

Middle East & Africa 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 Middle East & Africa automotive films market is expected to grow from US\$ 444.32 million in 2022 to US\$ 490.24 million by 2028. It is estimated to grow at a CAGR of 1.7% from 2022 to 2028.

Growing Awareness About Harmful Effects of UV Rays fuels Middle East & Africa Automotive Films Market

A vehicle's direct exposure to ultraviolet radiation can negatively affect the interior and exterior body of the vehicle. Direct sunlight can lead to vehicle interior damage, often starting with the dashboard. If a car with leather seats is regularly parked without sun protection, that supple fabric can quickly wrinkle and fade. Also, if the vehicle is exposed to direct sunlight, its paint can experience significant damage. Especially if the vehicle is dark-colored, the shade starts to fade and lose its luster due to oxidation. However, the awareness regarding these negative impacts of UV radiation is increasing among the population. Automotive films such as window tinting and paint protection coating block solar ultraviolet radiations and provide comfort by reducing glare from the sun.

With the increasing awareness about the negative impacts of UV radiation, the demand for automotive films is increasing. Thus, manufacturers are developing UV protection

automotive films for commercial and passenger vehicles. Recently, the companies have been focusing on developing window tinting films that reject up to 93% of glare from blinding sunlight. For instance, 3M company launched the automotive window film ceramic IR series. The Ceramic IR Series blocks up to 99.9% of ultraviolet (UV) light and provides a total sun protection factor (SPF) of up to 1000. Thus, awareness about the harmful effect of ultraviolet rays and the development of various UV-resistant protective films are further expected to aid the growth of the Middle East & Africa automotive films market during the forecast period.

Middle East & Africa Automotive Films Market Overview

The growing automotive sales in the Middle East & Africa are propelling the demand for automotive films. The increase in sales of electric vehicles and the presence of automotive manufacturers are expected to boost the demand for these films across the region during the forecast period.

Moreover, the UAE is the second-largest automotive market in the Gulf Cooperation Council (GCC), and the automotive sector plays a key role in the economy of the country. Therefore, the country's government is prioritizing the development of the automotive industry in the UAE. As Dubai enters a new growth phase, it is expected to become the region's main automotive hub, expanding through exports and re-exports of vehicles in the Middle East. All these factors are expected to propel the demand for automotive films in the region in the coming years.

Middle East & Africa Automotive Films Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Automotive Films Market Segmentation

The Middle East & Africa automotive films market is divided into film type, application, and country.

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

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

Based on country, the Middle East & Africa automotive films market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East and Africa. The Rest of Middle East and Africa dominated the Middle East & Africa automotive films market share in 2022.

3M Co; Avery Dennison Corp; Compagnie de Saint Gobain SA; Eastman Chemical Co; and Profilm Advanced Materials Ltd are the leading companies operating in the Middle East & Africa automotive films market.

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