

Functional Glass Coatings Market for the Automotive Industry by Vehicle Type (Passenger Car, Light Commercial Vehicle, and Medium- & Heavy-Duty Commercial Vehicle), by Application Type (Windshield, Sidelite, Backlite, and Sunroof), by Material Type (Black Glass Enamel, Glass-Ceramic Enamel, and Conductive Silver Paste), by Glass Type (Laminated Glass and Tempered Glass), by Process Type (IR Drying and UV Curing), by Media Type (Oil-based and Water-based), and by Region (North America, Europe, Asia-Pacific, and Rest of The World), Trend, Forecast, Competitive Analysis, and Growth Opportunity: 2018-2023

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Abstracts

This is the ONGOING report. If ordered it could be delivered in 2-3 weeks timeframe.

This report, from Stratview Research, studies the global functional glass coatings market for the automotive industry over the period 2018 to 2023. The report provides detailed insights into the market dynamics to enable informed business decision making and growth strategy formulation based on the opportunities present in the market.

Functional Glass Coatings Market for the Automotive Industry: Highlights

The global functional glass coatings market for the automotive industry is projected to

Functional Glass Coatings Market for the Automotive Industry by Vehicle Type (Passenger Car, Light Commercial...

reach an estimated value of US\$ 374.6 million in 2023. Over the next five years, the growth prospects of the functional glass coatings market for the automotive industry seem promising with a plethora of opportunities across regions for both existing as well as new players. The development of more innovative solutions is an indispensable focus area for the industry players manufacturing functional coatings, due to the changing customer needs with evolving trends, rapid transformation in vehicle design and technologies, and intense market competition.

There are a host of factors burgeoning the demand for functional coatings for automotive glass applications. The biggest driving factor among all is organic growth of automobile production. Currently, the global automobile production has been at its peak with all four regions marking overall positive developments in the production of automobiles. China, India, Southeast Asia, and North Africa will fuel the growth of the automotive industry in the coming five years. It is very important for the functional coating manufacturers to realign themselves based on the shifting opportunities from the developed economies to the developing economies including China and India.

Another trend happening in the industry is an increased demand for autonomous vehicles and green vehicles. All the major automakers are putting efforts for the development of electric/hybrid vehicles as well as autonomous vehicles in order to quickly gain market share in the industry. This trend is leaving a multi-edged impact on the functional coatings market as the industry is demanding greener functional coating materials to make vehicles more environmentally friendly as well as a shifting paradigm of the industry with a focus on the development of robust coatings for thinner glass.

In addition to that, the rapidly changing automotive industry dynamics, such as more glass surface area per vehicle, more complex glass shapes to make vehicle more aerodynamic, increasing production rates of glass manufacturing in order to achieve economies of scale, and the development of thinner and stronger glass in order to make vehicle lighter in weight are also imprinting a great impact on the demand for functional coatings. There is greater demand for functional coatings that can offer excellent UV resistance, heat resistance, more privacy to passengers, and higher strength.

The global functional glass coatings market for the automotive industry is segmented based on vehicle type as Passenger Car, LCV, and M&HCV. The passenger car is expected to remain the growth engine of the global functional glass coatings market during the forecast period of 2018 to 2023. Increasing demand for SUVs and hatchbacks in the developing economies as well as in the highly congested cities of the developed economies is the key factor, propelling the demand for functional coatings in

passenger cars.

Based on the application type, the functional glass coatings market for the automotive industry is segmented as Windshield, Sidelite, Backlite, and Sunroof. Sunroof is expected to be the highest-growing segment in the functional glass coatings market for the automotive industry during the forecast period of 2018 to 2023, owing to an increasing size of sunroofs to cover the entire rooftop of the vehicle. This, in turn, demands more functional coatings per vehicle.

Automotive Functional Glass Coating Market - Glass Type Analysis

Based on the material type, the functional glass coatings market for the automotive industry is segmented as Black Glass Enamels, Glass-Ceramic Enamels, and Conductive Silver Paste. Black glass enamel is a traditional functional coating material and is expected to remain the largest segment of the global functional glass coatings market for the automotive industry during the forecast period.

