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Global Metallic Vinyl Wrap Market Growth 2026-2032

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Abstracts

The global Metallic Vinyl Wrap market size is predicted to grow from US$ 1401 million in 2025 to US$ 2107 million in 2032; it is expected to grow at a CAGR of 6.1% from 2026 to 2032.

Metallic vinyl wrap is a specialized automotive and industrial film made from polyvinyl chloride (PVC) or thermoplastic polyurethane (TPU) infused with metallic pigments or aluminum flakes to create a reflective, chrome-like finish. It is used to change the color or texture of vehicle exteriors, electronics, furniture, or architectural surfaces without painting. The supply chain begins with raw material producers that supply PVC resin, TPU, and metallic pigments; followed by film extrusion and calendaring manufacturers who produce base layers; coating and laminating companies that apply metallic finishes and adhesives; converters and printers that customize textures and colors; and finally distributors and installers who deliver and apply the wraps to end-use markets such as automotive customization, commercial fleets, signage, and consumer electronics. In 2024, global metallic vinyl wrap output reached about 165,000 tons with a 200,000-ton capacity. Prices range from USD 6,000–13,000 per ton, and the market sustains a 35% gross margin.

United States market for Metallic 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 Metallic 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 Metallic 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 Metallic Vinyl Wrap players cover 3M Company (USA), Avery Dennison

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(USA), ORAFOL (Germany), HEXIS (France), KPMF Limited (UK), etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

Report Scope

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

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

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

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

Market Segmentation

Segmentation by Type:

Gloss Metallic Wrap

Satin Metallic Wrap

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Matte Metallic Wrap

Segmentation by Material Composition:

PVC-Based Wrap

TPU-Based Wrap

Segmentation by Thickness:

Standard (3–4 mil)

Thick (5–6 mil)

Segmentation by Application:

Automotive

Marine

Aviation

Architecture

Others

This report also splits the market by region:

Americas

United States

Canada

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- Mexico
- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel
- Turkey

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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)

ORAFOL (Germany)

HEXIS (France)

KPMF Limited (UK)

Arlon Graphics (USA)

APA SpA (Italy)

Fedrigoni (Italy)

Mactac (Belgium)

Grafityp (Belgium)

ASLAN (Germany)

LX Hausys (South Korea)

TeckWrap (USA)

CARLIKE (China)

Wrapmaster (China)

Poli-Tape (Germany)

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Omega-Skinz (Netherlands)

Key Questions Addressed in this Report

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

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

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

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

How does Metallic Vinyl Wrap break out by Type, by Application?

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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 Metallic Vinyl Wrap Annual Sales 2021-2032
  2.1.2 World Current & Future Analysis for Metallic Vinyl Wrap by Geographic Region, 2021, 2025 & 2032
  2.1.3 World Current & Future Analysis for Metallic Vinyl Wrap by Country/Region, 2021, 2025 & 2032
2.2 Metallic Vinyl Wrap Segment by Type
  2.2.1 Gloss Metallic Wrap
  2.2.2 Satin Metallic Wrap
  2.2.3 Matte Metallic Wrap
  2.2.4 Metallic Vinyl Wrap Sales by Type
    2.2.4.1 Global Metallic Vinyl Wrap Sales Market Share by Type (2021-2026)
    2.2.4.2 Global Metallic Vinyl Wrap Revenue and Market Share by Type (2021-2026)
    2.2.4.3 Global Metallic Vinyl Wrap Sale Price by Type (2021-2026)
2.3 Metallic Vinyl Wrap Segment by Material Composition
  2.3.1 PVC-Based Wrap
  2.3.2 TPU-Based Wrap
  2.3.3 Metallic Vinyl Wrap Sales by Material Composition
    2.3.3.1 Global Metallic Vinyl Wrap Sales Market Share by Material Composition (2021-2026)
    2.3.3.2 Global Metallic Vinyl Wrap Revenue and Market Share by Material Composition (2021-2026)
    2.3.3.3 Global Metallic Vinyl Wrap Sale Price by Material Composition (2021-2026)
2.4 Metallic Vinyl Wrap Segment by Thickness

