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# Automotive Noise, Vibration And Harshness Materials Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Rubber, Plastic And Foam, Fibers, Other Types), By Vehicle (Passenger Cars, Light Commercial Vehicles (LCV), Heavy Commercial Vehicles (HCV)), By Application, By End User

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## Abstracts

The Automotive Noise, Vibration And Harshness Materials Market is valued at USD 12.8 billion in 2025 and is projected to grow at a CAGR of 8.5% to reach USD 26.7 billion by 2034.The automotive noise, vibration, and harshness (NVH) materials market is critical to improving vehicle comfort, reducing cabin noise, and enhancing overall driving experience. NVH materials include sound-absorbing foams, vibration dampers, acoustic barriers, and insulation panels that are strategically placed throughout the vehicle to minimize noise and vibration levels. As consumers demand quieter and more refined interiors, automakers are increasingly relying on advanced NVH materials to meet these expectations. In recent years, advancements in material science and engineering have led to the development of lightweight NVH solutions that maintain high performance while contributing to improved fuel efficiency and reduced emissions. Additionally, the rise of electric and hybrid vehicles, which lack the masking noise of internal combustion engines, has intensified the focus on NVH materials. These vehicles require more sophisticated sound management solutions to ensure a serene cabin environment, making NVH materials an essential component of modern automotive design. Despite the growing importance of NVH materials, the market faces challenges such as cost pressures, evolving regulatory standards, and the need for compatibility with emerging vehicle architectures. However, ongoing innovation and increasing consumer demand for quieter, more comfortable vehicles are expected to drive sustained growth in the automotive NVH materials market.

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Key Insights Automotive Noise, Vibration And Harshness Materials Market

A significant trend in the automotive NVH materials market is the development of sustainable and recyclable materials. Automakers and suppliers are exploring bio-based polymers, natural fibers, and recycled materials to reduce environmental impact while maintaining acoustic performance. This trend aligns with the industry's broader push toward sustainability and circular economy principles. Another trend is the integration of advanced simulation and testing technologies. Virtual prototyping, computer-aided engineering (CAE), and acoustic modeling tools are helping manufacturers optimize NVH materials and placements before physical production. These digital tools reduce development time, enhance precision, and ensure consistent quality, contributing to more efficient product design processes. The increasing consumer demand for premium, comfortable vehicle interiors is a major driver of the automotive NVH materials market. Drivers and passengers expect minimal noise intrusion and smooth ride quality, prompting automakers to invest heavily in advanced NVH solutions that enhance cabin comfort and driving enjoyment. Another driver is the shift toward electric and hybrid vehicles. These powertrains produce less mechanical noise, exposing road, wind, and tire noise that would otherwise be masked by internal combustion engines. As a result, automakers must use more effective NVH materials to achieve a quieter cabin environment, driving further growth in the market. One of the primary challenges in the automotive NVH materials market is the need to balance performance with weight reduction. While NVH materials improve noise and vibration levels, they can also add weight to the vehicle, potentially affecting fuel efficiency and emissions. Developing lightweight materials that maintain high acoustic performance is critical for meeting industry demands. Another challenge is meeting increasingly stringent regulatory standards for emissions, recyclability, and material safety. NVH materials must comply with regional regulations while still delivering superior acoustic performance. Navigating these complex requirements and ensuring global compatibility adds complexity to the development process, requiring ongoing innovation and collaboration between automakers and material suppliers.

Automotive Noise, Vibration And Harshness Materials Market Segmentation

By Type

Rubber

Plastic And Foam

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Fibers

Other Types

By Vehicle

Passenger Cars

Light Commercial Vehicles (LCV)

Heavy Commercial Vehicles (HCV)

By Application

Absorber

Isolator

Damper

By End User

Hood

Trunk

Chassis

Other End-Users

Key Companies Analysed

Denso Manufacturing Tennessee Inc.

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Air International Thermal Systems

Valeo Thermal Systems

Hanon Climate Control Corp.

Calsonic Kansei North America Inc.

Johnson Electric Holdings Ltd.

Sanden Holdings Corporation

Sensata Technologies Inc.

Marelli Corporation

OMEGA Environmental Technologies

Delphi Automotive LLP.

Visteon Corp.

Trans/Air Manufacturing Corp.

Toyota Industries Corporation

Xiezhong International Holdings Limited.

Mitsubishi Heavy Industries Ltd

Behr GmbH & Co. KG

Subros Limited

Webasto SE

Red Dot Corporation

Eberspaecher Climate Control Systems GmbH & Co. KG

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DelStar Technologies Inc.

Nippon Seiki Co. Ltd.

Keihin North America Inc.

Modine Manufacturing Company

Zhejiang Yinlun Machinery Co. Ltd.

Bergstrom Inc.

MAHLE Behr GmbH & Co. KG

The Keihin Corporation

Ebersp?cher Group

Gentherm

Automotive Noise, Vibration And Harshness Materials Market Analytics

The report employs rigorous tools, including Porter’s Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Automotive Noise, Vibration And Harshness Materials Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis’ proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial

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performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Automotive Noise, Vibration And Harshness Materials market data and outlook to 2034

United States

Canada

Mexico

Europe — Automotive Noise, Vibration And Harshness Materials market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Automotive Noise, Vibration And Harshness Materials market data

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and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Automotive Noise, Vibration And Harshness Materials market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Automotive Noise, Vibration And Harshness Materials market data and outlook to 2034

Brazil

Argentina

Chile

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Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Automotive Noise, Vibration And Harshness Materials value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Automotive Noise, Vibration And Harshness Materials industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Automotive Noise, Vibration And Harshness Materials

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Market Report

- Global Automotive Noise, Vibration And Harshness Materials market size and growth projections (CAGR), 2024-2034
- Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Automotive Noise, Vibration And Harshness Materials trade, costs, and supply chains
- Automotive Noise, Vibration And Harshness Materials market size, share, and outlook across 5 regions and 27 countries, 2023-2034
- Automotive Noise, Vibration And Harshness Materials market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034
- Short- and long-term Automotive Noise, Vibration And Harshness Materials market trends, drivers, restraints, and opportunities
- Porter’s Five Forces analysis, technological developments, and Automotive Noise, Vibration And Harshness Materials supply chain analysis
- Automotive Noise, Vibration And Harshness Materials trade analysis, Automotive Noise, Vibration And Harshness Materials market price analysis, and Automotive Noise, Vibration And Harshness Materials supply/demand dynamics
- Profiles of 5 leading companies—overview, key strategies, financials, and products
- Latest Automotive Noise, Vibration And Harshness Materials market news and developments

Additional Support

With the purchase of this report, you will receive

- An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

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Complimentary report update to incorporate the latest available data and the impact of recent market developments.

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## 8. NORTH AMERICA AUTOMOTIVE NOISE, VIBRATION AND HARSHNESS

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