

South & Central America 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 South & Central America automotive films market is expected to grow from US\$ 366.16 million in 2022 to US\$ 460.39 million by 2028. It is estimated to grow at a CAGR of 3.9% from 2022 to 2028.

Rise in Popularity of Electric Cars fuels South & Central America Automotive Films Market

In recent years, there has been tremendous adoption of electric vehicles (EVs) across the world. The rising adoption of electric vehicle charging infrastructure in developed and developing countries is influencing the demand for electric cars. Automotive films are used to protect surfaces and windows of a vehicle. Automotive films such as window tint and paint protection films are stained resistant and defend against stone chips, minor scratches, bug spray, swirl marks, and other paint damage. They also protect vehicles from harmful UV radiation. Thus, increasing demand for electric cars propel the utilization of automotive films, thereby driving the South & Central America automotive films market growth.

South & Central America Automotive Films Market Overview

The rising technological advancements, innovations, and developments by

manufacturers in the automotive sector in South & Central America are creating a demand for automotive films. Moreover, due to the necessity to meet future energy and emission demands, the popularity of electric vehicles (EVs) has grown in South America over the last few years. The need for environment-friendly transportation is majorly driving the growth of the electric vehicle market in the region. The market is becoming an important part of the South & Central American automotive industry as it promises increased energy efficiency while lowering pollution and other greenhouse gas emissions. Furthermore, due to an increase in demand for EVs, several players are investing in starting their manufacturing plants across the region. All these factors are driving the growth of the automotive films market.

Additionally, the rising trend of advertising and marketing on commercial vehicles and the increasing popularity of enhancing the outer look of passenger vehicles among the population are boosting the demand for wrap films in South & Central America. Moreover, the increasing awareness about the harmful effects of UV radiation among the population is supporting the demand for automotive films across the region. These factors are anticipated to drive the automotive films market growth in South & Central America during the forecast period.

South & Central America Automotive Films Market Revenue and Forecast to 2028 (US\$ Million)

South & Central America Automotive Films Market Segmentation

The South & Central America automotive films market is divided into film type, application , and country.

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

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

Based on country, the South & Central America automotive films market is segmented into Brazil, Argentina, and the Rest of South and Central America. The Rest of South

and Central America dominated the South & Central America 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 South & Central America automotive films market.

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