

Global Calendered Vinyl Wrap Market Growth 2026-2032

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Abstracts

The global Calendered Vinyl Wrap market size is predicted to grow from US\$ 3754 million in 2025 to US\$ 5755 million in 2032; it is expected to grow at a CAGR of 6.3% from 2026 to 2032.

Calendered vinyl wrap is a flexible PVC-based film produced by mechanically calendering heated vinyl resin into thin sheets, primarily used for short- to medium-term graphic applications such as vehicle wraps, signage, wall graphics, and promotional displays. In the supply chain, upstream inputs include PVC resin, plasticizers (e.g., phthalate or non-phthalate alternatives), stabilizers, pigments, and fillers, which are compounded into vinyl formulations by material suppliers; midstream manufacturers calender the compound into films, apply surface treatments, pressure-sensitive adhesives, and release liners, and then slit, print-coat, or laminate the material into finished rolls; downstream channels consist of graphic material distributors, print service providers, and wrap installers serving automotive, retail, advertising, and architectural markets, with demand driven by cost sensitivity, ease of installation, and suitability for flat or slightly curved surfaces rather than complex 3D contours. In 2025, the global calendered vinyl wrap market records an estimated production volume of approximately 1.9 billion m² against an installed global production capacity of about 2.4 billion m² per year, with products sold at an average unit price ranging from USD 1.6 to 4.8 per m², while leading manufacturers operating at commercial scale typically achieve gross margins of around 31%.

United States market for Calendered Vinyl Wrap is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Calendered Vinyl Wrap is estimated to increase from US\$ million in

2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Calendered Vinyl Wrap is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Calendered Vinyl Wrap players cover 3M Company (USA), Avery Dennison (USA), Kappus Plastic (USA), Hexis (France), Orafol (Germany), etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Calendered Vinyl Wrap Industry Forecast" looks at past sales and reviews total world Calendered Vinyl Wrap sales in 2025, providing a comprehensive analysis by region and market sector of projected Calendered Vinyl Wrap sales for 2026 through 2032. With Calendered Vinyl Wrap sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Calendered Vinyl Wrap industry.

This Insight Report provides a comprehensive analysis of the global Calendered Vinyl Wrap 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 Calendered Vinyl Wrap portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Calendered Vinyl Wrap market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Calendered Vinyl Wrap 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 Calendered Vinyl Wrap.

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

Segmentation by Type:

Monomeric Calendered Vinyl Wrap

Polymeric Calendered Vinyl Wrap

Segmentation by Film Thickness:

Thin Calendered Vinyl (50–70 ?m)

Standard Calendered Vinyl (70–90 ?m)

Thick Calendered Vinyl (90–120 ?m)

Segmentation by Application:

Automotive

Building

Advertising

Others

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 Company (USA)

Avery Dennison (USA)

Kappus Plastic (USA)

Hexis (France)

Orafol (Germany)

Arlon Graphics (USA)

Kay Premium Marking Films (UK)

Madico (USA)

LINTEC (Japan)

Fedrigoni (Italy)

Garware Hi-Tech Films (India)

Ritrama (Italy)

Guangzhou Sino Group (China)

Guangzhou Carbins Film (China)

Key Questions Addressed in this Report

What is the 10-year outlook for the global Calendered Vinyl Wrap market?

What factors are driving Calendered Vinyl Wrap market growth, globally and by region?

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

How do Calendered Vinyl Wrap market opportunities vary by end market size?

How does Calendered Vinyl Wrap 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 Calendered Vinyl Wrap Annual Sales 2021-2032
- 2.1.2 World Current & Future Analysis for Calendered Vinyl Wrap by Geographic Region, 2021, 2025 & 2032
- 2.1.3 World Current & Future Analysis for Calendered Vinyl Wrap by Country/Region, 2021, 2025 & 2032

2.2 Calendered Vinyl Wrap Segment by Type

- 2.2.1 Monomeric Calendered Vinyl Wrap
- 2.2.2 Polymeric Calendered Vinyl Wrap
- 2.2.3 Calendered Vinyl Wrap Sales by Type
 - 2.2.3.1 Global Calendered Vinyl Wrap Sales Market Share by Type (2021-2026)
 - 2.2.3.2 Global Calendered Vinyl Wrap Revenue and Market Share by Type (2021-2026)
 - 2.2.3.3 Global Calendered Vinyl Wrap Sale Price by Type (2021-2026)

