

Automotive Films Market by Films Type (Automotive Wrap Films, Automotive Window Films, Paint Protection Films), Application (Interior, Exterior), Vehicle Type (Passenger Vehicles, Commercial Vehicles), and Region - Global Forecast to 2028

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Abstracts

The Automotive films market is projected to reach USD 9.7 billion by 2028, at a CAGR of 5.7% from USD 7.4 billion in 2023. The combination of growing market trends, increasing application, consumer demand from emerging economies, and advancements in automotive films technology are driving the adoption and use of automotive films.

“Paint protection films accounted for the fastest growth during the forecast period, in terms of value.”

Paint protection films are a type of exterior automotive film designed to protect a vehicle's paint from various forms of damage, including stone chips, scratches, tree sap, bird droppings, and UV rays. These films are easy to maintain and clean without the need for washing. It enhances the gloss and finish of a vehicle's paint, making it look newer and more vibrant. Paint protection films have self-healing properties to repair minor scratches and swirl marks when exposed to heat or sunlight.

“Based on vehicle type, passenger vehicles are expected to be the largest market during the forecast period, in terms of value.”

The passenger vehicles segment is the largest vehicle type to lead the market during the forecast period. In passenger vehicles, automotive films are installed on vulnerable areas such as hoods, side mirrors, rocker panels, front bumpers, door handle cavities,

rear fender panels, and door edges to protect the vehicle from scratches, stains, and elements that may damage the appearance of vehicles.

“Based on region, North America is the largest market for automotive films in 2022, in terms of value.”

Based on region, North America is a key market to produce automotive films. The rising standard of living in the region is driving the demand for automotive films. The increasing demand for passenger and commercial vehicles, diverse climatic conditions, safety concerns, regulatory factors, consumer preferences, advanced technology, and industry infrastructure are some of the factors that will drive the automotive films market in this region.

In the process of determining and verifying the market size for several segments and subsegments identified through secondary research, extensive primary interviews were conducted. A breakdown of the profiles of the primary interviewees is as follows:

By Company Type: Tier 1 - 35%, Tier 2 - 45%, and Tier 3 - 20%

By Designation: C-Level - 35%, Director Level - 25%, and Others - 40%

By Region: North America - 30%, Europe - 20%, Asia Pacific - 40%, Middle East & Africa-5%, and Latin America-5%

The key players in this market are 3M (US), Saint-Gobain (France), Eastman Chemical Company (US), Avery Dennison (US), LINTEC Corporation (Japan), Ergis S.A. (Poland), Toray industries, Inc. (Japan), Johnson Window Films (US), Hexis S.A. (France), XPEL, Inc. (US), and Nexfil Co., Ltd. (South Korea).

Research Coverage

This report segments the automotive films market based on films type, application, vehicle type, and region, and provides estimations for the overall value of the market across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, products and services, key strategies, new product launches, expansions, and mergers and acquisitions associated with the automotive films market.

Key benefits of buying this report

This research report focuses on various levels of analysis, including industry analysis (industry trends), market ranking analysis of top players, and company profiles, which together provide an overall view of the competitive landscape, emerging and high-growth segments of the automotive films market, high-growth regions, and market drivers, restraints, opportunities, and challenges.

The report provides insights on the following pointers:

Analysis of key drivers (technological advancements, expanding application of automotive films, increasing market trends), restraints (environmental concerns & regulations, health & safety concerns, limited application range), opportunities (growing demand from emerging economies, demand in high performance automotive films, increasing demand from automotive industry) and challenges (competing substitute materials, economic uncertainty).

Market Penetration: Comprehensive information on the automotive films market offered by top players in the global automotive films market.

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the automotive films market.

Market Development: Comprehensive information about lucrative emerging markets — the report analyzes the markets for automotive films market across regions.

Market Diversification: Exhaustive information about new products, untapped regions, and recent developments in the global automotive films market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the automotive films market

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Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats) might not be captured in case of unlisted companies.

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