

Automotive Mudguard Market Forecasts to 2032 – Global Analysis By Product Type (Plastic Mudguards, Metal Mudguards, Rubber Mudguards, Carbon Fiber Mudguards and Fiberglass Mudguards), Material Type, Vehicle Type, Sales Channel, Application and By Geography

<https://marketpublishers.com/r/A8526846D182EN.html>

Date: September 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: A8526846D182EN

Abstracts

According to Statistics MRC, the Global Automotive Mudguard Market is accounted for \$1.36 billion in 2025 and is expected to reach \$2.11 billion by 2032 growing at a CAGR of 6.5% during the forecast period. Automotive mudguards, often referred to as fenders, are essential accessories fitted around the wheels of vehicles to block mud, water, gravel, and other particles from being scattered by tire movement. Their primary function is to enhance driving safety by minimizing splashes that might hinder visibility for motorists or endanger pedestrians. Usually constructed from robust materials like metals or reinforced plastics, mudguards are built to endure harsh environments and constant exposure to the elements. Beyond their protective purpose, they add to the overall look of the vehicle, offering a neat, polished appearance while safeguarding the car's body panels from stains, scratches, and corrosion.

According to the Automotive Component Manufacturers Association of India (ACMA), the Indian auto component industry was valued at USD 74.1 billion in FY 2023–24, with projections indicating it could grow to USD 200 billion by 2030, driven by rising exports, domestic OEM demand, and aftermarket expansion—including components like mudguards.

Market Dynamics:

Driver:

Increasing safety and regulatory standards

Stringent global safety rules and regulatory mandates are key drivers behind the growing demand for automotive mudguards. These components play a crucial role in minimizing road hazards by preventing mud, water, and debris from splashing and obstructing vision. Governments across regions enforce regulations requiring mudguards in commercial fleets and passenger cars alike. Additionally, safety-conscious customers prefer vehicles equipped with reliable mudguards, creating further demand. Fleet managers are also investing in durable mudguards to meet compliance checks and avoid regulatory fines. This alignment of government laws, industry standards, and customer safety preferences continues to push the market, making regulations a vital growth factor.

Restraint:

Fluctuations in raw material prices

Unpredictable changes in raw material prices create a considerable challenge for the automotive mudguard market. Essential inputs like steel, aluminum, and polymers often experience price volatility driven by supply shortages, international trade policies, or geopolitical issues. These cost variations increase manufacturing expenses and complicate pricing strategies for producers. In many cases, rising costs are passed on to customers, discouraging purchases among budget-sensitive consumers. Smaller companies, in particular, face difficulties in managing such fluctuations, weakening their competitiveness against larger players. Since raw material instability directly affects profitability and affordability, this factor serves as a persistent restraint to the smooth expansion of the mudguard industry worldwide.

Opportunity:

Growth of aftermarket customization trends

The trend of vehicle personalization is opening new doors for the mudguard industry. Many car and motorcycle owners want accessories that reflect individual style while offering added protection. Customized mudguards featuring unique finishes, colors, and designs are becoming increasingly popular, especially among younger consumers who prioritize appearance. The aftermarket segment benefits the most, as it provides diverse

choices ranging from economical products to high-end designs. In developing regions, where vehicle numbers are rapidly increasing, personalization is quickly becoming a mainstream trend. As customers demand distinctive accessories, mudguards with stylish and innovative designs are set to capture growing attention in the global aftermarket space.

Threat:

Intense market competition

A major threat to the mudguard industry is the high level of competition across global and regional markets. Both established companies and small-scale producers compete aggressively by introducing a wide variety of designs at competitive prices. This results in price pressure and shrinking profit margins, especially for branded players. Low-cost alternatives in local markets further undermine premium manufacturers, making it difficult to stand out purely through product quality. While innovation could help differentiate offerings, smaller firms often lack the resources for R&D. With rivalry continuing to intensify, sustaining profitability and market share has become a serious challenge, threatening the long-term stability of the industry.

