

Protective Films Market by Class (Adhesive-Coated, Self-Adhesive), Type (Polyethylene, Polypropylene, Polyethylene Terephthalate), End-Use Industry (Building & Construction, Transportation, Electronics), and Region - Global Forecast to 2022

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Abstracts

The protective films market is projected to grow at a CAGR of 6.23% from 2017 to 2022

The protective films market is projected to reach USD 17.57 billion by 2022, at a CAGR of 6.23% from 2017 to 2022. Increasing demand for protective films from the building and construction industry and the transportation industry especially from the automotive sector are the major drivers for the growth of the protective films market. The difficulty in recycling polymer based protective films act as a restraint for the growth of the protective films market.

Among the classes of protective films, adhesive-coated protective films are projected to account for largest market share during the forecast period

The adhesive-coated segment protective films market is projected to account for the largest share amongst the different classes of protective films. Adhesive-coated protective films based on common polymers such as polyethylene, propylene, polyvinyl chloride, and polyethylene terephthalate, among others, belonging to the polyolefin class are the most commonly used protective films. These are easier to manufacture and are lower priced, which makes adhesive-coated protective films a more popular choice than self-adhesive protective films.

Among types, polyethylene protective films are projected to account for the largest share during the forecast period

The polyethylene protective films segment is projected to account for the largest share during the forecast period from 2017 to 2022. Suitability with different adhesives based on water, acrylic, solvent, and others coupled with the lower cost of polyethylene films makes them a more popular type of protective film. These are also suitable for a majority of the substrates where protective films are applied. These factors are leading to the high demand for the polyethylene type of protective films.

Asia Pacific is projected to lead the protective films market during the forecast period

The Asia Pacific is the largest market for protective films, and is led by countries, such as China, India, South Korea, and Southeast Asian countries such as Indonesia, Malaysia, Vietnam, Thailand, and others. The demand for protective films in the region is mainly driven by the growing consumption in the building and construction, transportation, and the electronics industries. Significant growth in the building & construction industries of China, India, and other emerging countries such as Indonesia, Thailand, Vietnam, and Malaysia coupled with the growing transportation and electronics industries in Japan and South Korea are driving the protective films market in the region.

This study has been validated through primary interviews conducted with various industry experts, globally. These primary sources have been divided into three categories on the basis of the company type, designation, and region.

By Company Type: Tier 1 – 50%, Tier 2 – 33%, and Tier 3 – 17%

By Designation: C-Level – 17%, Director Level – 33%, and Others – 50%

By Region: North America – 25%, Asia Pacific – 50%, and Europe – 25%

The report also includes company profiles and competitive strategies adopted by major market players, such as Nitto Denko Corporation (Japan), Saint-Gobain (France), 3M (US), Chargeurs (France), DuPont (US), Arkema (France), Avery Dennison (US), Polifilm Group (Germany), and Hitachi Chemical (Japan) to strengthen their positions in the protective films market.

Research Coverage

This research report categorizes the protective films market on the basis of class, type, end-use industry, and region. It forecasts revenue growth and includes an analysis of the trends in each of the submarkets. The value forecasts for these segments have also been provided in the report till 2022. The report also includes company profiles and competitive strategies that have been adopted by the major players operating in the protective films market.

Reasons to Buy this Report:

From an insight perspective, this research report has focused on various levels of analyses—industry analysis (industry trends), market ranking of the top players, and company profiles. These insights together comprise and discuss the basic views on the competitive landscape, emerging and high-growth segments of the protective films market, high-growth regions, and market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on the formulations of protective films offered by the top market players.

Product Development/Innovation: Detailed insights on the emerging technologies, Research & Development (R&D) activities, and new product launches in the protective films market.

Market Development: Comprehensive information on the lucrative, emerging markets as the report analyzes the protective films market across different regions.

Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments in the protective films market.

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

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