

Europe 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 Car, Commercial Vehicle, and Two Wheelers)

<https://marketpublishers.com/r/EDAAAF5411CEEN.html>

Date: March 2023

Pages: 158

Price: US\$ 3,000.00 (Single User License)

ID: EDAAAF5411CEEN

Abstracts

The Europe automotive films market is expected to grow from US\$ 2,255.68 million in 2022 to US\$ 3,086.16 million by 2028. It is estimated to grow at a CAGR of 5.4% from 2022 to 2028.

Recovery of Automotive Industry Post-Pandemic fuel Europe Automotive Films Market

The automotive industry was consistently growing till 2019. However, during COVID-19 pandemic, the demand for commercial and private vehicles was reduced. As a result, the automotive industry showed a decline in growth from 2019 to 2020. In 2021, the industry started to recover. According to the European Automobile Manufacturers Association (ACEA), passenger car registrations increased across the world in 2021. Moreover, passenger cars are the most common means of transportation in developed countries. Also, the increase in per capita income and improvement in standard of living are among the factors accelerating the demand for passenger cars. All these factors are contributing to the growth of the Europe automotive films market .

Europe Automotive Films Market Overview

The Europe automotive films market is segmented into Germany, France, Italy, the UK, the Netherlands, Russia, and the Rest of Europe. The market is witnessing high growth due to an increase in automotive production. According to the Automobile Manufacturers' Association (ACEA), in 2020, there were more than 6.2 million medium

and heavy commercial vehicles on European Union (EU) roads, an increase of 1.7% compared to 2019. With ~1.2 million trucks, Poland has the largest fleet by far. These stats show the increasing demand for commercial vehicles in European countries. Thus, the rising automotive industry in Europe is boosting the demand for automotive films, which is expected to drive the market during the forecast period.

The growing consumer interest in adopting safety and comfort features is further anticipated to boost the demand for automotive films in the region. Consumers' modern lifestyles and the rise in demand for personalized cars are expected to impact the automotive films market in Europe substantially. Due to the simplicity and cost-effectiveness, there is an increase in demand for wrap films for advertising. In European countries, the popularity of textured finish in wrap films is growing significantly. All these factors are projected to drive the automotive films market in Europe.

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

Europe Automotive Films Market Segmentation

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

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

Based on application, the Europe automotive films market is segmented into passenger cars, commercial vehicles, and two wheelers. The passenger cars segment held the largest Europe automotive films market share in 2022.

Based on country, the Europe automotive films market is segmented into Germany, France, Italy, the UK, Russia, Netherlands, and the Rest of Europe. The Rest of Europe dominated the Europe automotive films market share in 2022.

3M Co; Avery Dennison Corp; Compagnie de Saint Gobain SA; Eastman Chemical Co; Ergis SA; Hexis SAS; Luxshield GmbH; Mister Lucky; PR-Folia; Profilm Advanced Materials Ltd; and SSA Europe GmbH are the leading companies operating in the Europe automotive films market.

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