2.3 Calendered Vinyl Wrap Segment by Film Thickness

- 2.3.1 Thin Calendered Vinyl (50–70 ?m)
- 2.3.2 Standard Calendered Vinyl (70–90 ?m)
- 2.3.3 Thick Calendered Vinyl (90–120 ?m)
- 2.3.4 Calendered Vinyl Wrap Sales by Film Thickness
 - 2.3.4.1 Global Calendered Vinyl Wrap Sales Market Share by Film Thickness (2021-2026)
 - 2.3.4.2 Global Calendered Vinyl Wrap Revenue and Market Share by Film Thickness (2021-2026)
 - 2.3.4.3 Global Calendered Vinyl Wrap Sale Price by Film Thickness (2021-2026)

2.4 Calendered Vinyl Wrap Segment by Application

2.4.1 Automotive

2.4.2 Building

2.4.3 Advertising

2.4.4 Others

2.4.5 Calendered Vinyl Wrap Sales by Application

2.4.5.1 Global Calendered Vinyl Wrap Sale Market Share by Application (2021-2026)

2.4.5.2 Global Calendered Vinyl Wrap Revenue and Market Share by Application (2021-2026)

2.4.5.3 Global Calendered Vinyl Wrap Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Calendered Vinyl Wrap Breakdown Data by Company

3.1.1 Global Calendered Vinyl Wrap Annual Sales by Company (2021-2026)

3.1.2 Global Calendered Vinyl Wrap Sales Market Share by Company (2021-2026)

3.2 Global Calendered Vinyl Wrap Annual Revenue by Company (2021-2026)

3.2.1 Global Calendered Vinyl Wrap Revenue by Company (2021-2026)

3.2.2 Global Calendered Vinyl Wrap Revenue Market Share by Company (2021-2026)

3.3 Global Calendered Vinyl Wrap Sale Price by Company

3.4 Key Manufacturers Calendered Vinyl Wrap Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Calendered Vinyl Wrap Product Location Distribution

3.4.2 Players Calendered Vinyl Wrap Products Offered

3.5 Market Concentration Rate Analysis

3.5.1 Competition Landscape Analysis

3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

3.6 New Products and Potential Entrants

3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR CALENDERED VINYL WRAP BY GEOGRAPHIC REGION

4.1 World Historic Calendered Vinyl Wrap Market Size by Geographic Region (2021-2026)

4.1.1 Global Calendered Vinyl Wrap Annual Sales by Geographic Region (2021-2026)

4.1.2 Global Calendered Vinyl Wrap Annual Revenue by Geographic Region (2021-2026)

4.2 World Historic Calendered Vinyl Wrap Market Size by Country/Region (2021-2026)

- 4.2.1 Global Calendered Vinyl Wrap Annual Sales by Country/Region (2021-2026)
- 4.2.2 Global Calendered Vinyl Wrap Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Calendered Vinyl Wrap Sales Growth
- 4.4 APAC Calendered Vinyl Wrap Sales Growth
- 4.5 Europe Calendered Vinyl Wrap Sales Growth
- 4.6 Middle East & Africa Calendered Vinyl Wrap Sales Growth

5 AMERICAS

- 5.1 Americas Calendered Vinyl Wrap Sales by Country
 - 5.1.1 Americas Calendered Vinyl Wrap Sales by Country (2021-2026)
 - 5.1.2 Americas Calendered Vinyl Wrap Revenue by Country (2021-2026)
- 5.2 Americas Calendered Vinyl Wrap Sales by Type (2021-2026)
- 5.3 Americas Calendered Vinyl Wrap Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Calendered Vinyl Wrap Sales by Region
 - 6.1.1 APAC Calendered Vinyl Wrap Sales by Region (2021-2026)
 - 6.1.2 APAC Calendered Vinyl Wrap Revenue by Region (2021-2026)
- 6.2 APAC Calendered Vinyl Wrap Sales by Type (2021-2026)
- 6.3 APAC Calendered Vinyl Wrap Sales by Application (2021-2026)
- 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 Calendered Vinyl Wrap by Country
 - 7.1.1 Europe Calendered Vinyl Wrap Sales by Country (2021-2026)
 - 7.1.2 Europe Calendered Vinyl Wrap Revenue by Country (2021-2026)