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2.4.1 Standard (3–4 mil)
2.4.2 Thick (5–6 mil)
2.4.3 Metallic Vinyl Wrap Sales by Thickness
2.4.3.1 Global Metallic Vinyl Wrap Sales Market Share by Thickness (2021-2026)
2.4.3.2 Global Metallic Vinyl Wrap Revenue and Market Share by Thickness (2021-2026)
2.4.3.3 Global Metallic Vinyl Wrap Sale Price by Thickness (2021-2026)
2.5 Metallic Vinyl Wrap Segment by Application
2.5.1 Automotive
2.5.2 Marine
2.5.3 Aviation
2.5.4 Architecture
2.5.5 Others
2.5.6 Metallic Vinyl Wrap Sales by Application
2.5.6.1 Global Metallic Vinyl Wrap Sale Market Share by Application (2021-2026)
2.5.6.2 Global Metallic Vinyl Wrap Revenue and Market Share by Application (2021-2026)
2.5.6.3 Global Metallic Vinyl Wrap Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Metallic Vinyl Wrap Breakdown Data by Company
3.1.1 Global Metallic Vinyl Wrap Annual Sales by Company (2021-2026)
3.1.2 Global Metallic Vinyl Wrap Sales Market Share by Company (2021-2026)
3.2 Global Metallic Vinyl Wrap Annual Revenue by Company (2021-2026)
3.2.1 Global Metallic Vinyl Wrap Revenue by Company (2021-2026)
3.2.2 Global Metallic Vinyl Wrap Revenue Market Share by Company (2021-2026)
3.3 Global Metallic Vinyl Wrap Sale Price by Company
3.4 Key Manufacturers Metallic Vinyl Wrap Producing Area Distribution, Sales Area, Product Type
3.4.1 Key Manufacturers Metallic Vinyl Wrap Product Location Distribution
3.4.2 Players Metallic 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 METALLIC VINYL WRAP BY GEOGRAPHIC

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REGION

4.1 World Historic Metallic Vinyl Wrap Market Size by Geographic Region (2021-2026)
4.1.1 Global Metallic Vinyl Wrap Annual Sales by Geographic Region (2021-2026)
4.1.2 Global Metallic Vinyl Wrap Annual Revenue by Geographic Region (2021-2026)
4.2 World Historic Metallic Vinyl Wrap Market Size by Country/Region (2021-2026)
4.2.1 Global Metallic Vinyl Wrap Annual Sales by Country/Region (2021-2026)
4.2.2 Global Metallic Vinyl Wrap Annual Revenue by Country/Region (2021-2026)
4.3 Americas Metallic Vinyl Wrap Sales Growth
4.4 APAC Metallic Vinyl Wrap Sales Growth
4.5 Europe Metallic Vinyl Wrap Sales Growth
4.6 Middle East & Africa Metallic Vinyl Wrap Sales Growth

5 AMERICAS

5.1 Americas Metallic Vinyl Wrap Sales by Country
5.1.1 Americas Metallic Vinyl Wrap Sales by Country (2021-2026)
5.1.2 Americas Metallic Vinyl Wrap Revenue by Country (2021-2026)
5.2 Americas Metallic Vinyl Wrap Sales by Type (2021-2026)
5.3 Americas Metallic 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 Metallic Vinyl Wrap Sales by Region
6.1.1 APAC Metallic Vinyl Wrap Sales by Region (2021-2026)
6.1.2 APAC Metallic Vinyl Wrap Revenue by Region (2021-2026)
6.2 APAC Metallic Vinyl Wrap Sales by Type (2021-2026)
6.3 APAC Metallic 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

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7 EUROPE

7.1 Europe Metallic Vinyl Wrap by Country
  7.1.1 Europe Metallic Vinyl Wrap Sales by Country (2021-2026)
  7.1.2 Europe Metallic Vinyl Wrap Revenue by Country (2021-2026)
7.2 Europe Metallic Vinyl Wrap Sales by Type (2021-2026)
7.3 Europe Metallic 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 Metallic Vinyl Wrap by Country
  8.1.1 Middle East & Africa Metallic Vinyl Wrap Sales by Country (2021-2026)
  8.1.2 Middle East & Africa Metallic Vinyl Wrap Revenue by Country (2021-2026)
8.2 Middle East & Africa Metallic Vinyl Wrap Sales by Type (2021-2026)
8.3 Middle East & Africa Metallic 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 Metallic Vinyl Wrap
10.3 Manufacturing Process Analysis of Metallic Vinyl Wrap
10.4 Industry Chain Structure of Metallic Vinyl Wrap

