

# China Automotive Decorative Film Market Research Report 2017

<https://marketpublishers.com/r/C91BEC2695FEN.html>

Date: January 2017

Pages: 105

Price: US\$ 3,200.00 (Single User License)

ID: C91BEC2695FEN

## Abstracts

### Notes:

Sales, means the sales volume of Automotive Decorative Film

Revenue, means the sales value of Automotive Decorative Film

This report studies Automotive Decorative Film in China market, focuses on the top players in China market, with capacity, production, price, revenue and market share for each manufacturer, covering

Eastman

3M

Solar Gard-Saint Gobain

Madico

Johnson

Hanita Coating

Haverkamp

Sekisui S-Lec America

Garware SunControl

Wintech

Erickson International

KDX Optical Material

Market Segment by Regions (provinces), covering

South China

East China

Southwest China

Northeast China

North China

Central China

Northwest China

Split by product Type, with production, revenue, price, market share and growth rate of each type, can be divided into

ABS

PVC

Other

Split by Application, this report focuses on consumption, market share and growth rate of Automotive Decorative Film in each application, can be divided into

Car

Truck

Other

## Contents

### China Automotive Decorative Film Market Research Report 2017

## **1 AUTOMOTIVE DECORATIVE FILM MARKET OVERVIEW**

- 1.1 Product Overview and Scope of Automotive Decorative Film
- 1.2 Automotive Decorative Film Segment by Type
  - 1.2.1 China Production Market Share of Automotive Decorative Film Type in 2015
  - 1.2.2 ABS
  - 1.2.3 PVC
  - 1.2.4 Other
- 1.3 Applications of Automotive Decorative Film
  - 1.3.1 Automotive Decorative Film Consumption Market Share by Application in 2015
  - 1.3.2 Car
  - 1.3.3 Truck
  - 1.3.4 Other
- 1.4 China Market Size (Value) of Automotive Decorative Film (2011-2021)
- 1.5 China Automotive Decorative Film Status and Outlook
- 1.6 Government Policies

## **2 CHINA AUTOMOTIVE DECORATIVE FILM MARKET COMPETITION BY MANUFACTURERS**

- 2.1 China Automotive Decorative Film Capacity, Production and Share by Manufacturers (2015 and 2016)
- 2.2 China Automotive Decorative Film Revenue and Share by Manufacturers (2015 and 2016)
- 2.3 China Automotive Decorative Film Average Price by Manufacturers (2015 and 2016)
- 2.4 Manufacturers Automotive Decorative Film Manufacturing Base Distribution, Sales Area, Product Type
- 2.5 Automotive Decorative Film Market Competitive Situation and Trends
  - 2.5.1 Automotive Decorative Film Market Concentration Rate
  - 2.5.2 Automotive Decorative Film Market Share of Top 3 and Top 5 Manufacturers

## **3 CHINA AUTOMOTIVE DECORATIVE FILM MANUFACTURERS PROFILES/ANALYSIS**

- 3.1 Eastman

- 3.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
- 3.1.2 Automotive Decorative Film Product Type, Application and Specification
  - 3.1.2.1 ABS
  - 3.1.2.2 PVC
- 3.1.3 Eastman Automotive Decorative Film Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
- 3.1.4 Main Business/Business Overview
- 3.2 3M
  - 3.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.2.2 Automotive Decorative Film Product Type, Application and Specification
    - 3.2.2.1 ABS
    - 3.2.2.2 PVC
  - 3.2.3 3M 105 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.2.4 Main Business/Business Overview
- 3.3 Solar Gard-Saint Gobain
  - 3.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.3.2 Automotive Decorative Film Product Type, Application and Specification
    - 3.3.2.1 ABS
    - 3.3.2.2 PVC
  - 3.3.3 Solar Gard-Saint Gobain 119 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.3.4 Main Business/Business Overview
- 3.4 Madico
  - 3.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.4.2 Automotive Decorative Film Product Type, Application and Specification
    - 3.4.2.1 ABS
    - 3.4.2.2 PVC
  - 3.4.3 Madico Jan Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.4.4 Main Business/Business Overview
- 3.5 Johnson
  - 3.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.5.2 Automotive Decorative Film Product Type, Application and Specification

