cover a vehicle's exterior, offering an alternative to traditional paint jobs. These films come in various colors, finishes, and textures, allowing for significant customization of a vehicle's appearance. The primary appeal of wrap films lies in their versatility and ease of application, making them a popular choice among car enthusiasts and businesses alike.

One of the key advantages of automotive wrap films is their ability to protect the underlying paint from scratches, UV rays, and environmental contaminants. This protective layer can help maintain the vehicle's resale value, as the original paint

remains intact. Additionally, wraps are typically easier and less expensive to replace than a full paint job, allowing for quick changes in design without the commitment of permanent alterations.

Wrap films also offer a wide range of design possibilities. From matte finishes to vibrant colors and even custom graphics, the options are nearly limitless. Businesses often use wraps for branding purposes, turning vehicles into mobile advertisements that promote their services or products. This makes automotive wrap films an effective marketing tool, especially for companies in the delivery or service industries.

Despite their many benefits, it's essential to choose high-quality materials and professional installation to ensure longevity and performance. Poor-quality wraps can fade, bubble, or peel over time, detracting from the vehicle's appearance. With proper care, however, automotive wrap films can last several years, providing an attractive and functional enhancement to any vehicle.

In summary, automotive wrap films offer a flexible, protective, and aesthetically pleasing way to customize vehicles, making them a popular choice for both personal and commercial applications.

LP Information, Inc. (LPI) ' newest research report, the "Automotive Wrap Films Industry Forecast" looks at past sales and reviews total world Automotive Wrap Films sales in 2024, providing a comprehensive analysis by region and market sector of projected Automotive Wrap Films sales for 2025 through 2031. With Automotive Wrap Films sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Automotive Wrap Films industry.

This Insight Report provides a comprehensive analysis of the global Automotive Wrap Films landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Automotive Wrap Films portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Automotive Wrap Films market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Automotive Wrap Films and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up

qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Automotive Wrap Films.

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 and countries.

Segmentation by Type:

Cast Film

Calendered Film

Segmentation by Application:

Passenger Cars

Commercial Vehicles

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

3M

Avery Dennison

Orafol Group

Fedrigoni S.P.A

Vvivid Vinyl

Arlon Graphics

Hexis

Key Questions Addressed in this Report

What is the 10-year outlook for the global Automotive Wrap Films market?

What factors are driving Automotive Wrap Films market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Automotive Wrap Films market opportunities vary by end market size?

How does Automotive Wrap Films break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Automotive Wrap Films Annual Sales 2020-2031
 - 2.1.2 World Current & Future Analysis for Automotive Wrap Films by Geographic Region, 2020, 2024 & 2031
 - 2.1.3 World Current & Future Analysis for Automotive Wrap Films by Country/Region, 2020, 2024 & 2031
- 2.2 Automotive Wrap Films Segment by Type
 - 2.2.1 Cast Film
 - 2.2.2 Calendered Film
- 2.3 Automotive Wrap Films Sales by Type
 - 2.3.1 Global Automotive Wrap Films Sales Market Share by Type (2020-2025)
 - 2.3.2 Global Automotive Wrap Films Revenue and Market Share by Type (2020-2025)
 - 2.3.3 Global Automotive Wrap Films Sale Price by Type (2020-2025)
- 2.4 Automotive Wrap Films Segment by Application
 - 2.4.1 Passenger Cars
 - 2.4.2 Commercial Vehicles
- 2.5 Automotive Wrap Films Sales by Application
 - 2.5.1 Global Automotive Wrap Films Sale Market Share by Application (2020-2025)
 - 2.5.2 Global Automotive Wrap Films Revenue and Market Share by Application (2020-2025)
 - 2.5.3 Global Automotive Wrap Films Sale Price by Application (2020-2025)

3 GLOBAL BY COMPANY

- 3.1 Global Automotive Wrap Films Breakdown Data by Company
 - 3.1.1 Global Automotive Wrap Films Annual Sales by Company (2020-2025)
 - 3.1.2 Global Automotive Wrap Films Sales Market Share by Company (2020-2025)
- 3.2 Global Automotive Wrap Films Annual Revenue by Company (2020-2025)
 - 3.2.1 Global Automotive Wrap Films Revenue by Company (2020-2025)
 - 3.2.2 Global Automotive Wrap Films Revenue Market Share by Company (2020-2025)
- 3.3 Global Automotive Wrap Films Sale Price by Company
- 3.4 Key Manufacturers Automotive Wrap Films Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Automotive Wrap Films Product Location Distribution
 - 3.4.2 Players Automotive Wrap Films Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR AUTOMOTIVE WRAP FILMS BY GEOGRAPHIC REGION

