

Retro-Reflective Materials Market by Technology (Microprismatic, Glass & Ceramic Beads), Product Type (Films, Paints), Application (Traffic & Work Zone, Conspicuity, Fleet & Vehicle Registration, Personal Safety), and Region - Global Forecast to 2023

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Abstracts

The retro-reflective materials market is projected to grow at a CAGR of 17.5% from 2018 to 2023, in terms of value

The retro-reflective materials market is estimated at USD 5.58 billion in 2018 and is projected to reach USD 12.49 billion by 2023, at a CAGR of 17.5% between 2018 and 2023. The increasing demand for retro-reflective materials due to stringent government regulations regarding worker and vehicle safety is one of the most significant factors projected to drive the growth of the retro-reflective materials market. Also, the growing construction & infrastructure industry requires the use of retro-reflective materials in applications, such as road markings, signboards, and safety cones, among others. The significant spending on construction is also contributing to the growth of the retro-reflective materials market. However, there is low awareness regarding the use of safety products in emerging economies which is acting as a restraint to the growth of the retro-reflective materials market.

The films, sheets, & tapes product type segment of the retro-reflective materials market is projected to grow at the highest CAGR during the forecast period, in terms of value

Retro-reflective films, sheets, & tapes are applied on various surfaces to offer the retro-reflectivity effect in low light or nighttime conditions. These are used in a wide range of applications, such as construction & infrastructure, automotive & transportation, and apparel industries for applications, such as traffic control & work zone, conspicuity, &

fleet, & vehicle registration and personal safety. The high demand for the films, sheets, & tapes product type for high-growth industries has helped this product type lead the global retro-reflective materials market.

The retro-reflective materials market in the APAC region is projected to grow at the highest CAGR between 2018 and 2023, in terms of value

The retro-reflective materials market in the APAC region is projected to grow at the highest CAGR during the forecast period, in terms of value. This growth can be attributed to the increasing demand for retro-reflective materials from the construction & infrastructure industries in APAC countries. Initiatives undertaken by governments of various APAC countries for construction & infrastructure project investments are also contributing to the growth of the retro-reflective materials market in the APAC region.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews have been conducted as follows:

By Company Type- Tier 1 - 37%, Tier 2 - 42%, and Tier 3 - 21%

By Designation- C level - 30%, Director level - 25%, and Others - 45%

By Region- APAC - 40%, Europe - 27%, North America - 20%, Middle East & Africa - 7%, and Latin America - 6%

This report provides a comprehensive analysis of the key companies listed below:

3M (US)

Avery Dennison (US)

ORAFOL (Germany)

Dominic Optical (China)

Changzhou Hua R Sheng Reflective Material (China)

Coats Group (UK)

Nippon Carbide Industries (Japan)

Paiho Group (Taiwan)

Asian Paints PPG (India)

Reflomax (South Korea)

Research Coverage

This report covers the retro-reflective materials market and forecasts the size of the market till 2023. The report includes the segmentation of the retro-reflective materials market based on technology, product type, application, and region. Porter's five forces analysis and key market dynamics such as drivers, restraints, challenges, and opportunities influencing the growth of the retro-reflective materials market have been discussed in the report. The report also provides company profiles and competitive benchmarking of major players operating in the retro-reflective materials market.

Benefits of Buying the Report:

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

This report segments the retro-reflective materials market and provides the closest approximation of revenues for the overall market and its subsegments across different verticals and regions.

The report helps stakeholders understand the pulse of the market and provides information on key drivers, restraints, challenges, and opportunities of the retro-reflective materials market.

This report is also expected to help stakeholders understand their competitors and gain insights to better their positions in the retro-reflective materials market. The competitive landscape section includes the ecosystem of competitors and detailed information on new product developments, expansions, partnerships, and acquisitions.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 LIMITATIONS
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Breakdown of primary interviews
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE RETRO-REFLECTIVE MATERIALS MARKET
- 4.2 RETRO-REFLECTIVE MATERIALS MARKET, BY TECHNOLOGY
- 4.3 RETRO-REFLECTIVE MATERIALS MARKET, BY PRODUCT TYPE AND REGION
- 4.4 RETRO-REFLECTIVE MATERIALS MARKET, BY APPLICATION
- 4.5 RETRO-REFLECTIVE MATERIALS MARKET, BY COUNTRY

5 MARKET OVERVIEW

Retro-Reflective Materials Market by Technology (Microprismatic, Glass & Ceramic Beads), Product Type (Films,...