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11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel
  11.1.1 Direct Channels
  11.1.2 Indirect Channels
11.2 Metallic Vinyl Wrap Distributors
11.3 Metallic Vinyl Wrap Customer

12 WORLD FORECAST REVIEW FOR METALLIC VINYL WRAP BY GEOGRAPHIC REGION

12.1 Global Metallic Vinyl Wrap Market Size Forecast by Region
  12.1.1 Global Metallic Vinyl Wrap Forecast by Region (2027-2032)
  12.1.2 Global Metallic 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 Metallic Vinyl Wrap Forecast by Type (2027-2032)
12.7 Global Metallic 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) Metallic Vinyl Wrap Product Portfolios and Specifications
  13.1.3 3M Company (USA) Metallic 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) Metallic Vinyl Wrap Product Portfolios and Specifications
  13.2.3 Avery Dennison (USA) Metallic 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

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13.3 ORAFOL (Germany)
13.3.1 ORAFOL (Germany) Company Information
13.3.2 ORAFOL (Germany) Metallic Vinyl Wrap Product Portfolios and Specifications
13.3.3 ORAFOL (Germany) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
13.3.4 ORAFOL (Germany) Main Business Overview
13.3.5 ORAFOL (Germany) Latest Developments
13.4 HEXIS (France)
13.4.1 HEXIS (France) Company Information
13.4.2 HEXIS (France) Metallic Vinyl Wrap Product Portfolios and Specifications
13.4.3 HEXIS (France) Metallic 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 KPMF Limited (UK)
13.5.1 KPMF Limited (UK) Company Information
13.5.2 KPMF Limited (UK) Metallic Vinyl Wrap Product Portfolios and Specifications
13.5.3 KPMF Limited (UK) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
13.5.4 KPMF Limited (UK) Main Business Overview
13.5.5 KPMF Limited (UK) Latest Developments
13.6 Arlon Graphics (USA)
13.6.1 Arlon Graphics (USA) Company Information
13.6.2 Arlon Graphics (USA) Metallic Vinyl Wrap Product Portfolios and Specifications
13.6.3 Arlon Graphics (USA) Metallic 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 APA SpA (Italy)
13.7.1 APA SpA (Italy) Company Information
13.7.2 APA SpA (Italy) Metallic Vinyl Wrap Product Portfolios and Specifications
13.7.3 APA SpA (Italy) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
13.7.4 APA SpA (Italy) Main Business Overview
13.7.5 APA SpA (Italy) Latest Developments
13.8 Fedrigoni (Italy)
13.8.1 Fedrigoni (Italy) Company Information
13.8.2 Fedrigoni (Italy) Metallic Vinyl Wrap Product Portfolios and Specifications
13.8.3 Fedrigoni (Italy) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin

+357 96 030922
info@marketpublishers.com

(2021-2026)
13.8.4 Fedrigoni (Italy) Main Business Overview
13.8.5 Fedrigoni (Italy) Latest Developments
13.9 Mactac (Belgium)
13.9.1 Mactac (Belgium) Company Information
13.9.2 Mactac (Belgium) Metallic Vinyl Wrap Product Portfolios and Specifications
13.9.3 Mactac (Belgium) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
13.9.4 Mactac (Belgium) Main Business Overview
13.9.5 Mactac (Belgium) Latest Developments
13.10 Grafityp (Belgium)
13.10.1 Grafityp (Belgium) Company Information
13.10.2 Grafityp (Belgium) Metallic Vinyl Wrap Product Portfolios and Specifications
13.10.3 Grafityp (Belgium) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
13.10.4 Grafityp (Belgium) Main Business Overview
13.10.5 Grafityp (Belgium) Latest Developments
13.11 ASLAN (Germany)
13.11.1 ASLAN (Germany) Company Information
13.11.2 ASLAN (Germany) Metallic Vinyl Wrap Product Portfolios and Specifications
13.11.3 ASLAN (Germany) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
13.11.4 ASLAN (Germany) Main Business Overview
13.11.5 ASLAN (Germany) Latest Developments
13.12 LX Hausys (South Korea)
13.12.1 LX Hausys (South Korea) Company Information
13.12.2 LX Hausys (South Korea) Metallic Vinyl Wrap Product Portfolios and Specifications
13.12.3 LX Hausys (South Korea) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
13.12.4 LX Hausys (South Korea) Main Business Overview
13.12.5 LX Hausys (South Korea) Latest Developments
13.13 TeckWrap (USA)
13.13.1 TeckWrap (USA) Company Information
13.13.2 TeckWrap (USA) Metallic Vinyl Wrap Product Portfolios and Specifications
13.13.3 TeckWrap (USA) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
13.13.4 TeckWrap (USA) Main Business Overview
13.13.5 TeckWrap (USA) Latest Developments