- 7.2 Europe Calendered Vinyl Wrap Sales by Type (2021-2026)
- 7.3 Europe Calendered Vinyl Wrap Sales by Application (2021-2026)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Calendered Vinyl Wrap by Country
 - 8.1.1 Middle East & Africa Calendered Vinyl Wrap Sales by Country (2021-2026)
 - 8.1.2 Middle East & Africa Calendered Vinyl Wrap Revenue by Country (2021-2026)
- 8.2 Middle East & Africa Calendered Vinyl Wrap Sales by Type (2021-2026)
- 8.3 Middle East & Africa Calendered Vinyl Wrap Sales by Application (2021-2026)
- 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 Calendered Vinyl Wrap
- 10.3 Manufacturing Process Analysis of Calendered Vinyl Wrap
- 10.4 Industry Chain Structure of Calendered Vinyl Wrap

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels

- 11.2 Calendered Vinyl Wrap Distributors
- 11.3 Calendered Vinyl Wrap Customer

12 WORLD FORECAST REVIEW FOR CALENDERED VINYL WRAP BY GEOGRAPHIC REGION

- 12.1 Global Calendered Vinyl Wrap Market Size Forecast by Region
 - 12.1.1 Global Calendered Vinyl Wrap Forecast by Region (2027-2032)
 - 12.1.2 Global Calendered Vinyl Wrap Annual Revenue Forecast by Region (2027-2032)
- 12.2 Americas Forecast by Country (2027-2032)
- 12.3 APAC Forecast by Region (2027-2032)
- 12.4 Europe Forecast by Country (2027-2032)
- 12.5 Middle East & Africa Forecast by Country (2027-2032)
- 12.6 Global Calendered Vinyl Wrap Forecast by Type (2027-2032)
- 12.7 Global Calendered Vinyl Wrap Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

- 13.1 3M Company (USA)
 - 13.1.1 3M Company (USA) Company Information
 - 13.1.2 3M Company (USA) Calendered Vinyl Wrap Product Portfolios and Specifications
 - 13.1.3 3M Company (USA) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.1.4 3M Company (USA) Main Business Overview
 - 13.1.5 3M Company (USA) Latest Developments
- 13.2 Avery Dennison (USA)
 - 13.2.1 Avery Dennison (USA) Company Information
 - 13.2.2 Avery Dennison (USA) Calendered Vinyl Wrap Product Portfolios and Specifications
 - 13.2.3 Avery Dennison (USA) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.2.4 Avery Dennison (USA) Main Business Overview
 - 13.2.5 Avery Dennison (USA) Latest Developments
- 13.3 Kappus Plastic (USA)
 - 13.3.1 Kappus Plastic (USA) Company Information
 - 13.3.2 Kappus Plastic (USA) Calendered Vinyl Wrap Product Portfolios and Specifications

13.3.3 Kappus Plastic (USA) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

13.3.4 Kappus Plastic (USA) Main Business Overview

13.3.5 Kappus Plastic (USA) Latest Developments

13.4 Hexis (France)

13.4.1 Hexis (France) Company Information

13.4.2 Hexis (France) Calendered Vinyl Wrap Product Portfolios and Specifications

13.4.3 Hexis (France) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Hexis (France) Main Business Overview

13.4.5 Hexis (France) Latest Developments

13.5 Orafol (Germany)

13.5.1 Orafol (Germany) Company Information

13.5.2 Orafol (Germany) Calendered Vinyl Wrap Product Portfolios and Specifications

13.5.3 Orafol (Germany) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Orafol (Germany) Main Business Overview

13.5.5 Orafol (Germany) Latest Developments

13.6 Arlon Graphics (USA)

13.6.1 Arlon Graphics (USA) Company Information

13.6.2 Arlon Graphics (USA) Calendered Vinyl Wrap Product Portfolios and Specifications

13.6.3 Arlon Graphics (USA) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 Arlon Graphics (USA) Main Business Overview