- 4.1 World Historic Automotive Wrap Films Market Size by Geographic Region (2020-2025)
 - 4.1.1 Global Automotive Wrap Films Annual Sales by Geographic Region (2020-2025)
 - 4.1.2 Global Automotive Wrap Films Annual Revenue by Geographic Region (2020-2025)
- 4.2 World Historic Automotive Wrap Films Market Size by Country/Region (2020-2025)
 - 4.2.1 Global Automotive Wrap Films Annual Sales by Country/Region (2020-2025)
 - 4.2.2 Global Automotive Wrap Films Annual Revenue by Country/Region (2020-2025)
- 4.3 Americas Automotive Wrap Films Sales Growth
- 4.4 APAC Automotive Wrap Films Sales Growth
- 4.5 Europe Automotive Wrap Films Sales Growth
- 4.6 Middle East & Africa Automotive Wrap Films Sales Growth

5 AMERICAS

- 5.1 Americas Automotive Wrap Films Sales by Country
 - 5.1.1 Americas Automotive Wrap Films Sales by Country (2020-2025)
 - 5.1.2 Americas Automotive Wrap Films Revenue by Country (2020-2025)
- 5.2 Americas Automotive Wrap Films Sales by Type (2020-2025)

5.3 Americas Automotive Wrap Films Sales by Application (2020-2025)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Automotive Wrap Films Sales by Region

6.1.1 APAC Automotive Wrap Films Sales by Region (2020-2025)

6.1.2 APAC Automotive Wrap Films Revenue by Region (2020-2025)

6.2 APAC Automotive Wrap Films Sales by Type (2020-2025)

6.3 APAC Automotive Wrap Films Sales by Application (2020-2025)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Automotive Wrap Films by Country

7.1.1 Europe Automotive Wrap Films Sales by Country (2020-2025)

7.1.2 Europe Automotive Wrap Films Revenue by Country (2020-2025)

7.2 Europe Automotive Wrap Films Sales by Type (2020-2025)

7.3 Europe Automotive Wrap Films Sales by Application (2020-2025)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Automotive Wrap Films by Country

8.1.1 Middle East & Africa Automotive Wrap Films Sales by Country (2020-2025)

8.1.2 Middle East & Africa Automotive Wrap Films Revenue by Country (2020-2025)

- 8.2 Middle East & Africa Automotive Wrap Films Sales by Type (2020-2025)
- 8.3 Middle East & Africa Automotive Wrap Films Sales by Application (2020-2025)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

- 10.1 Raw Material and Suppliers
- 10.2 Manufacturing Cost Structure Analysis of Automotive Wrap Films
- 10.3 Manufacturing Process Analysis of Automotive Wrap Films
- 10.4 Industry Chain Structure of Automotive Wrap Films

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 Automotive Wrap Films Distributors
- 11.3 Automotive Wrap Films Customer

12 WORLD FORECAST REVIEW FOR AUTOMOTIVE WRAP FILMS BY GEOGRAPHIC REGION

- 12.1 Global Automotive Wrap Films Market Size Forecast by Region
 - 12.1.1 Global Automotive Wrap Films Forecast by Region (2026-2031)
 - 12.1.2 Global Automotive Wrap Films Annual Revenue Forecast by Region (2026-2031)
- 12.2 Americas Forecast by Country (2026-2031)
- 12.3 APAC Forecast by Region (2026-2031)
- 12.4 Europe Forecast by Country (2026-2031)

12.5 Middle East & Africa Forecast by Country (2026-2031)

12.6 Global Automotive Wrap Films Forecast by Type (2026-2031)

12.7 Global Automotive Wrap Films Forecast by Application (2026-2031)

13 KEY PLAYERS ANALYSIS

13.1 3M

13.1.1 3M Company Information

13.1.2 3M Automotive Wrap Films Product Portfolios and Specifications

13.1.3 3M Automotive Wrap Films Sales, Revenue, Price and Gross Margin
(2020-2025)