5.1 MARKET DYNAMICS

5.1.1 DRIVERS

5.1.1.1 Stringent government regulations regarding worker and vehicle safety

5.1.1.2 Increased demand for retro-reflective materials to enhance nighttime and low light condition visibility

5.1.1.3 Large construction spending in developing economies

5.1.2 RESTRAINTS

5.1.2.1 Low retro-reflectivity of glass beads

5.1.2.2 Less awareness regarding safety products in developing economies

5.1.3 OPPORTUNITIES

5.1.3.1 Use of ceramic beads technology for enhanced retro-reflectivity

5.1.4 CHALLENGES

5.1.4.1 Limited shelf life of retro-reflective products

5.1.4.2 High manufacturing cost of ceramic beads and microprismatic technologies

5.2 PORTER'S FIVE FORCES ANALYSIS

5.2.1 THREAT OF NEW ENTRANTS

5.2.2 THREAT OF SUBSTITUTES

5.2.3 BARGAINING POWER OF SUPPLIERS

5.2.4 BARGAINING POWER OF BUYERS

5.2.5 INTENSITY OF COMPETITIVE RIVALRY

6 MACROECONOMIC OVERVIEW AND KEY TRENDS

6.1 INTRODUCTION

6.2 TRENDS AND FORECAST OF GDP

6.3 PER CAPITA GDP VS. PER CAPITA RETRO-REFLECTIVE MATERIALS DEMAND

6.4 TRENDS OF THE AUTOMOTIVE INDUSTRY

6.5 TRENDS AND FORECAST OF THE CONSTRUCTION INDUSTRY

7 RETRO-REFLECTIVE MATERIALS MARKET, BY TECHNOLOGY

7.1 INTRODUCTION

7.2 MICROPRISMATIC TECHNOLOGY

7.3 GLASS BEADS TECHNOLOGY

7.4 CERAMIC BEADS TECHNOLOGY

8 RETRO-REFLECTIVE MATERIALS MARKET, BY PRODUCT TYPE

8.1 INTRODUCTION

8.2 FILMS, SHEETS & TAPES

8.3 PAINTS, INKS & COATINGS

8.4 OTHERS

8.4.1 RETRO-REFLECTIVE THREADS

8.4.2 RETRO-REFLECTIVE FABRICS

9 RETRO-REFLECTIVE MATERIALS MARKET, BY APPLICATION

9.1 INTRODUCTION

9.2 TRAFFIC CONTROL & WORK ZONE

9.2.1 RETRO-REFLECTIVE MATERIALS MARKET SIZE IN TRAFFIC CONTROL & WORK ZONE APPLICATION, BY REGION

9.2.2 APAC RETRO-REFLECTIVE MATERIALS MARKET SIZE IN TRAFFIC CONTROL & WORK ZONE APPLICATION, BY COUNTRY

9.2.3 EUROPE RETRO-REFLECTIVE MATERIALS MARKET SIZE IN TRAFFIC CONTROL & WORK ZONE APPLICATION, BY COUNTRY

9.2.4 NORTH AMERICA RETRO-REFLECTIVE MATERIALS MARKET SIZE IN TRAFFIC CONTROL & WORK ZONE APPLICATION, BY COUNTRY

9.2.5 LATIN AMERICA RETRO-REFLECTIVE MATERIALS MARKET SIZE IN TRAFFIC CONTROL & WORK ZONE APPLICATION, BY COUNTRY

9.2.6 MEA RETRO-REFLECTIVE MATERIALS MARKET SIZE IN TRAFFIC CONTROL & WORK ZONE APPLICATION, BY COUNTRY

9.3 CONSPICUITY & FLEET & VEHICLE REGISTRATION

9.3.1 RETRO-REFLECTIVE MATERIALS MARKET SIZE IN CONSPICUITY & FLEET & VEHICLE REGISTRATION APPLICATION, BY REGION

9.3.2 APAC RETRO-REFLECTIVE MATERIALS MARKET SIZE IN CONSPICUITY & FLEET & VEHICLE REGISTRATION APPLICATION, BY COUNTRY

9.3.3 EUROPE RETRO-REFLECTIVE MATERIALS MARKET SIZE IN CONSPICUITY & FLEET & VEHICLE REGISTRATION APPLICATION, BY COUNTRY