13.6.5 Arlon Graphics (USA) Latest Developments

13.7 Kay Premium Marking Films (UK)

13.7.1 Kay Premium Marking Films (UK) Company Information

13.7.2 Kay Premium Marking Films (UK) Calendered Vinyl Wrap Product Portfolios and Specifications

13.7.3 Kay Premium Marking Films (UK) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 Kay Premium Marking Films (UK) Main Business Overview

13.7.5 Kay Premium Marking Films (UK) Latest Developments

13.8 Madico (USA)

13.8.1 Madico (USA) Company Information

13.8.2 Madico (USA) Calendered Vinyl Wrap Product Portfolios and Specifications

13.8.3 Madico (USA) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.8.4 Madico (USA) Main Business Overview
- 13.8.5 Madico (USA) Latest Developments
- 13.9 LINTEC (Japan)
 - 13.9.1 LINTEC (Japan) Company Information
 - 13.9.2 LINTEC (Japan) Calendered Vinyl Wrap Product Portfolios and Specifications
 - 13.9.3 LINTEC (Japan) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.9.4 LINTEC (Japan) Main Business Overview
 - 13.9.5 LINTEC (Japan) Latest Developments
- 13.10 Fedrigoni (Italy)
 - 13.10.1 Fedrigoni (Italy) Company Information
 - 13.10.2 Fedrigoni (Italy) Calendered Vinyl Wrap Product Portfolios and Specifications
 - 13.10.3 Fedrigoni (Italy) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.10.4 Fedrigoni (Italy) Main Business Overview
 - 13.10.5 Fedrigoni (Italy) Latest Developments
- 13.11 Garware Hi-Tech Films (India)
 - 13.11.1 Garware Hi-Tech Films (India) Company Information
 - 13.11.2 Garware Hi-Tech Films (India) Calendered Vinyl Wrap Product Portfolios and Specifications
 - 13.11.3 Garware Hi-Tech Films (India) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.11.4 Garware Hi-Tech Films (India) Main Business Overview
 - 13.11.5 Garware Hi-Tech Films (India) Latest Developments
- 13.12 Ritrama (Italy)
 - 13.12.1 Ritrama (Italy) Company Information
 - 13.12.2 Ritrama (Italy) Calendered Vinyl Wrap Product Portfolios and Specifications
 - 13.12.3 Ritrama (Italy) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.12.4 Ritrama (Italy) Main Business Overview
 - 13.12.5 Ritrama (Italy) Latest Developments
- 13.13 Guangzhou Sino Group (China)
 - 13.13.1 Guangzhou Sino Group (China) Company Information
 - 13.13.2 Guangzhou Sino Group (China) Calendered Vinyl Wrap Product Portfolios and Specifications
 - 13.13.3 Guangzhou Sino Group (China) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.13.4 Guangzhou Sino Group (China) Main Business Overview
 - 13.13.5 Guangzhou Sino Group (China) Latest Developments

13.14 Guangzhou Carbins Film (China)

13.14.1 Guangzhou Carbins Film (China) Company Information

13.14.2 Guangzhou Carbins Film (China) Calendered Vinyl Wrap Product Portfolios and Specifications

13.14.3 Guangzhou Carbins Film (China) Calendered Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)

13.14.4 Guangzhou Carbins Film (China) Main Business Overview

13.14.5 Guangzhou Carbins Film (China) Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Calendered Vinyl Wrap Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Calendered Vinyl Wrap Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Monomeric Calendered Vinyl Wrap

Table 4. Major Players of Polymeric Calendered Vinyl Wrap

Table 5. Global Calendered Vinyl Wrap Sales by Type (2021-2026) & (K Sqm)

Table 6. Global Calendered Vinyl Wrap Sales Market Share by Type (2021-2026)

Table 7. Global Calendered Vinyl Wrap Revenue by Type (2021-2026) & (\$ million)

Table 8. Global Calendered Vinyl Wrap Revenue Market Share by Type (2021-2026)

Table 9. Global Calendered Vinyl Wrap Sale Price by Type (2021-2026) & (US\$/Sq m)

Table 10. Major Players of Thin Calendered Vinyl (50–70 ?m)

Table 11. Major Players of Standard Calendered Vinyl (70–90 ?m)

Table 12. Major Players of Thick Calendered Vinyl (90–120 ?m)