3.5.2.1 ABS

3.5.2.2 PVC

3.5.3 Johnson Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.5.4 Main Business/Business Overview

3.6 Hanita Coating

3.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.6.2 Automotive Decorative Film Product Type, Application and Specification

3.6.2.1 ABS

3.6.2.2 PVC

3.6.3 Hanita Coating Million USD Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.6.4 Main Business/Business Overview

3.7 Haverkamp

3.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.7.2 Automotive Decorative Film Product Type, Application and Specification

3.7.2.1 ABS

3.7.2.2 PVC

3.7.3 Haverkamp Automotive Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.7.4 Main Business/Business Overview

3.8 Sekisui S-Lec America

3.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.8.2 Automotive Decorative Film Product Type, Application and Specification

3.8.2.1 ABS

3.8.2.2 PVC

3.8.3 Sekisui S-Lec America Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.8.4 Main Business/Business Overview

3.9 Garware SunControl

3.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.9.2 Automotive Decorative Film Product Type, Application and Specification

3.9.2.1 ABS

3.9.2.2 PVC

3.9.3 Garware SunControl Capacity, Production, Revenue, Price and Gross Margin

(2015 and 2016)

3.9.4 Main Business/Business Overview

3.10 Wintech

3.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.10.2 Automotive Decorative Film Product Type, Application and Specification

3.10.2.1 ABS

3.10.2.2 PVC

3.10.3 Wintech Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.10.4 Main Business/Business Overview

3.11 Erickson International

3.12 KDX Optical Material

## **4 CHINA AUTOMOTIVE DECORATIVE FILM CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2011-2016)**

4.1 China Automotive Decorative Film Capacity, Production and Growth (2011-2016)

4.2 China Automotive Decorative Film Revenue and Growth (2011-2016)

4.3 China Automotive Decorative Film Production, Consumption, Export and Import (2011-2016)

## **5 CHINA AUTOMOTIVE DECORATIVE FILM PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

5.1 China Automotive Decorative Film Production and Market Share by Type (2011-2016)

5.2 China Automotive Decorative Film Revenue and Market Share by Type (2011-2016)

5.3 China Automotive Decorative Film Price by Type (2011-2016)

5.4 China Automotive Decorative Film Production Growth by Type (2011-2016)

## **6 CHINA AUTOMOTIVE DECORATIVE FILM MARKET ANALYSIS BY APPLICATION**

6.1 China Automotive Decorative Film Consumption and Market Share by Application (2011-2016)

6.2 China Automotive Decorative Film Consumption Growth Rate by Application (2011-2016)

6.3 Market Drivers and Opportunities

- 6.3.1 Potential Application
- 6.3.2 Emerging Markets/Countries

## **7 CHINA AUTOMOTIVE DECORATIVE FILM MARKET ANALYSIS BY REGIONS (PROVINCES)**

- 7.1 China Automotive Decorative Film Production, Production Value and Price by Regions (Provinces)(2011-2016)
  - 7.1.1 China Automotive Decorative Film Production and Market Share by Regions (Provinces)(2011-2016)
  - 7.1.2 China Automotive Decorative Film Production Value and Market Share by Regions (Provinces)(2011-2016)
  - 7.1.3 China Automotive Decorative Film Sales Price by Regions (Provinces)(2011-2016)
- 7.2 China Automotive Decorative Film Consumption by Regions (Provinces)(2011-2016)
- 7.3 China Automotive Decorative Film Production, Consumption, Export and Import (2011-2016)

## **8 AUTOMOTIVE DECORATIVE FILM MANUFACTURING COST ANALYSIS**

- 8.1 Automotive Decorative Film Key Raw Materials Analysis
  - 8.1.1 Key Raw Materials
  - 8.1.2 Price Trend of Key Raw Materials
  - 8.1.3 Key Suppliers of Raw Materials
  - 8.1.4 Market Concentration Rate of Raw Materials
- 8.2 Proportion of Manufacturing Cost Structure
  - 8.2.1 Raw Materials
  - 8.2.2 Labor Cost
  - 8.2.3 Manufacturing Expenses
- 8.3 Manufacturing Process Analysis of Automotive Decorative Film

## **9 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 9.1 Automotive Decorative Film Industrial Chain Analysis
- 9.2 Upstream Raw Materials Sourcing
- 9.3 Raw Materials Sources of Automotive Decorative Film Major Manufacturers in 2015
- 9.4 Downstream Buyers