Based on the glass type, the functional glass coatings market for the automotive industry is segmented into Laminated Glass and Tempered Glass. Laminated glass is also known as laminated safety glass as it provides safety to the driver and passengers during an incident of a vehicle. Different automotive glasses such as windshield, sidelite, backlite, and sunroof are made by using laminated glass or tempered glass.

Based on the regions, Asia-Pacific is expected to remain the largest functional glass coatings market for the automotive industry during the forecast period. China, India, and Southeast Asia are the growth engines of the Asia-Pacific's functional glass coatings market in the foreseeable future. It is more likely that the region will take more share of the developed economies including the USA and in Europe in the coming years. North America and Europe are also likely to signpost positive growths during the same period, driven by passenger car and LCV segments.

Automotive Functional Glass Coatings Market - Country Analysis

The supply chain of this market comprises raw material suppliers, functional coatings manufacturers, automotive glass manufacturers, distributors, and automotive OEMs. The key functional coating manufacturers are Ferro Corporation, ICD High Performance Coatings, Johnson Matthey Plc, Shenzhen Octopus Technology Co., Ltd, and SHINCERAMIC Co., Ltd. Development of high-performance functional coatings, expansion in untapped and growing markets, and execution of mergers & acquisitions

strategy are the key strategies adopted by the major players to gain a competitive edge in the market.

Research Methodology

This report offers high-quality insights and is the outcome of detailed research methodology comprising extensive secondary research, rigorous primary interviews with industry stakeholders and validation and triangulation with Stratview Research's internal database and statistical tools. More than 500 authenticated secondary sources, such as company annual reports, fact book, press release, journals, investor presentation, white papers, patents, and articles have been leveraged to gather the data. More than 10 detailed primary interviews with the market players across the value chain in all four regions and industry experts have been executed to obtain both qualitative and quantitative insights.

Report Features

This report provides market intelligence in the most comprehensive way. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision making for the existing market players as well as those willing to enter the market. The following are the key features of the report:

Market structure: Overview, industry life cycle analysis, supply chain analysis

Market environment analysis: Growth drivers and constraints, Porter's five forces analysis, SWOT analysis

Market trend and forecast analysis

Market segment trend and forecast

Competitive landscape and dynamics: Market share, product portfolio, product launches, etc.

Attractive market segments and associated growth opportunities

Emerging trends

Strategic growth opportunities for the existing and new players

Key success factors

The functional glass coatings market for the automotive industry is segmented into the following categories.

Functional Glass Coatings Market for the Automotive Industry, By Vehicle Type

Passenger Car (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

LCV (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

M&HCV (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Functional Glass Coatings Market for the Automotive Industry, By Application Type

Windshield (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Sidelite (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Backlite (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Sunroof (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Functional Glass Coatings Market for the Automotive Industry, By Material Type

Black Glass Enamel (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Glass-Ceramic Enamel (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Conductive Silver Paste (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Functional Glass Coatings Market for the Automotive Industry, By Glass Type

Laminated Glass (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Tempered Glass (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Functional Glass Coatings Market for the Automotive Industry, By Process Type

IR Drying (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

UV Curing (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Functional Glass Coatings Market for the Automotive Industry, By Media Type

Oil-based (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Water-based (Regional Analysis: North America, Europe, Asia-Pacific, and Rest of the World)

Functional Glass Coatings Market for the Automotive Industry, By Region

North America (Country Analysis: The USA, Canada, and Mexico)

Europe (Country Analysis: ESA, Russia, and Rest of Europe)

Asia-Pacific (Country Analysis: China, Japan, India and Rest of Asia-Pacific)

Rest of the World (Country Analysis: Latin America, The Middle East, and Others)

Report Customization Options

With this detailed report, Stratview Research offers one of the following free customization options to our respectable clients:

Company Profiling

Detailed profiling of additional market players (up to 3 players)

SWOT analysis of key players (up to 3 players)

Regional Segmentation

Current market size (2017) of functional glass coatings in any of the Asian country's market by Application type

Competitive Benchmarking

Benchmarking of key players on the following parameters: Product portfolio, geographical reach, regional presence, and strategic alliances

Custom Research: Stratview Research offers custom research services across sectors. In the case of any custom research requirement related to market assessment, competitive benchmarking, sourcing and procurement, target screening, and others, please send your inquiry at sales@stratviewresearch.com

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