Table 13. Global Calendered Vinyl Wrap Sales by Film Thickness (2021-2026) & (K Sqm)

Table 14. Global Calendered Vinyl Wrap Sales Market Share by Film Thickness (2021-2026)

Table 15. Global Calendered Vinyl Wrap Revenue by Film Thickness (2021-2026) & (\$ million)

Table 16. Global Calendered Vinyl Wrap Revenue Market Share by Film Thickness (2021-2026)

Table 17. Global Calendered Vinyl Wrap Sale Price by Film Thickness (2021-2026) & (US\$/Sq m)

Table 18. Global Calendered Vinyl Wrap Sale by Application (2021-2026) & (K Sqm)

Table 19. Global Calendered Vinyl Wrap Sale Market Share by Application (2021-2026)

Table 20. Global Calendered Vinyl Wrap Revenue by Application (2021-2026) & (\$ million)

Table 21. Global Calendered Vinyl Wrap Revenue Market Share by Application (2021-2026)

Table 22. Global Calendered Vinyl Wrap Sale Price by Application (2021-2026) & (US\$/Sq m)

Table 23. Global Calendered Vinyl Wrap Sales by Company (2021-2026) & (K Sqm)

Table 24. Global Calendered Vinyl Wrap Sales Market Share by Company (2021-2026)

Table 25. Global Calendered Vinyl Wrap Revenue by Company (2021-2026) & (\$

millions)

Table 26. Global Calendered Vinyl Wrap Revenue Market Share by Company (2021-2026)

Table 27. Global Calendered Vinyl Wrap Sale Price by Company (2021-2026) & (US\$/Sq m)

Table 28. Key Manufacturers Calendered Vinyl Wrap Producing Area Distribution and Sales Area

Table 29. Players Calendered Vinyl Wrap Products Offered

Table 30. Calendered Vinyl Wrap Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 31. New Products and Potential Entrants

Table 32. Market M&A Activity & Strategy

Table 33. Global Calendered Vinyl Wrap Sales by Geographic Region (2021-2026) & (K Sqm)

Table 34. Global Calendered Vinyl Wrap Sales Market Share Geographic Region (2021-2026)

Table 35. Global Calendered Vinyl Wrap Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 36. Global Calendered Vinyl Wrap Revenue Market Share by Geographic Region (2021-2026)

Table 37. Global Calendered Vinyl Wrap Sales by Country/Region (2021-2026) & (K Sqm)

Table 38. Global Calendered Vinyl Wrap Sales Market Share by Country/Region (2021-2026)

Table 39. Global Calendered Vinyl Wrap Revenue by Country/Region (2021-2026) & (\$ millions)

Table 40. Global Calendered Vinyl Wrap Revenue Market Share by Country/Region (2021-2026)

Table 41. Americas Calendered Vinyl Wrap Sales by Country (2021-2026) & (K Sqm)

Table 42. Americas Calendered Vinyl Wrap Sales Market Share by Country (2021-2026)

Table 43. Americas Calendered Vinyl Wrap Revenue by Country (2021-2026) & (\$ millions)

Table 44. Americas Calendered Vinyl Wrap Sales by Type (2021-2026) & (K Sqm)

Table 45. Americas Calendered Vinyl Wrap Sales by Application (2021-2026) & (K Sqm)

Table 46. APAC Calendered Vinyl Wrap Sales by Region (2021-2026) & (K Sqm)

Table 47. APAC Calendered Vinyl Wrap Sales Market Share by Region (2021-2026)

Table 48. APAC Calendered Vinyl Wrap Revenue by Region (2021-2026) & (\$ millions)