## **10 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **11 MARKET EFFECT FACTORS ANALYSIS**

- 11.1 Technology Progress/Risk
  - 11.1.1 Substitutes Threat
  - 11.1.2 Technology Progress in Related Industry
- 11.2 Consumer Needs/Customer Preference Change
- 11.3 Economic/Political Environmental Change

## **12 CHINA AUTOMOTIVE DECORATIVE FILM MARKET FORECAST (2016-2021)**

- 12.1 China Automotive Decorative Film Capacity, Production, Revenue Forecast (2016-2021)
- 12.2 China Automotive Decorative Film Production, Import, Export and Consumption Forecast (2016-2021)
- 12.3 China Automotive Decorative Film Production Forecast by Type (2016-2021)
- 12.4 China Automotive Decorative Film Consumption Forecast by Application (2016-2021)
- 12.5 China Automotive Decorative Film Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)
  - 12.5.1 China Automotive Decorative Film Production Forecast by Regions (Provinces)(2016-2021)
  - 12.5.2 China Automotive Decorative Film Consumption Forecast by Regions (Provinces)(2016-2021)
  - 12.5.3 China Automotive Decorative Film Production, Consumption, Import and Export Forecast by Regions (Provinces)(2016-2021)
- 12.6 Automotive Decorative Film Price Forecast (2016-2021)

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

Methodology

Analyst Introduction

Data Source

The report requires updating with new data and is sent in 2-3 business days after order is placed.

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Automotive Decorative Film

Figure China Production Market Share of Automotive Decorative Film by Type in 2015

Figure Product Picture of ABS

Table Major Manufacturers of ABS

Figure Product Picture of PVC

Table Major Manufacturers of PVC

Figure Product Picture of Other

Table Major Manufacturers of Other

Table Automotive Decorative Film Consumption Market Share by Application in 2015

Figure Car Examples

Figure Truck Examples

Figure Other Examples

Figure China Automotive Decorative Film Revenue (Million USD) and Growth Rate (2011-2021)

Table China Automotive Decorative Film Capacity of Key Manufacturers (2015 and 2016)

Table China Automotive Decorative Film Capacity Market Share of Key Manufacturers (2015 and 2016)

Figure China Automotive Decorative Film Capacity of Key Manufacturers in 2015

Figure China Automotive Decorative Film Capacity of Key Manufacturers in 2016

Table China Automotive Decorative Film Production of Key Manufacturers (2015 and 2016)

Table China Automotive Decorative Film Production Share by Manufacturers (2015 and 2016)

Figure 2015 Automotive Decorative Film Production Share by Manufacturers

Figure 2016 Automotive Decorative Film Production Share by Manufacturers

Table China Automotive Decorative Film Revenue (Million USD) by Manufacturers (2015 and 2016)

Table China Automotive Decorative Film Revenue Share by Manufacturers (2015 and 2016)

Table 2015 China Automotive Decorative Film Revenue Share by Manufacturers

Table 2016 China Automotive Decorative Film Revenue Share by Manufacturers

Table China Market Automotive Decorative Film Average Price of Key Manufacturers (2015 and 2016)

Figure China Market Automotive Decorative Film Average Price of Key Manufacturers in

2015

Table Manufacturers Automotive Decorative Film Manufacturing Base Distribution and Sales Area

Table Manufacturers Automotive Decorative Film Product Type

Figure Automotive Decorative Film Market Share of Top 3 Manufacturers

Figure Automotive Decorative Film Market Share of Top 5 Manufacturers

Table Eastman Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Eastman Automotive Decorative Film Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Eastman Automotive Decorative Film Market Share (2011-2016)

Table 3M Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table 3M Automotive Decorative Film Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure 3M Automotive Decorative Film Market Share (2011-2016)

Table Solar Gard-Saint Gobain Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Solar Gard-Saint Gobain Automotive Decorative Film Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Solar Gard-Saint Gobain Automotive Decorative Film Market Share (2011-2016)

Table Madico Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Madico Automotive Decorative Film Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Madico Automotive Decorative Film Market Share (2011-2016)

Table Johnson Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Johnson Automotive Decorative Film Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Johnson Automotive Decorative Film Market Share (2011-2016)