13.1.4 3M Main Business Overview

13.1.5 3M Latest Developments

13.2 Avery Dennison

13.2.1 Avery Dennison Company Information

13.2.2 Avery Dennison Automotive Wrap Films Product Portfolios and Specifications

13.2.3 Avery Dennison Automotive Wrap Films Sales, Revenue, Price and Gross
Margin (2020-2025)

13.2.4 Avery Dennison Main Business Overview

13.2.5 Avery Dennison Latest Developments

13.3 Orafol Group

13.3.1 Orafol Group Company Information

13.3.2 Orafol Group Automotive Wrap Films Product Portfolios and Specifications

13.3.3 Orafol Group Automotive Wrap Films Sales, Revenue, Price and Gross Margin
(2020-2025)

13.3.4 Orafol Group Main Business Overview

13.3.5 Orafol Group Latest Developments

13.4 Fedrigoni S.P.A

13.4.1 Fedrigoni S.P.A Company Information

13.4.2 Fedrigoni S.P.A Automotive Wrap Films Product Portfolios and Specifications

13.4.3 Fedrigoni S.P.A Automotive Wrap Films Sales, Revenue, Price and Gross
Margin (2020-2025)

13.4.4 Fedrigoni S.P.A Main Business Overview

13.4.5 Fedrigoni S.P.A Latest Developments

13.5 Vvivid Vinyl

13.5.1 Vvivid Vinyl Company Information

13.5.2 Vvivid Vinyl Automotive Wrap Films Product Portfolios and Specifications

13.5.3 Vvivid Vinyl Automotive Wrap Films Sales, Revenue, Price and Gross Margin
(2020-2025)

13.5.4 Vvivid Vinyl Main Business Overview

13.5.5 Vvivid Vinyl Latest Developments

13.6 Arlon Graphics

13.6.1 Arlon Graphics Company Information

13.6.2 Arlon Graphics Automotive Wrap Films Product Portfolios and Specifications

13.6.3 Arlon Graphics Automotive Wrap Films Sales, Revenue, Price and Gross Margin (2020-2025)

13.6.4 Arlon Graphics Main Business Overview

13.6.5 Arlon Graphics Latest Developments

13.7 Hexis

13.7.1 Hexis Company Information

13.7.2 Hexis Automotive Wrap Films Product Portfolios and Specifications

13.7.3 Hexis Automotive Wrap Films Sales, Revenue, Price and Gross Margin (2020-2025)

13.7.4 Hexis Main Business Overview

13.7.5 Hexis Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Automotive Wrap Films Annual Sales CAGR by Geographic Region (2020, 2024 & 2031) & (\$ millions)

Table 2. Automotive Wrap Films Annual Sales CAGR by Country/Region (2020, 2024 & 2031) & (\$ millions)

Table 3. Major Players of Cast Film

Table 4. Major Players of Calendered Film

Table 5. Global Automotive Wrap Films Sales by Type (2020-2025) & (M Sqm)

Table 6. Global Automotive Wrap Films Sales Market Share by Type (2020-2025)

Table 7. Global Automotive Wrap Films Revenue by Type (2020-2025) & (\$ million)

Table 8. Global Automotive Wrap Films Revenue Market Share by Type (2020-2025)

Table 9. Global Automotive Wrap Films Sale Price by Type (2020-2025) & (USD/Sqm)

Table 10. Global Automotive Wrap Films Sale by Application (2020-2025) & (M Sqm)

Table 11. Global Automotive Wrap Films Sale Market Share by Application (2020-2025)

Table 12. Global Automotive Wrap Films Revenue by Application (2020-2025) & (\$ million)

Table 13. Global Automotive Wrap Films Revenue Market Share by Application (2020-2025)

Table 14. Global Automotive Wrap Films Sale Price by Application (2020-2025) & (USD/Sqm)

Table 15. Global Automotive Wrap Films Sales by Company (2020-2025) & (M Sqm)

Table 16. Global Automotive Wrap Films Sales Market Share by Company (2020-2025)

Table 17. Global Automotive Wrap Films Revenue by Company (2020-2025) & (\$ millions)

Table 18. Global Automotive Wrap Films Revenue Market Share by Company (2020-2025)

Table 19. Global Automotive Wrap Films Sale Price by Company (2020-2025) & (USD/Sqm)

Table 20. Key Manufacturers Automotive Wrap Films Producing Area Distribution and Sales Area

Table 21. Players Automotive Wrap Films Products Offered

Table 22. Automotive Wrap Films Concentration Ratio (CR3, CR5 and CR10) & (2023-2025)

Table 23. New Products and Potential Entrants

Table 24. Market M&A Activity & Strategy

Table 25. Global Automotive Wrap Films Sales by Geographic Region (2020-2025) &

(M Sqm)

Table 26. Global Automotive Wrap Films Sales Market Share Geographic Region (2020-2025)