- Table 49. APAC Calendered Vinyl Wrap Sales by Type (2021-2026) & (K Sqm)
- Table 50. APAC Calendered Vinyl Wrap Sales by Application (2021-2026) & (K Sqm)
- Table 51. Europe Calendered Vinyl Wrap Sales by Country (2021-2026) & (K Sqm)
- Table 52. Europe Calendered Vinyl Wrap Revenue by Country (2021-2026) & (\$ millions)
- Table 53. Europe Calendered Vinyl Wrap Sales by Type (2021-2026) & (K Sqm)
- Table 54. Europe Calendered Vinyl Wrap Sales by Application (2021-2026) & (K Sqm)
- Table 55. Middle East & Africa Calendered Vinyl Wrap Sales by Country (2021-2026) & (K Sqm)
- Table 56. Middle East & Africa Calendered Vinyl Wrap Revenue Market Share by Country (2021-2026)
- Table 57. Middle East & Africa Calendered Vinyl Wrap Sales by Type (2021-2026) & (K Sqm)
- Table 58. Middle East & Africa Calendered Vinyl Wrap Sales by Application (2021-2026) & (K Sqm)
- Table 59. Key Market Drivers & Growth Opportunities of Calendered Vinyl Wrap
- Table 60. Key Market Challenges & Risks of Calendered Vinyl Wrap
- Table 61. Key Industry Trends of Calendered Vinyl Wrap
- Table 62. Calendered Vinyl Wrap Raw Material
- Table 63. Key Suppliers of Raw Materials
- Table 64. Calendered Vinyl Wrap Distributors List
- Table 65. Calendered Vinyl Wrap Customer List
- Table 66. Global Calendered Vinyl Wrap Sales Forecast by Region (2027-2032) & (K Sqm)
- Table 67. Global Calendered Vinyl Wrap Revenue Forecast by Region (2027-2032) & (\$ millions)
- Table 68. Americas Calendered Vinyl Wrap Sales Forecast by Country (2027-2032) & (K Sqm)
- Table 69. Americas Calendered Vinyl Wrap Annual Revenue Forecast by Country (2027-2032) & (\$ millions)
- Table 70. APAC Calendered Vinyl Wrap Sales Forecast by Region (2027-2032) & (K Sqm)
- Table 71. APAC Calendered Vinyl Wrap Annual Revenue Forecast by Region (2027-2032) & (\$ millions)
- Table 72. Europe Calendered Vinyl Wrap Sales Forecast by Country (2027-2032) & (K Sqm)
- Table 73. Europe Calendered Vinyl Wrap Revenue Forecast by Country (2027-2032) & (\$ millions)
- Table 74. Middle East & Africa Calendered Vinyl Wrap Sales Forecast by Country

(2027-2032) & (K Sqm)

Table 75. Middle East & Africa Calendered Vinyl Wrap Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 76. Global Calendered Vinyl Wrap Sales Forecast by Type (2027-2032) & (K Sqm)

Table 77. Global Calendered Vinyl Wrap Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 78. Global Calendered Vinyl Wrap Sales Forecast by Application (2027-2032) & (K Sqm)

Table 79. Global Calendered Vinyl Wrap Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 80. 3M Company (USA) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 81. 3M Company (USA) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 82. 3M Company (USA) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 83. 3M Company (USA) Main Business

Table 84. 3M Company (USA) Latest Developments

Table 85. Avery Dennison (USA) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 86. Avery Dennison (USA) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 87. Avery Dennison (USA) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 88. Avery Dennison (USA) Main Business

Table 89. Avery Dennison (USA) Latest Developments

Table 90. Kappus Plastic (USA) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 91. Kappus Plastic (USA) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 92. Kappus Plastic (USA) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 93. Kappus Plastic (USA) Main Business

Table 94. Kappus Plastic (USA) Latest Developments

Table 95. Hexis (France) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 96. Hexis (France) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 97. Hexis (France) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million),

Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 98. Hexis (France) Main Business

Table 99. Hexis (France) Latest Developments

Table 100. Orafol (Germany) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 101. Orafol (Germany) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 102. Orafol (Germany) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 103. Orafol (Germany) Main Business

Table 104. Orafol (Germany) Latest Developments

Table 105. Arlon Graphics (USA) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 106. Arlon Graphics (USA) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 107. Arlon Graphics (USA) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 108. Arlon Graphics (USA) Main Business

Table 109. Arlon Graphics (USA) Latest Developments

Table 110. Kay Premium Marking Films (UK) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 111. Kay Premium Marking Films (UK) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 112. Kay Premium Marking Films (UK) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 113. Kay Premium Marking Films (UK) Main Business

Table 114. Kay Premium Marking Films (UK) Latest Developments

Table 115. Madico (USA) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 116. Madico (USA) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 117. Madico (USA) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 118. Madico (USA) Main Business