9.3.4 NORTH AMERICA RETRO-REFLECTIVE MATERIALS MARKET SIZE IN CONSPICUITY & FLEET & VEHICLE REGISTRATION APPLICATION, BY COUNTRY

9.3.5 LATIN AMERICA RETRO-REFLECTIVE MATERIALS MARKET SIZE IN CONSPICUITY & FLEET & VEHICLE REGISTRATION APPLICATION, BY COUNTRY

9.3.6 MEA RETRO-REFLECTIVE MATERIALS MARKET SIZE IN CONSPICUITY & FLEET & VEHICLE REGISTRATION APPLICATION, BY COUNTRY

9.4 PERSONAL SAFETY

9.4.1 RETRO-REFLECTIVE MATERIALS MARKET SIZE IN PERSONAL SAFETY

APPLICATION, BY REGION

9.4.2 APAC RETRO-REFLECTIVE MATERIALS MARKET SIZE IN PERSONAL SAFETY APPLICATION, BY COUNTRY

9.4.3 EUROPE RETRO-REFLECTIVE MATERIALS MARKET SIZE IN PERSONAL SAFETY APPLICATION, BY COUNTRY

9.4.4 NORTH AMERICA RETRO-REFLECTIVE MATERIALS MARKET SIZE IN PERSONAL SAFETY APPLICATION, BY COUNTRY

9.4.5 LATIN AMERICA RETRO-REFLECTIVE MATERIALS MARKET SIZE IN PERSONAL SAFETY APPLICATION, BY COUNTRY

9.4.6 MEA RETRO-REFLECTIVE MATERIALS MARKET SIZE IN PERSONAL SAFETY APPLICATION, BY COUNTRY

9.5 OTHERS

9.5.1 MARINE

9.5.2 PHOTOSENSORS:

9.5.3 MACHINERY:

9.5.4 RETRO-REFLECTIVE MATERIALS MARKET SIZE IN OTHER APPLICATIONS, BY REGION

9.5.5 APAC RETRO-REFLECTIVE MATERIALS MARKET SIZE IN OTHER APPLICATIONS, BY COUNTRY

9.5.6 EUROPE RETRO-REFLECTIVE MATERIALS MARKET SIZE IN OTHER APPLICATIONS, BY COUNTRY

9.5.7 NORTH AMERICA RETRO-REFLECTIVE MATERIALS MARKET SIZE IN OTHER APPLICATIONS, BY COUNTRY

9.5.8 LATIN AMERICA RETRO-REFLECTIVE MATERIALS MARKET SIZE IN OTHER APPLICATIONS, BY COUNTRY

9.5.9 MEA RETRO-REFLECTIVE MATERIALS MARKET SIZE IN OTHER APPLICATIONS, BY COUNTRY

10 RETRO-REFLECTIVE MATERIALS MARKET, BY REGION

10.1 INTRODUCTION

10.2 APAC

10.2.1 CHINA

10.2.2 JAPAN

10.2.3 INDIA

10.2.4 AUSTRALIA & NEW ZEALAND

10.2.5 SOUTH KOREA

10.3 NORTH AMERICA

10.3.1 US

- 10.3.2 CANADA
- 10.4 EUROPE
 - 10.4.1 GERMANY
 - 10.4.2 UK
 - 10.4.3 FRANCE
 - 10.4.4 SPAIN
 - 10.4.5 ITALY
 - 10.4.6 RUSSIA
- 10.5 LATIN AMERICA
 - 10.5.1 BRAZIL
 - 10.5.2 MEXICO
 - 10.5.3 ARGENTINA
- 10.6 MIDDLE EAST & AFRICA (MEA)
 - 10.6.1 SAUDI ARABIA
 - 10.6.2 SOUTH AFRICA
 - 10.6.3 UAE

11 COMPETITIVE LANDSCAPE

- 11.1 OVERVIEW
- 11.2 MARKET RANKING OF KEY PLAYERS, 2017
- 11.3 COMPETITIVE SCENARIO
 - 11.3.1 NEW PRODUCT DEVELOPMENTS
 - 11.3.2 EXPANSIONS
 - 11.3.3 ACQUISITIONS
 - 11.3.4 PARTNERSHIPS

12 COMPANY PROFILES

(Overview, Financial*, Products & Services, Strategy, and Developments)