+357 96 030922
info@marketpublishers.com

13.14 CARLIKE (China)
13.14.1 CARLIKE (China) Company Information
13.14.2 CARLIKE (China) Metallic Vinyl Wrap Product Portfolios and Specifications
13.14.3 CARLIKE (China) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
13.14.4 CARLIKE (China) Main Business Overview
13.14.5 CARLIKE (China) Latest Developments
13.15 Wrapmaster (China)
13.15.1 Wrapmaster (China) Company Information
13.15.2 Wrapmaster (China) Metallic Vinyl Wrap Product Portfolios and Specifications
13.15.3 Wrapmaster (China) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
13.15.4 Wrapmaster (China) Main Business Overview
13.15.5 Wrapmaster (China) Latest Developments
13.16 Poli-Tape (Germany)
13.16.1 Poli-Tape (Germany) Company Information
13.16.2 Poli-Tape (Germany) Metallic Vinyl Wrap Product Portfolios and Specifications
13.16.3 Poli-Tape (Germany) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
13.16.4 Poli-Tape (Germany) Main Business Overview
13.16.5 Poli-Tape (Germany) Latest Developments
13.17 Omega-Skinz (Netherlands)
13.17.1 Omega-Skinz (Netherlands) Company Information
13.17.2 Omega-Skinz (Netherlands) Metallic Vinyl Wrap Product Portfolios and Specifications
13.17.3 Omega-Skinz (Netherlands) Metallic Vinyl Wrap Sales, Revenue, Price and Gross Margin (2021-2026)
13.17.4 Omega-Skinz (Netherlands) Main Business Overview
13.17.5 Omega-Skinz (Netherlands) Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1. Metallic Vinyl Wrap Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & ($ millions)
Table 2. Metallic Vinyl Wrap Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of Gloss Metallic Wrap
Table 4. Major Players of Satin Metallic Wrap
Table 5. Major Players of Matte Metallic Wrap
Table 6. Global Metallic Vinyl Wrap Sales by Type (2021-2026) & (Tons)
Table 7. Global Metallic Vinyl Wrap Sales Market Share by Type (2021-2026)
Table 8. Global Metallic Vinyl Wrap Revenue by Type (2021-2026) & ($ million)
Table 9. Global Metallic Vinyl Wrap Revenue Market Share by Type (2021-2026)
Table 10. Global Metallic Vinyl Wrap Sale Price by Type (2021-2026) & (US$/Ton)
Table 11. Major Players of PVC-Based Wrap
Table 12. Major Players of TPU-Based Wrap
Table 13. Global Metallic Vinyl Wrap Sales by Material Composition (2021-2026) & (Tons)
Table 14. Global Metallic Vinyl Wrap Sales Market Share by Material Composition (2021-2026)
Table 15. Global Metallic Vinyl Wrap Revenue by Material Composition (2021-2026) & ($ million)
Table 16. Global Metallic Vinyl Wrap Revenue Market Share by Material Composition (2021-2026)
Table 17. Global Metallic Vinyl Wrap Sale Price by Material Composition (2021-2026) & (US$/Ton)
Table 18. Major Players of Standard (3–4 mil)
Table 19. Major Players of Thick (5–6 mil)
Table 20. Global Metallic Vinyl Wrap Sales by Thickness (2021-2026) & (Tons)
Table 21. Global Metallic Vinyl Wrap Sales Market Share by Thickness (2021-2026)
Table 22. Global Metallic Vinyl Wrap Revenue by Thickness (2021-2026) & ($ million)
Table 23. Global Metallic Vinyl Wrap Revenue Market Share by Thickness (2021-2026)
Table 24. Global Metallic Vinyl Wrap Sale Price by Thickness (2021-2026) & (US$/Ton)
Table 25. Global Metallic Vinyl Wrap Sale by Application (2021-2026) & (Tons)
Table 26. Global Metallic Vinyl Wrap Sale Market Share by Application (2021-2026)
Table 27. Global Metallic Vinyl Wrap Revenue by Application (2021-2026) & ($ million)
Table 28. Global Metallic Vinyl Wrap Revenue Market Share by Application (2021-2026)