Table 119. Madico (USA) Latest Developments

Table 120. LINTEC (Japan) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 121. LINTEC (Japan) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 122. LINTEC (Japan) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million),

Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 123. LINTEC (Japan) Main Business

Table 124. LINTEC (Japan) Latest Developments

Table 125. Fedrigoni (Italy) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 126. Fedrigoni (Italy) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 127. Fedrigoni (Italy) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 128. Fedrigoni (Italy) Main Business

Table 129. Fedrigoni (Italy) Latest Developments

Table 130. Garware Hi-Tech Films (India) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 131. Garware Hi-Tech Films (India) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 132. Garware Hi-Tech Films (India) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 133. Garware Hi-Tech Films (India) Main Business

Table 134. Garware Hi-Tech Films (India) Latest Developments

Table 135. Ritrama (Italy) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 136. Ritrama (Italy) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 137. Ritrama (Italy) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 138. Ritrama (Italy) Main Business

Table 139. Ritrama (Italy) Latest Developments

Table 140. Guangzhou Sino Group (China) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 141. Guangzhou Sino Group (China) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 142. Guangzhou Sino Group (China) Calendered Vinyl Wrap Sales (K Sqm), Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 143. Guangzhou Sino Group (China) Main Business

Table 144. Guangzhou Sino Group (China) Latest Developments

Table 145. Guangzhou Carbins Film (China) Basic Information, Calendered Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors

Table 146. Guangzhou Carbins Film (China) Calendered Vinyl Wrap Product Portfolios and Specifications

Table 147. Guangzhou Carbins Film (China) Calendered Vinyl Wrap Sales (K Sqm),

Revenue (\$ Million), Price (US\$/Sq m) and Gross Margin (2021-2026)

Table 148. Guangzhou Carbins Film (China) Main Business

Table 149. Guangzhou Carbins Film (China) Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Calendered Vinyl Wrap
- Figure 2. Calendered Vinyl Wrap Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Calendered Vinyl Wrap Sales Growth Rate 2021-2032 (K Sqm)
- Figure 7. Global Calendered Vinyl Wrap Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Calendered Vinyl Wrap Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Calendered Vinyl Wrap Sales Market Share by Country/Region (2025)
- Figure 10. Calendered Vinyl Wrap Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Monomeric Calendered Vinyl Wrap
- Figure 12. Product Picture of Polymeric Calendered Vinyl Wrap
- Figure 13. Global Calendered Vinyl Wrap Sales Market Share by Type in 2026
- Figure 14. Global Calendered Vinyl Wrap Revenue Market Share by Type (2021-2026)
- Figure 15. Product Picture of Thin Calendered Vinyl (50–70 ?m)
- Figure 16. Product Picture of Standard Calendered Vinyl (70–90 ?m)
- Figure 17. Product Picture of Thick Calendered Vinyl (90–120 ?m)
- Figure 18. Global Calendered Vinyl Wrap Sales Market Share by Film Thickness in 2026
- Figure 19. Global Calendered Vinyl Wrap Revenue Market Share by Film Thickness (2021-2026)
- Figure 20. Calendered Vinyl Wrap Consumed in Automotive
- Figure 21. Global Calendered Vinyl Wrap Market: Automotive (2021-2026) & (K Sqm)
- Figure 22. Calendered Vinyl Wrap Consumed in Building
- Figure 23. Global Calendered Vinyl Wrap Market: Building (2021-2026) & (K Sqm)
- Figure 24. Calendered Vinyl Wrap Consumed in Advertising
- Figure 25. Global Calendered Vinyl Wrap Market: Advertising (2021-2026) & (K Sqm)
- Figure 26. Calendered Vinyl Wrap Consumed in Others
- Figure 27. Global Calendered Vinyl Wrap Market: Others (2021-2026) & (K Sqm)
- Figure 28. Global Calendered Vinyl Wrap Sale Market Share by Application (2025)
- Figure 29. Global Calendered Vinyl Wrap Revenue Market Share by Application in 2026
- Figure 30. Calendered Vinyl Wrap Sales by Company in 2026 (K Sqm)
- Figure 31. Global Calendered Vinyl Wrap Sales Market Share by Company in 2026