Table 27. Global Automotive Wrap Films Revenue by Geographic Region (2020-2025) & (\$ millions)

Table 28. Global Automotive Wrap Films Revenue Market Share by Geographic Region (2020-2025)

Table 29. Global Automotive Wrap Films Sales by Country/Region (2020-2025) & (M Sqm)

Table 30. Global Automotive Wrap Films Sales Market Share by Country/Region (2020-2025)

Table 31. Global Automotive Wrap Films Revenue by Country/Region (2020-2025) & (\$ millions)

Table 32. Global Automotive Wrap Films Revenue Market Share by Country/Region (2020-2025)

Table 33. Americas Automotive Wrap Films Sales by Country (2020-2025) & (M Sqm)

Table 34. Americas Automotive Wrap Films Sales Market Share by Country (2020-2025)

Table 35. Americas Automotive Wrap Films Revenue by Country (2020-2025) & (\$ millions)

Table 36. Americas Automotive Wrap Films Sales by Type (2020-2025) & (M Sqm)

Table 37. Americas Automotive Wrap Films Sales by Application (2020-2025) & (M Sqm)

Table 38. APAC Automotive Wrap Films Sales by Region (2020-2025) & (M Sqm)

Table 39. APAC Automotive Wrap Films Sales Market Share by Region (2020-2025)

Table 40. APAC Automotive Wrap Films Revenue by Region (2020-2025) & (\$ millions)

Table 41. APAC Automotive Wrap Films Sales by Type (2020-2025) & (M Sqm)

Table 42. APAC Automotive Wrap Films Sales by Application (2020-2025) & (M Sqm)

Table 43. Europe Automotive Wrap Films Sales by Country (2020-2025) & (M Sqm)

Table 44. Europe Automotive Wrap Films Revenue by Country (2020-2025) & (\$ millions)

Table 45. Europe Automotive Wrap Films Sales by Type (2020-2025) & (M Sqm)

Table 46. Europe Automotive Wrap Films Sales by Application (2020-2025) & (M Sqm)

Table 47. Middle East & Africa Automotive Wrap Films Sales by Country (2020-2025) & (M Sqm)

Table 48. Middle East & Africa Automotive Wrap Films Revenue Market Share by Country (2020-2025)

Table 49. Middle East & Africa Automotive Wrap Films Sales by Type (2020-2025) & (M Sqm)

Table 50. Middle East & Africa Automotive Wrap Films Sales by Application (2020-2025) & (M Sqm)
Table 51. Key Market Drivers & Growth Opportunities of Automotive Wrap Films
Table 52. Key Market Challenges & Risks of Automotive Wrap Films
Table 53. Key Industry Trends of Automotive Wrap Films
Table 54. Automotive Wrap Films Raw Material
Table 55. Key Suppliers of Raw Materials
Table 56. Automotive Wrap Films Distributors List
Table 57. Automotive Wrap Films Customer List
Table 58. Global Automotive Wrap Films Sales Forecast by Region (2026-2031) & (M Sqm)
Table 59. Global Automotive Wrap Films Revenue Forecast by Region (2026-2031) & (\$ millions)
Table 60. Americas Automotive Wrap Films Sales Forecast by Country (2026-2031) & (M Sqm)
Table 61. Americas Automotive Wrap Films Annual Revenue Forecast by Country (2026-2031) & (\$ millions)
Table 62. APAC Automotive Wrap Films Sales Forecast by Region (2026-2031) & (M Sqm)
Table 63. APAC Automotive Wrap Films Annual Revenue Forecast by Region (2026-2031) & (\$ millions)
Table 64. Europe Automotive Wrap Films Sales Forecast by Country (2026-2031) & (M Sqm)
Table 65. Europe Automotive Wrap Films Revenue Forecast by Country (2026-2031) & (\$ millions)
Table 66. Middle East & Africa Automotive Wrap Films Sales Forecast by Country (2026-2031) & (M Sqm)
Table 67. Middle East & Africa Automotive Wrap Films Revenue Forecast by Country (2026-2031) & (\$ millions)
Table 68. Global Automotive Wrap Films Sales Forecast by Type (2026-2031) & (M Sqm)
Table 69. Global Automotive Wrap Films Revenue Forecast by Type (2026-2031) & (\$ millions)
Table 70. Global Automotive Wrap Films Sales Forecast by Application (2026-2031) & (M Sqm)
Table 71. Global Automotive Wrap Films Revenue Forecast by Application (2026-2031) & (\$ millions)
Table 72. 3M Basic Information, Automotive Wrap Films Manufacturing Base, Sales Area and Its Competitors