- 12.1 3M
- 12.2 AVERY DENNISON CORPORATION
- 12.3 ORAFOL EUROPE GMBH
- 12.4 DOMINIC OPTICAL INC.
- 12.5 CHANGZHOU HUA R SHENG REFLECTIVE MATERIAL CO., LTD.
- 12.6 COATS GROUP PLC
- 12.7 NIPPON CARBIDE INDUSTRIES CO., INC.
- 12.8 PAIHO GROUP

- 12.9 ASIAN PAINTS PPG PVT. LTD.
- 12.10 REFLOMAX
- 12.11 OTHER COMPANIES
 - 12.11.1 JRC REFLEX SAS
 - 12.11.2 AURA OPTICAL SYSTEMS, LP
 - 12.11.3 AMERICAN & EFIRD
 - 12.11.4 MAGNACOLOURS
 - 12.11.5 HALO COATINGS
 - 12.11.6 REFLECTIONIGHT
 - 12.11.7 DONGGUAN YUFON TEXTILE MATERIALS CO. LTD
 - 12.11.8 YESHILI REFLECTIVE MATERIALS CO., LTD.
 - 12.11.9 VIZ REFLECTIVES
 - 12.11.10 UNITIKA SPARKLITE LTD.

*Details might not be captured in case of unlisted companies

13 APPENDIX

- 13.1 INSIGHTS FROM INDUSTRY EXPERTS
- 13.2 DISCUSSION GUIDE
- 13.3 KNOWLEDGE STORE: MARKETSandMARKETS SUBSCRIPTION PORTAL
- 13.4 INTRODUCING RT: REAL-TIME MARKET INTELLIGENCE
- 13.5 AVAILABLE CUSTOMIZATIONS
- 13.6 RELATED REPORTS
- 13.7 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

Table 1 TRENDS AND FORECAST OF GDP, USD BILLION (2017–2022)

Table 2 PER CAPITA GDP VS. PER CAPITA RETTRO-REFLECTIVE MATERIALS DEMAND, 2018

Table 3 AUTOMOTIVE PRODUCTION, MILLION UNITS (2011-2017)

Table 4 CONTRIBUTION OF THE CONSTRUCTION INDUSTRY IN NORTH AMERICA, USD BILLION (2015–2022)

Table 5 CONTRIBUTION OF THE CONSTRUCTION INDUSTRY IN EUROPE, USD BILLION (2015–2022)

Table 6 CONTRIBUTION OF THE CONSTRUCTION INDUSTRY IN APAC, USD BILLION (2015–2022)

Table 7 CONTRIBUTION OF THE CONSTRUCTION INDUSTRY IN THE MIDDLE EAST, USD BILLION (2015–2022)

Table 8 CONTRIBUTION OF THE CONSTRUCTION INDUSTRY IN LATIN AMERICA, USD BILLION (2015–2022)

Table 9 RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY TECHNOLOGY, 2016–2023 (USD MILLION)

Table 10 MICRPRISMATIC TECHNOLOGY-BASED RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 11 GLASS BEADS TECHNOLOGY-BASED RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 12 CERAMIC BEADS TECHNOLOGY-BASED RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 13 RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY PRODUCT TYPE, 2016–2023 (USD MILLION)

Table 14 RETRO-REFLECTIVE FILMS, SHEETS & TAPES MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 15 RETRO-REFLECTIVE PAINTS, INKS & COATINGS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 16 OTHER RETRO-REFLECTIVE PRODUCT TYPES MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 17 RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 18 RETRO-REFLECTIVE MATERIALS MARKET SIZE IN TRAFFIC CONTROL & WORK ZONE APPLICATION, BY REGION, 2016–2023 (USD MILLION)

Table 19 APAC: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN TRAFFIC

CONTROL & WORK ZONE APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 20 EUROPE: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN TRAFFIC CONTROL & WORK ZONE APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 21 NORTH AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN TRAFFIC CONTROL & WORK ZONE APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 22 LATIN AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN TRAFFIC CONTROL & WORK ZONE APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 23 MEA: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN TRAFFIC CONTROL & WORK ZONE APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 24 RETRO-REFLECTIVE MATERIALS MARKET SIZE IN CONSPICUITY & FLEET & VEHICLE REGISTRATION APPLICATION, BY REGION, 2016–2023 (USD MILLION)

