

Asia Pacific Automotive Films Market Forecast to 2028 – COVID-19 Impact and Regional Analysis– by Film Type (Window Films/Tints, Wrap Films, and Paint Protection Films) and Application (Passenger Cars, Commercial Vehicles, and Two Wheelers)

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Abstracts

The Asia Pacific automotive films market is expected to grow from US\$ 2,953.53 million in 2022 to US\$ 3,763.65 million by 2028. It is estimated to grow at a CAGR of 4.1% from 2022 to 2028.

Technological Developments and Product Innovations by Manufacturers fuels Asia Pacific Automotive Films Market

The automotive film market is growing with an upward trend, and manufacturers are making significant investments in research & development, partnerships, technological development, and collaborations to launch innovative products to tap into emerging market opportunities. Market players are focusing on providing innovative products in response to an ever-increasing demand for automotive glass. In April 2021, 3M announced the launch of its newest long-lasting protective finish, “3M Ceramic Coating” for plastic trim, metal, automotive glass, wheels, and paint. This product innovation gave the company an edge over its competitors by providing faster wrapping solutions. Such product launches are expected to drive the market growth over the coming years.

Furthermore, automotive film manufacturers are using strategies such as collaborations, mergers and acquisitions, and expansions to stay competitive in the market. Hence, technological developments and other strategic initiatives are expected to open new opportunities in the Asia Pacific automotive films market over the forecast period.

Asia Pacific Automotive Films Market Overview

The growth of the automotive films market in Asia Pacific is attributed to the growing automotive industry in the region. High disposable income of people in the region is surging the demand for commercial and passenger vehicles, bolstering the need for automotive films.

Additionally, increasing investments by leading automotive OEMs and rising EV manufacturing capabilities in Asia-Pacific are propelling the demand for conventional and electric vehicles in the region. Moreover, growing government initiatives across Asia-Pacific to phase out fossil fuel-powered vehicles, increasing concerns raised over the environmental impacts of conventional vehicles, rising improvements in battery capacities, and supporting government policies and regulations to set up battery manufacturing capabilities are promoting the growth of the electric vehicles market in the region. In early 2022, India ran a tender for purchasing and deploying more than 5,000 electric buses across five major cities. These initiatives are supporting the growth of the EVs market in emerging countries such as India. Therefore, the increasing adoption of EVs is contributing to the growth of the automotive films market in Asia-Pacific.

Furthermore, automotive films protect the paintwork of a car and safeguard a vehicle from any chemicals, bird lime, harsh car washes, and light scuffs and scratches. Owing to these benefits of automotive films, people prefer wrap films or paint protection films. All these factors are propelling the growth of the Asia Pacific automotive films market.

Asia Pacific Automotive Films Market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific Automotive Films Market Segmentation

The Asia Pacific automotive films market is divided into film type, application, and country.

Based on film type, the Asia Pacific automotive films market is segmented into window films/tints, wrap films, and paint protection films. The paint protection films segment held the largest Asia Pacific automotive films market share in 2022.

Based on application, the Asia Pacific automotive films market is segmented into passenger cars, commercial vehicles, and two wheelers. The passenger cars segment

held the largest Asia Pacific automotive films market share in 2022.

Based on country, the Asia Pacific automotive films market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. China dominated the Asia Pacific automotive films market share in 2022.

3M Co; Avery Dennison Corp; Compagnie de Saint Gobain SA; and Eastman Chemical Co are the leading companies operating in the Asia Pacific automotive films market.

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