Table Hanita Coating Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Hanita Coating Automotive Decorative Film Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Hanita Coating Automotive Decorative Film Market Share (2011-2016)

Table Haverkamp Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Haverkamp Automotive Decorative Film Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Haverkamp Automotive Decorative Film Market Share (2011-2016)

Table Sekisui S-Lec America Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Sekisui S-Lec America Automotive Decorative Film Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Sekisui S-Lec America Automotive Decorative Film Market Share (2011-2016)

Table Garware SunControl Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Garware SunControl Automotive Decorative Film Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Garware SunControl Automotive Decorative Film Market Share (2011-2016)

Table Wintech Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Wintech Automotive Decorative Film Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Wintech Automotive Decorative Film Market Share (2011-2016)

Table Erickson International Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table KDX Optical Material Basic Information, Manufacturing Base, Sales Area and Its Competitors

Figure China Automotive Decorative Film Capacity, Production and Growth (2011-2016)

Figure China Automotive Decorative Film Revenue (Million USD) and Growth (2011-2016)

Table China Automotive Decorative Film Production, Consumption, Export and Import (2011-2016)

Table China Automotive Decorative Film Production by Type (2011-2016)

Table China Automotive Decorative Film Production Share by Type (2011-2016)

Figure Production Market Share of Automotive Decorative Film by Type (2011-2016)

Figure 2015 Production Market Share of Automotive Decorative Film by Type

Table China Automotive Decorative Film Revenue by Type (2011-2016)

Table China Automotive Decorative Film Revenue Share by Type (2011-2016)

Figure Production Revenue Share of Automotive Decorative Film by Type (2011-2016)

Figure 2015 Revenue Market Share of Automotive Decorative Film by Type

Table China Automotive Decorative Film Price by Type (2011-2016)

Figure China Automotive Decorative Film Production Growth by Type (2011-2016)

Table China Automotive Decorative Film Consumption by Application (2011-2016)

Table China Automotive Decorative Film Consumption Market Share by Application (2011-2016)

Figure China Automotive Decorative Film Consumption Market Share by Application in 2015

Table China Automotive Decorative Film Consumption Growth Rate by Application (2011-2016)

Figure China Automotive Decorative Film Consumption Growth Rate by Application

(2011-2016)

Table China Automotive Decorative Film Production by Regions

(Provinces)(2011-2016)

Table China Automotive Decorative Film Production Market Share by Regions

(Provinces)(2011-2016)

Table China Automotive Decorative Film Production Value by Regions

(Provinces)(2011-2016)

Table China Automotive Decorative Film Production Value Market Share by Regions

(Provinces)(2011-2016)

Table China Automotive Decorative Film Sales Price by Regions

(Provinces)(2011-2016)

Table China Automotive Decorative Film Consumption by Regions

(Provinces)(2011-2016)

Table China Automotive Decorative Film Consumption Market Share by Regions

(Provinces)(2011-2016)

Table China Automotive Decorative Film Production, Consumption, Export and Import  
(2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Automotive Decorative Film

Figure Manufacturing Process Analysis of Automotive Decorative Film

Figure Automotive Decorative Film Industrial Chain Analysis

Table Raw Materials Sources of Automotive Decorative Film Major Manufacturers in  
2015

Table Major Buyers of Automotive Decorative Film

Table Distributors/Traders List

Figure China Automotive Decorative Film Capacity, Production and Growth Rate  
Forecast (2016-2021)

Figure China Automotive Decorative Film Revenue and Growth Rate Forecast  
(2016-2021)

Table China Automotive Decorative Film Production, Import, Export and Consumption  
Forecast (2016-2021)

Table China Automotive Decorative Film Production Forecast by Type (2016-2021)

Table China Automotive Decorative Film Consumption Forecast by Application  
(2016-2021)

Table China Automotive Decorative Film Production Forecast by Regions  
(Provinces)(2016-2021)

Table China Automotive Decorative Film Consumption Forecast by Regions

(Provinces)(2016-2021)

Table China Automotive Decorative Film Production, Consumption, Import and Export  
Forecast by Regions (Provinces)(2016-2021)

## I would like to order

Product name: China Automotive Decorative Film Market Research Report 2017

Product link: <https://marketpublishers.com/r/C91BEC2695FEN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C91BEC2695FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970