Covid-19 Impact:

The outbreak of COVID-19 negatively affected the automotive mudguard industry, largely due to supply chain interruptions and reduced vehicle manufacturing. With widespread lockdowns, restrictions on movement, and temporary factory shutdowns, automobile sales dropped sharply in 2020, leading to weaker OEM and aftermarket demand for mudguards. Smaller producers, in particular, suffered heavy financial setbacks as operations and revenues declined. Consumer priorities also shifted, with many postponing new vehicle purchases and accessory replacements in favor of essential spending. Although the market has shown signs of recovery as economic activity resumed, the crisis revealed the sector's dependence on stable global trade and highlighted its exposure to external shocks.

The plastic mudguards segment is expected to be the largest during the forecast period

The plastic mudguards segment is expected to account for the largest market share during the forecast period because of their practicality and cost benefits. Compared to metal or fiberglass alternatives, they are lightweight, non-corrosive, and simple to manufacture in a variety of styles. Their low production cost and durability make them a

favorite choice for automakers worldwide. These mudguards are commonly fitted in passenger cars, motorcycles, and light commercial vehicles, with particularly high demand in fast-growing markets across Asia-Pacific. Ongoing improvements in thermoplastic materials have enhanced their resilience and adaptability, enabling reliable performance in tough conditions. Their combination of affordability, versatility, and widespread use ensures plastic mudguards remain the top market segment.

The polymer composites segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the polymer composites segment is predicted to witness the highest growth rate, owing to increasing emphasis on lightweight and eco-friendly materials. Compared with steel or aluminum, composites offer significant weight reduction, enhancing fuel economy and cutting emissions in line with global environmental regulations. Their excellent durability, corrosion resistance, and flexible design options make them highly suitable for modern vehicles. Both OEMs and aftermarket players are adopting composites to deliver stronger and more innovative mudguard solutions. With the automotive sector shifting toward greener and more efficient technologies, polymer composites are positioned to achieve the highest growth rate within the market.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, driven by its strong vehicle production base and expanding ownership rates. Major economies such as China, India, and Japan act as automotive manufacturing centers, supporting demand across passenger vehicles, motorcycles, and commercial fleets. Rising disposable incomes, rapid urban growth, and infrastructure improvements are further boosting sales. The presence of top automakers, combined with large OEM and aftermarket networks, strengthens the region's market dominance. With low-cost manufacturing advantages and supportive government initiatives for the automotive sector, Asia-Pacific continues to lead global mudguard consumption, representing the most important region for long-term growth.

Region with highest CAGR:

Over the forecast period, the South America region is anticipated to exhibit the highest CAGR, supported by rising car sales and a steadily expanding middle-income population. Brazil and Mexico, in particular, are becoming key growth centers as

urbanization and infrastructure development stimulate automotive demand. Affordable vehicle purchases are increasing, boosting mudguard requirements across passenger vehicles, motorcycles, and light trucks. The region's aftermarket is also thriving, as poor road conditions lead to higher replacement cycles. Furthermore, global automakers are investing more heavily in Latin America, enhancing supply networks and product availability. Together, these factors make Latin America the fastest-growing regional market for mudguards.

Key players in the market

Some of the key players in Automotive Mudguard Market include S. K. Rubber Industries, Mearaj Quality Parts, Poonam Industries, Changzhou Joint Trading Co., Ltd, MrMudguard, Plastic Omnium, Rochling Automotive, SJS Auto Products, Garg Auto Industries, Creative Fibrotech, Manna Rubber Products Pvt Ltd, Badarpura Motors, Sharda Auto Industries Limited, Rhino Manufacturing and FeatherWing.

Key Developments:

In July 2023, S.J.S. Enterprises Limited has completed the acquisition of 90.1% stake in Walter Pack Automotive Products India Private Limited (WPI) within the given timeline, for a total cash consideration of INR 2,393 Mn. This transformative acquisition of WPI lays the groundwork for a strategic collaboration with Walter Pack Spain and one of the key shareholders, Antolin, a global provider of automotive interior technology solutions.