Table 25 APAC: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN CONSPICUITY & FLEET & VEHICLE REGISTRATION APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 26 EUROPE: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN CONSPICUITY & FLEET & VEHICLE REGISTRATION APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 27 NORTH AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN CONSPICUITY & FLEET & VEHICLE REGISTRATION APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 28 LATIN AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN CONSPICUITY & FLEET & VEHICLE REGISTRATION APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 29 MEA: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN CONSPICUITY & FLEET & VEHICLE REGISTRATION APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 30 RETRO-REFLECTIVE MATERIALS MARKET SIZE IN PERSONAL SAFETY APPLICATION, BY REGION, 2016–2023 (USD MILLION)

Table 31 APAC: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN PERSONAL SAFETY APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 32 EUROPE: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN PERSONAL SAFETY APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 33 NORTH AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN

PERSONAL SAFETY APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 34 LATIN AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN PERSONAL SAFETY APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 35 MEA: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN PERSONAL SAFETY APPLICATION, BY COUNTRY, 2016–2023 (USD MILLION)

Table 36 RETRO-REFLECTIVE MATERIALS MARKET SIZE IN OTHER APPLICATIONS, BY REGION, 2016–2023 (USD MILLION)

Table 37 APAC: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN OTHER APPLICATIONS, BY COUNTRY, 2016–2023 (USD MILLION)

Table 38 EUROPE: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN OTHER APPLICATIONS, BY COUNTRY, 2016–2023 (USD MILLION)

Table 39 NORTH AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN OTHER APPLICATIONS, BY COUNTRY, 2016–2023 (USD MILLION)

Table 40 LATIN AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN OTHER APPLICATIONS, BY COUNTRY, 2016–2023 (USD MILLION)

Table 41 MEA: RETRO-REFLECTIVE MATERIALS MARKET SIZE IN OTHER APPLICATIONS, BY COUNTRY, 2016–2023 (USD MILLION)

Table 42 RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 43 APAC: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 44 APAC: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY PRODUCT TYPE, 2016–2023 (USD MILLION)

Table 45 APAC: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY TECHNOLOGY, 2016–2023 (USD MILLION)

Table 46 CHINA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 47 JAPAN: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 48 INDIA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 49 APAC: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 50 NORTH AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 51 NORTH AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY PRODUCT TYPE, 2016–2023 (USD MILLION)

Table 52 NORTH AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY TECHNOLOGY, 2016–2023 (USD MILLION)

Table 53 US: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 54 CANADA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 55 NORTH AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 56 EUROPE: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 57 EUROPE: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY PRODUCT TYPE, 2016–2023 (USD MILLION)

Table 58 EUROPE: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY TECHNOLOGY, 2016–2023 (USD MILLION)

Table 59 GERMANY: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 60 EUROPE: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 61 LATIN AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 62 LATIN AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY PRODUCT TYPE, 2016–2023 (USD MILLION)

Table 63 LATIN AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY TECHNOLOGY, 2016–2023 (USD MILLION)

Table 64 LATIN AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 65 MEA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 66 MEA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY PRODUCT TYPE, 2016–2023 (USD MILLION)

Table 67 MEA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY TECHNOLOGY, 2016–2023 (USD MILLION)

Table 68 MEA: RETRO-REFLECTIVE MATERIALS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 69 NEW PRODUCT DEVELOPMENTS, 2016–2018

Table 70 EXPANSIONS, 2016–2018

Table 71 ACQUISITIONS, 2016–2018

Table 72 PARTNERSHIPS, 2016–2018

List Of Figures

LIST OF FIGURES

Figure 1 RETRO-REFLECTIVE MATERIALS: MARKET SEGMENTATION

Figure 2 RETRO-REFLECTIVE MATERIALS MARKET: RESEARCH DESIGN

Figure 3 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH

Figure 4 MARKET SIZE ESTIMATION: TOP-DOWN APPROACH

Figure 5 RETRO-REFLECTIVE MATERIALS MARKET: DATA TRIANGULATION

Figure 6 MICROPRISMATIC TO BE THE LEADING TECHNOLOGY FOR RETRO-REFLECTIVE MATERIALS

Figure 7 FILMS, SHEETS & TAPES TO BE THE LEADING PRODUCT TYPE OF RETRO-REFLECTIVE MATERIALS

Figure 8 CHINA TO BE THE FASTEST-GROWING RETRO-REFLECTIVE MATERIALS MARKET

Figure 9 TRAFFIC CONTROL & WORK ZONE TO BE THE LEADING APPLICATION OF RETRO-REFLECTIVE MATERIALS

Figure 10 APAC TO LEAD THE RETRO-REFLECTIVE MATERIALS MARKET

Figure 11 INCREASED DEMAND TO ENSURE PEOPLE SAFETY AT LOW LIGHT AND DARK CONDITIONS TO DRIVE THE RETRO-REFLECTIVE MATERIALS MARKET

