

# **Graphic Film Market by Polymer (PVC, PP, PE), Film Type (Opaque, Reflective, Transparent, Translucent), End Use (Promotional & Advertisement, Industrial, Automotive), Printing Technology (Digital, Rotogravure), and Region - Forecast to 2022**

<https://marketpublishers.com/r/G531DAF5DC1EN.html>

Date: September 2017

Pages: 178

Price: US\$ 5,650.00 (Single User License)

ID: G531DAF5DC1EN

## **Abstracts**

“Graphic film market projected to grow at a CAGR of 5.17%”

The graphic film market is projected grow from USD 24.17 billion in 2017 to USD 31.10 billion by 2022, at a compound annual growth rate (CAGR) of 5.17% during the forecast period. The graphic film market has been growing as a result of changes in lifestyle, increase in disposal income, and advancements in marketing technology. The cost-effectiveness of graphic film and emphasis on modern technologies in the promotional & advertisement and automotive industries have prompted a rise in demand for graphic film. Fluctuations in the prices of raw materials have resulted in an unfavorable impact on the profitability of the graphic film industry. Environmental issues and fluctuations in oil and resin prices have added to the cost pressure on raw material providers of graphic film. The source of the price rise includes increase in crude oil prices caused by the numerous geopolitical problems; additionally, unorganized structure of the market has hindered the market over the years.

“PVC segment, by polymer, projected to grow at the highest CAGR during the forecast period”

PVC polymer is used for manufacturing vehicle wraps, point-of-sale (POS), promotional banners, and magazine covers. The PVC segment is witnessing high growth owing to its properties of recyclability, cost-effectiveness, flexibility, durability, print adaptability, and its ease of usability.

“Asia Pacific accounted for the largest market share in 2016, and also is projected to witness the fastest growth during the forecast period”

Asia Pacific accounted for the largest market in 2016. The reasons for its dominance in the global graphic film market are high technological development, high disposable income levels, good construction & automotive facilities, and a large number of small manufacturers. The Asia Pacific region is projected to grow at the highest CAGR during the forecast period owing to increase in population, growth in economy, and growth in key industries such as automotive, construction, retail, and promotional & advertisement.

#### Breakdown of Primaries

By Company Type: Tier 1 – 37%, Tier 2 – 47%, and Tier 3 – 16%

By Designation: C-Level – 46%, D-Level- 36, and Others – 18%

By Region: Europe – 30%, North America – 26%, Asia Pacific – 22%, South America – 13%, and Middle East & Africa – 9%

Note: The tier of the companies is defined on the basis of their total revenues, as of 2016.

Tier 1: Revenue USD 500 million; Tier 2: USD 100 million Revenue USD 500 million;  
Tier 3: Revenue USD 100 million

The global market for graphic film is dominated by large players such as Avery Dennison Corporation (US), 3M Company (US), E. I. du Pont de Nemours and Company (US), CCL Industries, Inc. (Canada), Amcor Limited (Australia), Constantia Flexibles Group (Austria), Hexis S.A. (France), DUNMORE Corporation (US).

#### Research Coverage:

The primary objective of the study is to define, segment, and project the size of the global graphic film market on the basis of polymer, end use, film type, printing technology, and region. The study aims at strategically analyzing micromarkets with respect to individual growth trends, future prospects, and their contribution to the total market. It also provides detailed information about the main factors influencing the

growth of the market (drivers, restraints, opportunities, and industry-specific challenges). In addition to this, the study analyzes competitive developments such as mergers & acquisitions, expansions, new product launches, and research & development activities in the graphic film market.

### Reasons to buy the report

The report will help the market leaders/new entrants in this market in the following ways:

This report segments the graphic film market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the subsegments across the different verticals and regions.

The report helps stakeholders to understand the market and provides them information on key market drivers, restraints, opportunities, and challenges.

This report will help stakeholders to better understand their competitors and gain more insights into their position in the business. The competitive landscape section includes mergers & acquisitions, agreements & expansions, and new product launches.

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