Table 73. 3M Automotive Wrap Films Product Portfolios and Specifications
Table 74. 3M Automotive Wrap Films Sales (M Sqm), Revenue (\$ Million), Price (USD/Sqm) and Gross Margin (2020-2025)
Table 75. 3M Main Business
Table 76. 3M Latest Developments
Table 77. Avery Dennison Basic Information, Automotive Wrap Films Manufacturing Base, Sales Area and Its Competitors
Table 78. Avery Dennison Automotive Wrap Films Product Portfolios and Specifications
Table 79. Avery Dennison Automotive Wrap Films Sales (M Sqm), Revenue (\$ Million), Price (USD/Sqm) and Gross Margin (2020-2025)
Table 80. Avery Dennison Main Business
Table 81. Avery Dennison Latest Developments
Table 82. Orafol Group Basic Information, Automotive Wrap Films Manufacturing Base, Sales Area and Its Competitors
Table 83. Orafol Group Automotive Wrap Films Product Portfolios and Specifications
Table 84. Orafol Group Automotive Wrap Films Sales (M Sqm), Revenue (\$ Million), Price (USD/Sqm) and Gross Margin (2020-2025)
Table 85. Orafol Group Main Business
Table 86. Orafol Group Latest Developments
Table 87. Fedrigoni S.P.A Basic Information, Automotive Wrap Films Manufacturing Base, Sales Area and Its Competitors
Table 88. Fedrigoni S.P.A Automotive Wrap Films Product Portfolios and Specifications
Table 89. Fedrigoni S.P.A Automotive Wrap Films Sales (M Sqm), Revenue (\$ Million), Price (USD/Sqm) and Gross Margin (2020-2025)
Table 90. Fedrigoni S.P.A Main Business
Table 91. Fedrigoni S.P.A Latest Developments
Table 92. Vvivid Vinyl Basic Information, Automotive Wrap Films Manufacturing Base, Sales Area and Its Competitors
Table 93. Vvivid Vinyl Automotive Wrap Films Product Portfolios and Specifications
Table 94. Vvivid Vinyl Automotive Wrap Films Sales (M Sqm), Revenue (\$ Million), Price (USD/Sqm) and Gross Margin (2020-2025)
Table 95. Vvivid Vinyl Main Business
Table 96. Vvivid Vinyl Latest Developments
Table 97. Arlon Graphics Basic Information, Automotive Wrap Films Manufacturing Base, Sales Area and Its Competitors
Table 98. Arlon Graphics Automotive Wrap Films Product Portfolios and Specifications
Table 99. Arlon Graphics Automotive Wrap Films Sales (M Sqm), Revenue (\$ Million), Price (USD/Sqm) and Gross Margin (2020-2025)
Table 100. Arlon Graphics Main Business

Table 101. Arlon Graphics Latest Developments

Table 102. Hexis Basic Information, Automotive Wrap Films Manufacturing Base, Sales Area and Its Competitors

Table 103. Hexis Automotive Wrap Films Product Portfolios and Specifications

Table 104. Hexis Automotive Wrap Films Sales (M Sqm), Revenue (\$ Million), Price (USD/Sqm) and Gross Margin (2020-2025)

Table 105. Hexis Main Business

Table 106. Hexis Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Automotive Wrap Films
- Figure 2. Automotive Wrap Films Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Automotive Wrap Films Sales Growth Rate 2020-2031 (M Sqm)
- Figure 7. Global Automotive Wrap Films Revenue Growth Rate 2020-2031 (\$ millions)
- Figure 8. Automotive Wrap Films Sales by Geographic Region (2020, 2024 & 2031) & (\$ millions)
- Figure 9. Automotive Wrap Films Sales Market Share by Country/Region (2024)
- Figure 10. Automotive Wrap Films Sales Market Share by Country/Region (2020, 2024 & 2031)
- Figure 11. Product Picture of Cast Film
- Figure 12. Product Picture of Calendered Film
- Figure 13. Global Automotive Wrap Films Sales Market Share by Type in 2025
- Figure 14. Global Automotive Wrap Films Revenue Market Share by Type (2020-2025)
- Figure 15. Automotive Wrap Films Consumed in Passenger Cars
- Figure 16. Global Automotive Wrap Films Market: Passenger Cars (2020-2025) & (M Sqm)
- Figure 17. Automotive Wrap Films Consumed in Commercial Vehicles
- Figure 18. Global Automotive Wrap Films Market: Commercial Vehicles (2020-2025) & (M Sqm)
- Figure 19. Global Automotive Wrap Films Sale Market Share by Application (2024)
- Figure 20. Global Automotive Wrap Films Revenue Market Share by Application in 2025
- Figure 21. Automotive Wrap Films Sales by Company in 2025 (M Sqm)
- Figure 22. Global Automotive Wrap Films Sales Market Share by Company in 2025
- Figure 23. Automotive Wrap Films Revenue by Company in 2025 (\$ millions)
- Figure 24. Global Automotive Wrap Films Revenue Market Share by Company in 2025
- Figure 25. Global Automotive Wrap Films Sales Market Share by Geographic Region (2020-2025)
- Figure 26. Global Automotive Wrap Films Revenue Market Share by Geographic Region in 2025
- Figure 27. Americas Automotive Wrap Films Sales 2020-2025 (M Sqm)
- Figure 28. Americas Automotive Wrap Films Revenue 2020-2025 (\$ millions)
- Figure 29. APAC Automotive Wrap Films Sales 2020-2025 (M Sqm)