- Figure 32. Calendered Vinyl Wrap Revenue by Company in 2026 (\$ millions)
- Figure 33. Global Calendered Vinyl Wrap Revenue Market Share by Company in 2026
- Figure 34. Global Calendered Vinyl Wrap Sales Market Share by Geographic Region (2021-2026)
- Figure 35. Global Calendered Vinyl Wrap Revenue Market Share by Geographic Region in 2026
- Figure 36. Americas Calendered Vinyl Wrap Sales 2021-2026 (K Sqm)
- Figure 37. Americas Calendered Vinyl Wrap Revenue 2021-2026 (\$ millions)
- Figure 38. APAC Calendered Vinyl Wrap Sales 2021-2026 (K Sqm)
- Figure 39. APAC Calendered Vinyl Wrap Revenue 2021-2026 (\$ millions)
- Figure 40. Europe Calendered Vinyl Wrap Sales 2021-2026 (K Sqm)
- Figure 41. Europe Calendered Vinyl Wrap Revenue 2021-2026 (\$ millions)
- Figure 42. Middle East & Africa Calendered Vinyl Wrap Sales 2021-2026 (K Sqm)
- Figure 43. Middle East & Africa Calendered Vinyl Wrap Revenue 2021-2026 (\$ millions)
- Figure 44. Americas Calendered Vinyl Wrap Sales Market Share by Country in 2026
- Figure 45. Americas Calendered Vinyl Wrap Revenue Market Share by Country (2021-2026)
- Figure 46. Americas Calendered Vinyl Wrap Sales Market Share by Type (2021-2026)
- Figure 47. Americas Calendered Vinyl Wrap Sales Market Share by Application (2021-2026)
- Figure 48. United States Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 49. Canada Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 50. Mexico Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 51. Brazil Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 52. APAC Calendered Vinyl Wrap Sales Market Share by Region in 2026
- Figure 53. APAC Calendered Vinyl Wrap Revenue Market Share by Region (2021-2026)
- Figure 54. APAC Calendered Vinyl Wrap Sales Market Share by Type (2021-2026)
- Figure 55. APAC Calendered Vinyl Wrap Sales Market Share by Application (2021-2026)
- Figure 56. China Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 57. Japan Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 58. South Korea Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 59. Southeast Asia Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 60. India Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 61. Australia Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)
- Figure 62. China Taiwan Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$

millions)

Figure 63. Europe Calendered Vinyl Wrap Sales Market Share by Country in 2026

Figure 64. Europe Calendered Vinyl Wrap Revenue Market Share by Country (2021-2026)

Figure 65. Europe Calendered Vinyl Wrap Sales Market Share by Type (2021-2026)

Figure 66. Europe Calendered Vinyl Wrap Sales Market Share by Application (2021-2026)

Figure 67. Germany Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 68. France Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 69. UK Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 70. Italy Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 71. Russia Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 72. Middle East & Africa Calendered Vinyl Wrap Sales Market Share by Country (2021-2026)

Figure 73. Middle East & Africa Calendered Vinyl Wrap Sales Market Share by Type (2021-2026)

Figure 74. Middle East & Africa Calendered Vinyl Wrap Sales Market Share by Application (2021-2026)

Figure 75. Egypt Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 76. South Africa Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 77. Israel Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 78. Turkey Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 79. GCC Countries Calendered Vinyl Wrap Revenue Growth 2021-2026 (\$ millions)

Figure 80. Manufacturing Cost Structure Analysis of Calendered Vinyl Wrap in 2026

Figure 81. Manufacturing Process Analysis of Calendered Vinyl Wrap

Figure 82. Industry Chain Structure of Calendered Vinyl Wrap

Figure 83. Channels of Distribution

Figure 84. Global Calendered Vinyl Wrap Sales Market Forecast by Region (2027-2032)

Figure 85. Global Calendered Vinyl Wrap Revenue Market Share Forecast by Region (2027-2032)

Figure 86. Global Calendered Vinyl Wrap Sales Market Share Forecast by Type (2027-2032)

Figure 87. Global Calendered Vinyl Wrap Revenue Market Share Forecast by Type (2027-2032)

Figure 88. Global Calendered Vinyl Wrap Sales Market Share Forecast by Application (2027-2032)

Figure 89. Global Calendered Vinyl Wrap Revenue Market Share Forecast by

Application (2027-2032)

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