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Table 29. Global Metallic Vinyl Wrap Sale Price by Application (2021-2026) & (US$/Ton)
Table 30. Global Metallic Vinyl Wrap Sales by Company (2021-2026) & (Tons)
Table 31. Global Metallic Vinyl Wrap Sales Market Share by Company (2021-2026)
Table 32. Global Metallic Vinyl Wrap Revenue by Company (2021-2026) & ($ millions)
Table 33. Global Metallic Vinyl Wrap Revenue Market Share by Company (2021-2026)
Table 34. Global Metallic Vinyl Wrap Sale Price by Company (2021-2026) & (US$/Ton)
Table 35. Key Manufacturers Metallic Vinyl Wrap Producing Area Distribution and Sales Area
Table 36. Players Metallic Vinyl Wrap Products Offered
Table 37. Metallic Vinyl Wrap Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 38. New Products and Potential Entrants
Table 39. Market M&A Activity & Strategy
Table 40. Global Metallic Vinyl Wrap Sales by Geographic Region (2021-2026) & (Tons)
Table 41. Global Metallic Vinyl Wrap Sales Market Share Geographic Region (2021-2026)
Table 42. Global Metallic Vinyl Wrap Revenue by Geographic Region (2021-2026) & ($ millions)
Table 43. Global Metallic Vinyl Wrap Revenue Market Share by Geographic Region (2021-2026)
Table 44. Global Metallic Vinyl Wrap Sales by Country/Region (2021-2026) & (Tons)
Table 45. Global Metallic Vinyl Wrap Sales Market Share by Country/Region (2021-2026)
Table 46. Global Metallic Vinyl Wrap Revenue by Country/Region (2021-2026) & ($ millions)
Table 47. Global Metallic Vinyl Wrap Revenue Market Share by Country/Region (2021-2026)
Table 48. Americas Metallic Vinyl Wrap Sales by Country (2021-2026) & (Tons)
Table 49. Americas Metallic Vinyl Wrap Sales Market Share by Country (2021-2026)
Table 50. Americas Metallic Vinyl Wrap Revenue by Country (2021-2026) & ($ millions)
Table 51. Americas Metallic Vinyl Wrap Sales by Type (2021-2026) & (Tons)
Table 52. Americas Metallic Vinyl Wrap Sales by Application (2021-2026) & (Tons)
Table 53. APAC Metallic Vinyl Wrap Sales by Region (2021-2026) & (Tons)
Table 54. APAC Metallic Vinyl Wrap Sales Market Share by Region (2021-2026)
Table 55. APAC Metallic Vinyl Wrap Revenue by Region (2021-2026) & ($ millions)
Table 56. APAC Metallic Vinyl Wrap Sales by Type (2021-2026) & (Tons)
Table 57. APAC Metallic Vinyl Wrap Sales by Application (2021-2026) & (Tons)
Table 58. Europe Metallic Vinyl Wrap Sales by Country (2021-2026) & (Tons)

