

# PU Films Market by Type (Polyether PU films and Polyester PU Films), Function (Thermoplastic-based PU films and Thermoset-based PU films), End-Use Industry (Textile & Leisure, Automotive & Aerospace, and Medical), and Region - Global Forecast to 2023

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## Abstracts

“Growing demand for passenger vehicles and luxury cars”

The PU films market is estimated to be USD 449.0 million in 2018 and is projected to reach USD 688.6 million by 2023, at a CAGR of 8.9% from 2018. PU films are used in various industries, such as automotive & aerospace, textile & leisure, and medical. The growth of the PU films market can be attributed to the growing demand for luxury cars and premium passenger cars. The demand for luxury cars has increased globally in the past five years owing to the increase in disposable income and purchasing power of people. The sale of luxury cars has increased globally by 17% in 2017 over the previous year. From the beginning of 2018, the sales of top 2 luxury car manufacturers, namely, BMW and Mercedes-Benz have increased by 13.0% and 12.0%, respectively. The demand for PU films is also boosted by aftermarket sales. PU films are costlier than the other substitute films available in the market. Many local and small-scale manufacturers are engaged in the manufacturing of PU blend films which are cheaper than PU films. The consumers in the APAC market are inclined toward the use of cheaper films due to cost reduction. This scenario is restraining the growth of the PU films market.

“The textile & leisure end-use industry segment is projected to grow at the highest CAGR during the forecast period”

The textile & leisure end-use industry segment is projected to grow at the highest CAGR between 2018 and 2023, owing to the increased demand for textile & leisure products

across the world. Growing population and increase in their disposable income drive the demand for textile & leisure products. Global textile production is also expected to increase during the forecast period and is expected to register a CAGR of 4.8% between 2015 and 2020. The growth is mainly driven by the increased purchasing power of the middle-class families.

“APAC is the largest and projected to be the fastest-growing market for PU films.”

APAC is estimated to account for the largest share of the PU films market in 2018, owing to the increased production of automobiles in this region. Increase in automobile production in APAC is primarily driven by the presence of leading automotive OEMs in this region. The increasing use of PU films for paint protection application is expected to drive the growth of the PU films market in APAC.

In addition, the demand for PU films is mainly driven by the textile & leisure industry in APAC. China and India are the largest markets of textile & leisure products across the world. The presence of the largest and third-largest textile exporting economies is favorable for the growth of the PU films market.

Extensive primary interviews have been conducted in the process of determining and verifying sizes of several segments and subsegments of the PU films market, gathered through secondary research.

The break-up of primary interviews has been given below.

By Company Type: Tier 1 – 41%, Tier 2 – 24%, and Tier 3 – 35%

By Designation: C Level – 29%, Director Level – 24%, and Others – 47%

By Region: North America – 24%, Europe – 23%, APAC – 41%, and RoW -- 12%

The key companies profiled in this report on the PU films market include Covestro (Germany), SWM International (US), 3M Company (US), DingZing Advanced Materials (Taiwan), Coveris (US), Dunmore (US), MH&W International (US), PAR Group (UK), RTP Company (US), and Permali (UK).

## Research Coverage

*PU Films Market by Type (Polyether PU films and Polyester PU Films), Function (Thermoplastic-based PU films an...*

The PU films market has been segmented based on type, function, end-use industry, and region. This report covers the PU films market and forecasts its market size till 2023. It also provides detailed information on company profiles and competitive strategies adopted by the key players to strengthen their position in the PU films market.

### Reasons to Buy the Report

The report is expected to help market leaders/new entrants in the following ways:

1. This report segments the PU films market and provides the closest approximations of revenue numbers for the overall market and its segments across different verticals and regions.
2. This report is expected to help stakeholders understand the pulse of the PU films market and provide information on key market drivers, restraints, challenges, and opportunities influencing the growth of the market.
3. This report is expected to help stakeholders obtain an in-depth understanding of the competitive landscape of the PU films market and gain insights to improve the position of their businesses. The competitive landscape section includes detailed information on new product launches, mergers, expansions, partnerships, acquisitions, and joint ventures.

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## About

The report "PU Films Market by Type (Polyether PU films and Polyester PU Films), Function (Thermoplastic-based PU films and Thermoset-based PU films), End-Use Industry (Textile & Leisure, Automotive & Aerospace, and Medical), and Region - Global Forecast to 2023", The PU films market is projected to grow from USD 449.0 million in 2018 to USD 688.6 million by 2023, at a CAGR of 8.9% during the forecast period. The growth of the PU films market can be attributed to the rising demand for passenger vehicles and luxury cars worldwide. Also, the growing concerns regarding health and hygiene increased the medical & healthcare expenditure worldwide, which is favorable for the growth of the PU films market. .

### **Major companies profiled in this report include:**

Covestro (Germany), SWM International (US), 3M Company (US), DingZing Advanced Materials (Taiwan), Coveris (US), Dunmore (US), MH&W International (US), PAR Group (UK), RTP Company (US), Permali (UK) among others.

These leading players have adopted various growth strategies such as new product launches, acquisitions, mergers, expansions, partnerships, and joint ventures to strengthen their position in the PU films market and widen their customer base.

### **Research Coverage:**

The PU films market has been segmented based on type, function, end-use industry, and region. This report covers the PU films market and forecasts its market size till 2023. It also provides detailed information on company profiles and competitive strategies adopted by the key players to strengthen their position in the PU films market.

Covestro adopted the strategy of expansion to increase its revenue and enhance its profit margins. At the beginning of 2018, the company planned to expand its films production capacity at four locations, namely, Thailand, the US, China, and Germany. This expansion is intended to meet the growing demand for films in these markets. The company is planning to invest more than USD 116 million at these locations. Covestro holds the top position in the PU films business across the globe with 19.0% market share. Initially, the company was into manufacturing of PU resins, and, by forward integration, it started manufacturing PU films. This allowed the company to maintain its profit margin and compete with the local low-cost PU film manufacturers.

SWM International (US) is one of the leading PU film manufacturers that operate globally. It is ranked second in the PU films market. In 2015, the company acquired Argotec LLC (US), a leading producer of PU films for surface protection, medical, and glass lamination applications. This acquisition facilitated the company's entry into the PU films market. Every year the company generates revenue of USD 110 million from its PU films business. This acquisition helped the company gain a leading position in the PU films market.

**Growing demand for passenger vehicles and luxury cars is projected to lead the PU films market during the forecast period.**

PU films are mainly used in luxury cars in the automotive industry. Owing to the increase in disposable income and purchasing power, the demand for luxury cars has increased over the past five years. The sale of luxury cars has increased globally by 17% in 2017 over the previous year. From the beginning of 2018, the sales of top 2 luxury car manufacturers, namely, BMW and Mercedes-Benz have increased by 13.0% and 12.0%, respectively. Also, Jaguar Land Rover and Volvo have posted growths of 66.0% and 33%, respectively, since January 2018. This overall growth is driving the PU films market in the automotive industry, globally.

**Polyester PU films is the largest and projected to be the fastest-growing type segment of the PU films market.**

The polyester PU films type segment of the PU films market is projected to grow at a higher CAGR between 2018 and 2023. The growth of the polyester PU films segment can be attributed to its lower cost than that of polyether PU films and its high demand in the textile & leisure industry.

**APAC to be the fastest-growing regional segment of the PU films market.**

The APAC region is projected to be the fastest-growing market for PU films. The growth of the APAC PU films market can be attributed to the presence of large textile exporting industries in countries, such as India, China, and South Korea. Additionally, the increasing demand for luxury and premium cars is expected to drive the growth of the APAC PU films market during the forecast period.

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