

Global Window Films Market Analysis: Plant Capacity, Production, Operating Efficiency, Technology, Demand & Supply, End-User Industries, Distribution Channel, Regional Demand, 2015-2030

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Abstracts

Global Window Films demand stood at 1.314 Million Tonnes in 2020 and is forecast to reach 1.915 Million Tonnes by 2030, growing at a healthy CAGR of 3.79% until 2030.

Window films are polymer films that are applied onto windows of automotive or buildings to protect from UV rays and reduce glare. They are of several types including UV blocking films, decorative films, privacy films, safety and security films, insulating films, and others. Major end-use industries for window films are automotive, building and construction, and marine. Increasing demand from automotive and construction is expected to drive the demand for window films during the forecast period. Demand growth from other sectors includes the marine sector. Application of window films requires technical expertise therefore the requirement of technical expertise is expected to hinder the demand growth for window films for the forecast period. Furthermore, the growing demand for smart glass is also expected to hinder the demand growth for window films.

In 2020, the spread of COVID-19 in major global economies caused nationwide lockdowns which had an impact on a number of industries. Automotive and construction were among the most affected industries during the pandemic. This had an impact on the demand for window films for the first half of 2020. The demand for window films fell during the coronavirus pandemic due to the reduction of demand from the automotive and construction sector coupled with the logistical constraints that came with the coronavirus pandemic.

Region-wise, Asia-Pacific region holds the major share of global demand for window films due to the increasing demand of application industries such as automotive and construction. Moreover, increasing population and subsequent urbanization in economies like India and China coupled with the growing number of industries using window films is another factor influencing demand growth in the Asia Pacific region. Moreover, increasing efforts towards the reduction of carbon footprint by applying cooling films in buildings is also another factor propelling the demand for window films in Asia-Pacific.

Years considered for this report:

Historical Period: 2015-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022–2030

This report will be delivered on an online digital platform with one-year subscription and quarterly update.

Objective of the Study:

To assess the demand-supply scenario of window films which covers production, demand and supply of window films market globally.

To analyse and forecast the market size of window films .

To classify and forecast global window films market based on technology, end-use and regional distribution.

To identify drivers and challenges for global window films market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global window films market.

To identify and analyse the profile of leading players involved in the

manufacturing of window films.

Major players for window films globally include 3M, Avery Dennison Corporation, Armolan Greece, Eastman Chemical Company, Johnson Window Films, Inc, Hyosung Chemical, Lintec Corporation, Rayno Window Film, Saint-Gobain, American Standard Window Film, Toray Plastics, Garware Suncontrol, Reflective Window Films.

To extract data for global window films market, primary research surveys were conducted with window films manufacturers, suppliers, distributors, wholesalers and end users. While interviewing, the respondents were also inquired about their competitors. Through this technique, ChemAnalyst was able to include manufacturers that could not be identified due to the limitations of secondary research. Moreover, ChemAnalyst analyzed various end user segments and projected a positive outlook for Global window films market over the coming years.

ChemAnalyst calculated window films demand globally by analyzing the historical data and demand forecast which was carried out considering imported window films, prices, materials used for production of window films. ChemAnalyst sourced these values from industry experts and company representatives and externally validated through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as company websites, association reports, annual reports, etc., were also studied by ChemAnalyst.

Key Target Audience:

window films manufacturers and other stakeholders

Organizations, forums and alliances related to window films distribution

Government bodies such as regulating authorities and policy makers

Market research organizations and consulting companies

The study is useful in providing answers to several critical questions that are important for industry stakeholders such as window films manufacturers, customers and policy makers. The study would also help them to target the growing segments over the coming years (next two to five years), thereby aiding the stakeholders in taking

investment decisions and facilitating their expansion.

Report Scope:

In this report, global window films market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, by Type-UV Blocking Films, Decorative Films, Privacy Films, Safety and Security Films, Insulating Films

Market, by End Use- Automotive, Construction, and Marine.

Market, by Sales Channel-Direct/Institutional Sales, Indirect Sales

Market, by Region-North America, APAC, Europe, MEA, South America

Available Customizations:

With the given market data, Chemanalyst offers customizations according to a company's specific needs.

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