+357 96 030922
info@marketpublishers.com

Table 59. Europe Metallic Vinyl Wrap Revenue by Country (2021-2026) & ($ millions)
Table 60. Europe Metallic Vinyl Wrap Sales by Type (2021-2026) & (Tons)
Table 61. Europe Metallic Vinyl Wrap Sales by Application (2021-2026) & (Tons)
Table 62. Middle East & Africa Metallic Vinyl Wrap Sales by Country (2021-2026) & (Tons)
Table 63. Middle East & Africa Metallic Vinyl Wrap Revenue Market Share by Country (2021-2026)
Table 64. Middle East & Africa Metallic Vinyl Wrap Sales by Type (2021-2026) & (Tons)
Table 65. Middle East & Africa Metallic Vinyl Wrap Sales by Application (2021-2026) & (Tons)
Table 66. Key Market Drivers & Growth Opportunities of Metallic Vinyl Wrap
Table 67. Key Market Challenges & Risks of Metallic Vinyl Wrap
Table 68. Key Industry Trends of Metallic Vinyl Wrap
Table 69. Metallic Vinyl Wrap Raw Material
Table 70. Key Suppliers of Raw Materials
Table 71. Metallic Vinyl Wrap Distributors List
Table 72. Metallic Vinyl Wrap Customer List
Table 73. Global Metallic Vinyl Wrap Sales Forecast by Region (2027-2032) & (Tons)
Table 74. Global Metallic Vinyl Wrap Revenue Forecast by Region (2027-2032) & ($ millions)
Table 75. Americas Metallic Vinyl Wrap Sales Forecast by Country (2027-2032) & (Tons)
Table 76. Americas Metallic Vinyl Wrap Annual Revenue Forecast by Country (2027-2032) & ($ millions)
Table 77. APAC Metallic Vinyl Wrap Sales Forecast by Region (2027-2032) & (Tons)
Table 78. APAC Metallic Vinyl Wrap Annual Revenue Forecast by Region (2027-2032) & ($ millions)
Table 79. Europe Metallic Vinyl Wrap Sales Forecast by Country (2027-2032) & (Tons)
Table 80. Europe Metallic Vinyl Wrap Revenue Forecast by Country (2027-2032) & ($ millions)
Table 81. Middle East & Africa Metallic Vinyl Wrap Sales Forecast by Country (2027-2032) & (Tons)
Table 82. Middle East & Africa Metallic Vinyl Wrap Revenue Forecast by Country (2027-2032) & ($ millions)
Table 83. Global Metallic Vinyl Wrap Sales Forecast by Type (2027-2032) & (Tons)
Table 84. Global Metallic Vinyl Wrap Revenue Forecast by Type (2027-2032) & ($ millions)
Table 85. Global Metallic Vinyl Wrap Sales Forecast by Application (2027-2032) & (Tons)

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Table 86. Global Metallic Vinyl Wrap Revenue Forecast by Application (2027-2032) & ($ millions)
Table 87. 3M Company (USA) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 88. 3M Company (USA) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 89. 3M Company (USA) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 90. 3M Company (USA) Main Business
Table 91. 3M Company (USA) Latest Developments
Table 92. Avery Dennison (USA) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 93. Avery Dennison (USA) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 94. Avery Dennison (USA) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 95. Avery Dennison (USA) Main Business
Table 96. Avery Dennison (USA) Latest Developments
Table 97. ORAFOL (Germany) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 98. ORAFOL (Germany) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 99. ORAFOL (Germany) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 100. ORAFOL (Germany) Main Business
Table 101. ORAFOL (Germany) Latest Developments
Table 102. HEXIS (France) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 103. HEXIS (France) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 104. HEXIS (France) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 105. HEXIS (France) Main Business
Table 106. HEXIS (France) Latest Developments
Table 107. KPMF Limited (UK) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 108. KPMF Limited (UK) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 109. KPMF Limited (UK) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 110. KPMF Limited (UK) Main Business
Table 111. KPMF Limited (UK) Latest Developments
Table 112. Arlon Graphics (USA) Basic Information, Metallic Vinyl Wrap Manufacturing

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Base, Sales Area and Its Competitors
Table 113. Arlon Graphics (USA) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 114. Arlon Graphics (USA) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 115. Arlon Graphics (USA) Main Business
Table 116. Arlon Graphics (USA) Latest Developments
Table 117. APA SpA (Italy) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 118. APA SpA (Italy) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 119. APA SpA (Italy) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 120. APA SpA (Italy) Main Business
Table 121. APA SpA (Italy) Latest Developments
Table 122. Fedrigoni (Italy) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 123. Fedrigoni (Italy) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 124. Fedrigoni (Italy) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 125. Fedrigoni (Italy) Main Business
Table 126. Fedrigoni (Italy) Latest Developments
Table 127. Mactac (Belgium) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 128. Mactac (Belgium) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 129. Mactac (Belgium) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 130. Mactac (Belgium) Main Business
Table 131. Mactac (Belgium) Latest Developments
Table 132. Grafityp (Belgium) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 133. Grafityp (Belgium) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 134. Grafityp (Belgium) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 135. Grafityp (Belgium) Main Business
Table 136. Grafityp (Belgium) Latest Developments
Table 137. ASLAN (Germany) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 138. ASLAN (Germany) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 139. ASLAN (Germany) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million),