In May 2023, Plastic Omnium and Gaussin sign a Partnership to Accelerate the Development of GAUSSIN's Hydrogen Port Equipment Range. This partnership should increase the performance of GAUSSIN vehicles and accelerate their market launch. For Plastic Omnium, the agreement increases the scope of its technology and puts its know-how at the service of pioneers in zero-emission mobility.

Product Types Covered:

Plastic Mudguards

Metal Mudguards

Rubber Mudguards

Carbon Fiber Mudguards

Fiberglass Mudguards

Material Types Covered:

ABS Plastic

Aluminum

Steel

Polymer Composites

Natural Fiber Composites

Vehicle Types Covered:

Passenger Cars (PC)

Light Commercial Vehicles (LCV)

Medium & Heavy Commercial Vehicles (MHCV)

Two-Wheelers

Sales Channels Covered:

OEM (Original Equipment Manufacturer)

Aftermarket

Applications Covered:

Passenger Vehicles

Off-road Vehicles

Municipal / Utility

Motorsport / Performance

Electric Vehicles (EVs)

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032

- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL AUTOMOTIVE MUDGUARD MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Plastic Mudguards
- 5.3 Metal Mudguards
- 5.4 Rubber Mudguards
- 5.5 Carbon Fiber Mudguards
- 5.6 Fiberglass Mudguards

6 GLOBAL AUTOMOTIVE MUDGUARD MARKET, BY MATERIAL TYPE

- 6.1 Introduction
- 6.2 ABS Plastic
- 6.3 Aluminum
- 6.4 Steel
- 6.5 Polymer Composites
- 6.6 Natural Fiber Composites

7 GLOBAL AUTOMOTIVE MUDGUARD MARKET, BY VEHICLE TYPE

- 7.1 Introduction
- 7.2 Passenger Cars (PC)
- 7.3 Light Commercial Vehicles (LCV)
- 7.4 Medium & Heavy Commercial Vehicles (MHCV)
- 7.5 Two-Wheelers

8 GLOBAL AUTOMOTIVE MUDGUARD MARKET, BY SALES CHANNEL

- 8.1 Introduction
- 8.2 OEM (Original Equipment Manufacturer)
- 8.3 Aftermarket

9 GLOBAL AUTOMOTIVE MUDGUARD MARKET, BY APPLICATION

- 9.1 Introduction
- 9.2 Passenger Vehicles
- 9.3 Off-road Vehicles
- 9.4 Municipal / Utility
- 9.5 Motorsport / Performance

9.6 Electric Vehicles (EVs)

9.7 Other Applications

10 GLOBAL AUTOMOTIVE MUDGUARD MARKET, BY GEOGRAPHY

10.1 Introduction

10.2 North America

10.2.1 US

10.2.2 Canada

10.2.3 Mexico

10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 Italy

10.3.4 France

10.3.5 Spain

10.3.6 Rest of Europe

10.4 Asia Pacific

10.4.1 Japan

10.4.2 China

10.4.3 India

10.4.4 Australia

10.4.5 New Zealand

10.4.6 South Korea

10.4.7 Rest of Asia Pacific

10.5 South America

10.5.1 Argentina

10.5.2 Brazil

10.5.3 Chile

10.5.4 Rest of South America

10.6 Middle East & Africa

10.6.1 Saudi Arabia

10.6.2 UAE

10.6.3 Qatar

10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 S. K. Rubber Industries
- 12.2 Mearaj Quality Parts
- 12.3 Poonam Industries
- 12.4 Changzhou Joint Trading Co., Ltd
- 12.5 MrMudguard
- 12.6 Plastic Omnium
- 12.7 Rochling Automotive
- 12.8 SJS Auto Products
- 12.9 Garg Auto Industries
- 12.10 Creative Fibrotech
- 12.11 Manna Rubber Products Pvt Ltd
- 12.12 Badarpura Motors
- 12.13 Sharda Auto Industries Limited
- 12.14 Rhino Manufacturing
- 12.15 FeatherWing

