

# **Automotive Adhesive Tapes Market by Adhesive Type (Acrylic, Silicone, Rubber), Backing Material (Polypropylene, Poly-Vinyl Chloride, Paper), Application (Exterior, Interior, Electric Vehicle), and Region - Global Forecast to 2026**

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## **Abstracts**

The global automotive adhesive tapes market size was USD 8.5 billion in 2020 and is projected to reach USD 12.1 billion by 2026, at a CAGR of 5.9% between 2020 and 2026. The automotive adhesive tapes market is on course for intense growth across different applications such as exterior (which include mounting/fixing, labeling, masking, and others), interior (which include wire harness, interior part mounting/fixing, noise, vibration & harness (NVH), and others), EV battery (which include battery and electronics).

Automotive adhesive tapes are used to replace traditional joining methods such as fasteners, screws, or welding. The application of adhesive tapes instead of mechanical fasteners enables automakers to produce lightweight vehicles with improved fuel economy. The global market for automotive adhesive tapes is witnessing high growth with increased usage in lightweight hybrid vehicles.

“Acrylic is expected to dominate the automotive adhesive tapes market during 2021-2026”

By adhesive type, acrylic segment is projected to lead the market. Acrylic adhesives offer excellent bonding to a wide range of substrates, including metal, plastics, glass, ceramics, and stainless steel.

“Polypropylene (PP) is expected to dominate the automotive adhesive tapes market, by

backing material, during the forecast period”

By application, polypropylene (PP)-backed automotive adhesive tapes accounted for the largest share of the overall automotive adhesive tapes market, in terms of volume and value, in 2020. PP has high demand due to its superior quality and provides better flexibility and conformability owing to its softness.

“Asia Pacific is expected to dominate the automotive adhesive tapes market during 2021-2026”

Asia Pacific dominated the global automotive adhesive tapes market, due to the high demand from China, Japan, and India. Growing trend of electrification of vehicles is driving the growth of the automotive adhesive tapes in Asia Pacific region.

Profile break-up of primary participants for the report:

By Company Type: Tier 1 – 47.2%, Tier 2 – 30.7%, and Tier 3 – 22.1%

By Designation: C-level Executives – 42.1%, Managers – 39.6%, and Others– 18.3%

By Region: Asia Pacific – 25.0%, North America – 35.0%, Europe – 22.0%, Africa – 3.0%, South America – 8.0%, Middle East – 7.0%

The key market players include 3M (US), Nitto Denko Corporation (Japan), tesa SE (US), Avery Dennison Corporation (US), Lohmann GmbH & Co.KG (Germany), Henkel AG & Co. KGAA (Germany), Sika AG (Switzerland), Intertape Polymer Group (US), Lintec Corporation (Japan), Shurtape Technologies, LLC (US), Scapa (UK), and L&L Products (US). These players have adopted expansions, joint ventures, mergers, acquisitions, agreements, collaborations, product launches, and partnerships as their growth strategies.

Research Coverage:

The report defines, segments, and projects the automotive adhesive tapes market based on, adhesive type, backing material, application, and region. It provides detailed information regarding the major factors influencing the growth of the market, such as drivers, restraints, opportunities, and challenges. It analyzes competitive developments,

such as expansions, joint ventures, mergers, acquisitions, agreements, collaborations, product launches, and partnerships, undertaken by the players in the market.

#### Reasons to Buy the Report:

The report is expected to help the market leaders/new entrants in the market by providing them the closest approximations of revenue numbers of the automotive adhesive tapes market and its segments. This report is also expected to help stakeholders obtain an improved understanding of the competitive landscape of the market, gain insights to improve the position of their businesses and make suitable go-to-market strategies. It also enables stakeholders to understand the pulse of the market and provide them information on key market drivers, restraints, challenges, and opportunities.

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