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Price (US$/Ton) and Gross Margin (2021-2026)
Table 140. ASLAN (Germany) Main Business
Table 141. ASLAN (Germany) Latest Developments
Table 142. LX Hausys (South Korea) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 143. LX Hausys (South Korea) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 144. LX Hausys (South Korea) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 145. LX Hausys (South Korea) Main Business
Table 146. LX Hausys (South Korea) Latest Developments
Table 147. TeckWrap (USA) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 148. TeckWrap (USA) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 149. TeckWrap (USA) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 150. TeckWrap (USA) Main Business
Table 151. TeckWrap (USA) Latest Developments
Table 152. CARLIKE (China) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 153. CARLIKE (China) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 154. CARLIKE (China) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 155. CARLIKE (China) Main Business
Table 156. CARLIKE (China) Latest Developments
Table 157. Wrapmaster (China) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 158. Wrapmaster (China) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 159. Wrapmaster (China) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 160. Wrapmaster (China) Main Business
Table 161. Wrapmaster (China) Latest Developments
Table 162. Poli-Tape (Germany) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 163. Poli-Tape (Germany) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 164. Poli-Tape (Germany) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)

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Table 165. Poli-Tape (Germany) Main Business
Table 166. Poli-Tape (Germany) Latest Developments
Table 167. Omega-Skinz (Netherlands) Basic Information, Metallic Vinyl Wrap Manufacturing Base, Sales Area and Its Competitors
Table 168. Omega-Skinz (Netherlands) Metallic Vinyl Wrap Product Portfolios and Specifications
Table 169. Omega-Skinz (Netherlands) Metallic Vinyl Wrap Sales (Tons), Revenue ($ Million), Price (US$/Ton) and Gross Margin (2021-2026)
Table 170. Omega-Skinz (Netherlands) Main Business
Table 171. Omega-Skinz (Netherlands) Latest Developments

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List Of Figures

LIST OF FIGURES

Figure 1. Picture of Metallic Vinyl Wrap
Figure 2. Metallic Vinyl Wrap Report Years Considered
Figure 3. Research Objectives
Figure 4. Research Methodology
Figure 5. Research Process and Data Source
Figure 6. Global Metallic Vinyl Wrap Sales Growth Rate 2021-2032 (Tons)
Figure 7. Global Metallic Vinyl Wrap Revenue Growth Rate 2021-2032 ($ millions)
Figure 8. Metallic Vinyl Wrap Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 9. Metallic Vinyl Wrap Sales Market Share by Country/Region (2025)
Figure 10. Metallic Vinyl Wrap Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 11. Product Picture of Gloss Metallic Wrap
Figure 12. Product Picture of Satin Metallic Wrap
Figure 13. Product Picture of Matte Metallic Wrap
Figure 14. Global Metallic Vinyl Wrap Sales Market Share by Type in 2026
Figure 15. Global Metallic Vinyl Wrap Revenue Market Share by Type (2021-2026)
Figure 16. Product Picture of PVC-Based Wrap
Figure 17. Product Picture of TPU-Based Wrap
Figure 18. Global Metallic Vinyl Wrap Sales Market Share by Material Composition in 2026
Figure 19. Global Metallic Vinyl Wrap Revenue Market Share by Material Composition (2021-2026)
Figure 20. Product Picture of Standard (3–4 mil)
Figure 21. Product Picture of Thick (5–6 mil)
Figure 22. Global Metallic Vinyl Wrap Sales Market Share by Thickness in 2026
Figure 23. Global Metallic Vinyl Wrap Revenue Market Share by Thickness (2021-2026)
Figure 24. Metallic Vinyl Wrap Consumed in Automotive
Figure 25. Global Metallic Vinyl Wrap Market: Automotive (2021-2026) & (Tons)
Figure 26. Metallic Vinyl Wrap Consumed in Marine
Figure 27. Global Metallic Vinyl Wrap Market: Marine (2021-2026) & (Tons)
Figure 28. Metallic Vinyl Wrap Consumed in Aviation
Figure 29. Global Metallic Vinyl Wrap Market: Aviation (2021-2026) & (Tons)
Figure 30. Metallic Vinyl Wrap Consumed in Architecture
Figure 31. Global Metallic Vinyl Wrap Market: Architecture (2021-2026) & (Tons)