Figure 12 MICROPRISMATIC TECHNOLOGY TO DOMINATE THE RETRO-REFLECTIVE MATERIALS MARKET

Figure 13 FILMS, SHEETS & TAPES WAS THE LARGEST PRODUCT TYPE OF RETRO-REFLECTIVE MATERIALS

Figure 14 TRAFFIC CONTROL & WORKZONE APPLICATION TO BE THE LEADING APPLICATION OF RETRO-REFLECTIVE MATERIALS

Figure 15 CHINA TO BE THE FASTEST-GROWING RETRO-REFLECTIVE MATERIALS MARKET

Figure 16 FACTORS GOVERNING RETRO-REFLECTIVE MATERIALS MARKET

Figure 17 RETRO-REFLECTIVE MATERIALS MARKET: PORTER'S FIVE FORCES ANALYSIS

Figure 18 PER CAPITA GDP VS. PER CAPITA RETRO-REFLECTIVE MATERIALS DEMAND

Figure 19 AUTOMOTIVE PRODUCTION IN KEY COUNTRIES, MILLION UNITS (2016 VS. 2017)

Figure 20 CONTRIBUTION OF THE CONSTRUCTION INDUSTRY IN NORTH AMERICA, USD BILLION (2017 VS. 2022)

Figure 21 CONTRIBUTION OF THE CONSTRUCTION INDUSTRY IN EUROPE, USD

BILLION (2017 VS. 2022)

Figure 22 CONTRIBUTION OF THE CONSTRUCTION INDUSTRY IN APAC, USD BILLION (2017 VS. 2022)

Figure 23 CONTRIBUTION OF THE CONSTRUCTION INDUSTRY IN THE MIDDLE EAST, USD BILLION (2017 VS. 2022)

Figure 24 CONTRIBUTION OF THE CONSTRUCTION INDUSTRY IN LATIN AMERICA, USD BILLION (2017 VS. 2022)

Figure 25 MICROPRISMATIC TECHNOLOGY TO DOMINATE THE RETRO-REFLECTIVE MATERIALS MARKET

Figure 26 APAC TO LEAD IN THE MICROPRISMATIC TECHNOLOGY SEGMENT

Figure 27 FILMS, SHEETS & TAPES TO BE THE LEADING PRODUCT TYPE FOR RETRO-REFLECTIVE MATERIALS

Figure 28 APAC TO LEAD IN THE FILMS, SHEETS & TAPES SEGMENT

Figure 29 TRAFFIC CONTROL & WORK ZONE APPLICATION TO LEAD THE RETRO-REFLECTIVE MATERIALS MARKET

Figure 30 TRAFFIC CONTROL & WORK ZONE TO BE THE LEADING APPLICATION IN APAC

Figure 31 REGIONAL CAGR SNAPSHOT: CHINA TO LEAD THE RETRO-REFLECTIVE MATERIALS MARKET

Figure 32 APAC: RETRO-REFLECTIVE MATERIALS MARKET SNAPSHOT

Figure 33 NORTH AMERICA: RETRO-REFLECTIVE MATERIALS MARKET SNAPSHOT

Figure 34 EUROPE: RETRO-REFLECTIVE MATERIALS MARKET SNAPSHOT

Figure 35 COMPANIES ADOPTED NEW PRODUCT DEVELOPMENTS AS THE KEY GROWTH STRATEGY BETWEEN 2016 AND 2018

Figure 36 3M: COMPANY SNAPSHOT

Figure 37 3M: SWOT ANALYSIS

Figure 38 AVERY DENNISON: COMPANY SNAPSHOT

Figure 39 AVERY DENNISON: SWOT ANALYSIS

Figure 40 ORAFOL: SWOT ANALYSIS

Figure 41 DOMINIC OPTICAL: SWOT ANALYSIS

Figure 42 COATS GROUP: COMPANY SNAPSHOT

Figure 43 COATS GROUP: SWOT ANALYSIS

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