List Of Tables

LIST OF TABLES

Table 1 Global Automotive Mudguard Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Automotive Mudguard Market Outlook, By Product Type (2024-2032) (\$MN)

Table 3 Global Automotive Mudguard Market Outlook, By Plastic Mudguards (2024-2032) (\$MN)

Table 4 Global Automotive Mudguard Market Outlook, By Metal Mudguards (2024-2032) (\$MN)

Table 5 Global Automotive Mudguard Market Outlook, By Rubber Mudguards (2024-2032) (\$MN)

Table 6 Global Automotive Mudguard Market Outlook, By Carbon Fiber Mudguards (2024-2032) (\$MN)

Table 7 Global Automotive Mudguard Market Outlook, By Fiberglass Mudguards (2024-2032) (\$MN)

Table 8 Global Automotive Mudguard Market Outlook, By Material Type (2024-2032) (\$MN)

Table 9 Global Automotive Mudguard Market Outlook, By ABS Plastic (2024-2032) (\$MN)

Table 10 Global Automotive Mudguard Market Outlook, By Aluminum (2024-2032) (\$MN)

Table 11 Global Automotive Mudguard Market Outlook, By Steel (2024-2032) (\$MN)

Table 12 Global Automotive Mudguard Market Outlook, By Polymer Composites (2024-2032) (\$MN)

Table 13 Global Automotive Mudguard Market Outlook, By Natural Fiber Composites (2024-2032) (\$MN)

Table 14 Global Automotive Mudguard Market Outlook, By Vehicle Type (2024-2032) (\$MN)

Table 15 Global Automotive Mudguard Market Outlook, By Passenger Cars (PC) (2024-2032) (\$MN)

Table 16 Global Automotive Mudguard Market Outlook, By Light Commercial Vehicles (LCV) (2024-2032) (\$MN)

Table 17 Global Automotive Mudguard Market Outlook, By Medium & Heavy Commercial Vehicles (MHCV) (2024-2032) (\$MN)

Table 18 Global Automotive Mudguard Market Outlook, By Two-Wheelers (2024-2032) (\$MN)

Table 19 Global Automotive Mudguard Market Outlook, By Sales Channel (2024-2032)

(\$MN)

Table 20 Global Automotive Mudguard Market Outlook, By OEM (Original Equipment Manufacturer) (2024-2032) (\$MN)

Table 21 Global Automotive Mudguard Market Outlook, By Aftermarket (2024-2032) (\$MN)

Table 22 Global Automotive Mudguard Market Outlook, By Application (2024-2032) (\$MN)

Table 23 Global Automotive Mudguard Market Outlook, By Passenger Vehicles (2024-2032) (\$MN)

Table 24 Global Automotive Mudguard Market Outlook, By Off-road Vehicles (2024-2032) (\$MN)

Table 25 Global Automotive Mudguard Market Outlook, By Municipal / Utility (2024-2032) (\$MN)

Table 26 Global Automotive Mudguard Market Outlook, By Motorsport / Performance (2024-2032) (\$MN)

Table 27 Global Automotive Mudguard Market Outlook, By Electric Vehicles (EVs) (2024-2032) (\$MN)

Table 28 Global Automotive Mudguard Market Outlook, By Other Applications (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Automotive Mudguard Market Forecasts to 2032 – Global Analysis By Product Type (Plastic Mudguards, Metal Mudguards, Rubber Mudguards, Carbon Fiber Mudguards and Fiberglass Mudguards), Material Type, Vehicle Type, Sales Channel, Application and By Geography

Product link: <https://marketpublishers.com/r/A8526846D182EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A8526846D182EN.html>