- Figure 30. APAC Automotive Wrap Films Revenue 2020-2025 (\$ millions)
- Figure 31. Europe Automotive Wrap Films Sales 2020-2025 (M Sqm)
- Figure 32. Europe Automotive Wrap Films Revenue 2020-2025 (\$ millions)
- Figure 33. Middle East & Africa Automotive Wrap Films Sales 2020-2025 (M Sqm)
- Figure 34. Middle East & Africa Automotive Wrap Films Revenue 2020-2025 (\$ millions)
- Figure 35. Americas Automotive Wrap Films Sales Market Share by Country in 2025
- Figure 36. Americas Automotive Wrap Films Revenue Market Share by Country (2020-2025)
- Figure 37. Americas Automotive Wrap Films Sales Market Share by Type (2020-2025)
- Figure 38. Americas Automotive Wrap Films Sales Market Share by Application (2020-2025)
- Figure 39. United States Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 40. Canada Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 41. Mexico Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 42. Brazil Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 43. APAC Automotive Wrap Films Sales Market Share by Region in 2025
- Figure 44. APAC Automotive Wrap Films Revenue Market Share by Region (2020-2025)
- Figure 45. APAC Automotive Wrap Films Sales Market Share by Type (2020-2025)
- Figure 46. APAC Automotive Wrap Films Sales Market Share by Application (2020-2025)
- Figure 47. China Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 48. Japan Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 49. South Korea Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 50. Southeast Asia Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 51. India Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 52. Australia Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 53. China Taiwan Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 54. Europe Automotive Wrap Films Sales Market Share by Country in 2025
- Figure 55. Europe Automotive Wrap Films Revenue Market Share by Country (2020-2025)
- Figure 56. Europe Automotive Wrap Films Sales Market Share by Type (2020-2025)
- Figure 57. Europe Automotive Wrap Films Sales Market Share by Application (2020-2025)
- Figure 58. Germany Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 59. France Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)

- Figure 60. UK Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 61. Italy Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 62. Russia Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 63. Middle East & Africa Automotive Wrap Films Sales Market Share by Country (2020-2025)
- Figure 64. Middle East & Africa Automotive Wrap Films Sales Market Share by Type (2020-2025)
- Figure 65. Middle East & Africa Automotive Wrap Films Sales Market Share by Application (2020-2025)
- Figure 66. Egypt Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 67. South Africa Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 68. Israel Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 69. Turkey Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 70. GCC Countries Automotive Wrap Films Revenue Growth 2020-2025 (\$ millions)
- Figure 71. Manufacturing Cost Structure Analysis of Automotive Wrap Films in 2025
- Figure 72. Manufacturing Process Analysis of Automotive Wrap Films
- Figure 73. Industry Chain Structure of Automotive Wrap Films
- Figure 74. Channels of Distribution
- Figure 75. Global Automotive Wrap Films Sales Market Forecast by Region (2026-2031)
- Figure 76. Global Automotive Wrap Films Revenue Market Share Forecast by Region (2026-2031)
- Figure 77. Global Automotive Wrap Films Sales Market Share Forecast by Type (2026-2031)
- Figure 78. Global Automotive Wrap Films Revenue Market Share Forecast by Type (2026-2031)
- Figure 79. Global Automotive Wrap Films Sales Market Share Forecast by Application (2026-2031)
- Figure 80. Global Automotive Wrap Films Revenue Market Share Forecast by Application (2026-2031)

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