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Figure 32. Metallic Vinyl Wrap Consumed in Others
Figure 33. Global Metallic Vinyl Wrap Market: Others (2021-2026) & (Tons)
Figure 34. Global Metallic Vinyl Wrap Sale Market Share by Application (2025)
Figure 35. Global Metallic Vinyl Wrap Revenue Market Share by Application in 2026
Figure 36. Metallic Vinyl Wrap Sales by Company in 2026 (Tons)
Figure 37. Global Metallic Vinyl Wrap Sales Market Share by Company in 2026
Figure 38. Metallic Vinyl Wrap Revenue by Company in 2026 ($ millions)
Figure 39. Global Metallic Vinyl Wrap Revenue Market Share by Company in 2026
Figure 40. Global Metallic Vinyl Wrap Sales Market Share by Geographic Region (2021-2026)
Figure 41. Global Metallic Vinyl Wrap Revenue Market Share by Geographic Region in 2026
Figure 42. Americas Metallic Vinyl Wrap Sales 2021-2026 (Tons)
Figure 43. Americas Metallic Vinyl Wrap Revenue 2021-2026 ($ millions)
Figure 44. APAC Metallic Vinyl Wrap Sales 2021-2026 (Tons)
Figure 45. APAC Metallic Vinyl Wrap Revenue 2021-2026 ($ millions)
Figure 46. Europe Metallic Vinyl Wrap Sales 2021-2026 (Tons)
Figure 47. Europe Metallic Vinyl Wrap Revenue 2021-2026 ($ millions)
Figure 48. Middle East & Africa Metallic Vinyl Wrap Sales 2021-2026 (Tons)
Figure 49. Middle East & Africa Metallic Vinyl Wrap Revenue 2021-2026 ($ millions)
Figure 50. Americas Metallic Vinyl Wrap Sales Market Share by Country in 2026
Figure 51. Americas Metallic Vinyl Wrap Revenue Market Share by Country (2021-2026)
Figure 52. Americas Metallic Vinyl Wrap Sales Market Share by Type (2021-2026)
Figure 53. Americas Metallic Vinyl Wrap Sales Market Share by Application (2021-2026)
Figure 54. United States Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 55. Canada Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 56. Mexico Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 57. Brazil Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 58. APAC Metallic Vinyl Wrap Sales Market Share by Region in 2026
Figure 59. APAC Metallic Vinyl Wrap Revenue Market Share by Region (2021-2026)
Figure 60. APAC Metallic Vinyl Wrap Sales Market Share by Type (2021-2026)
Figure 61. APAC Metallic Vinyl Wrap Sales Market Share by Application (2021-2026)
Figure 62. China Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 63. Japan Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 64. South Korea Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 65. Southeast Asia Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 66. India Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)

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Figure 67. Australia Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 68. China Taiwan Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 69. Europe Metallic Vinyl Wrap Sales Market Share by Country in 2026
Figure 70. Europe Metallic Vinyl Wrap Revenue Market Share by Country (2021-2026)
Figure 71. Europe Metallic Vinyl Wrap Sales Market Share by Type (2021-2026)
Figure 72. Europe Metallic Vinyl Wrap Sales Market Share by Application (2021-2026)
Figure 73. Germany Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 74. France Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 75. UK Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 76. Italy Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 77. Russia Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 78. Middle East & Africa Metallic Vinyl Wrap Sales Market Share by Country (2021-2026)
Figure 79. Middle East & Africa Metallic Vinyl Wrap Sales Market Share by Type (2021-2026)
Figure 80. Middle East & Africa Metallic Vinyl Wrap Sales Market Share by Application (2021-2026)
Figure 81. Egypt Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 82. South Africa Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 83. Israel Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 84. Turkey Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 85. GCC Countries Metallic Vinyl Wrap Revenue Growth 2021-2026 ($ millions)
Figure 86. Manufacturing Cost Structure Analysis of Metallic Vinyl Wrap in 2026
Figure 87. Manufacturing Process Analysis of Metallic Vinyl Wrap
Figure 88. Industry Chain Structure of Metallic Vinyl Wrap
Figure 89. Channels of Distribution
Figure 90. Global Metallic Vinyl Wrap Sales Market Forecast by Region (2027-2032)
Figure 91. Global Metallic Vinyl Wrap Revenue Market Share Forecast by Region (2027-2032)
Figure 92. Global Metallic Vinyl Wrap Sales Market Share Forecast by Type (2027-2032)
Figure 93. Global Metallic Vinyl Wrap Revenue Market Share Forecast by Type (2027-2032)
Figure 94. Global Metallic Vinyl Wrap Sales Market Share Forecast by Application (2027-2032)
Figure 95. Global Metallic Vinyl Wrap Revenue Market Share Forecast by Application (2027-2032)

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