

Automotive Wrap Films Market Analysis With Opportunity Segments

The Business Research Company's Automotive Wrap Films Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033

LONDON, GREATER LONDON, UK, July 15, 2024 /EINPresswire.com/ -- The [automotive wrap films market](#) has experienced robust growth in recent years, expanding from \$5.78 billion in

2023 to \$7.14 billion in 2024 at a compound annual growth rate (CAGR) of 23.5%. The growth in the historic period can be attributed to customization trends, paint protection demand, advertising and branding opportunities, growing vehicle fleet, ease of removal and replacement.



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Strong Future Growth Anticipated

The automotive wrap films market is projected to continue its strong growth, reaching \$15.51 billion in 2028 at a compound annual growth rate (CAGR) of 21.4%. The growth in the forecast period can be attributed to DIY installation culture, rise of motorsports and racing culture, rising digital printing sector, focus on color-shifting films, hydrophobic and self-healing films, increased adoption in

commercial fleets. Major trends in the forecast period include advancements in film technologies, innovations in material science, sustainable and eco-friendly films, integration with AI.

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Growth Driver Of The Automotive Wrap Films Market

An increase in the sales of luxury vehicles is significantly contributing to the growth of the automotive wrap films market going forward. Luxury vehicles refer to vehicles that provide

increased levels of performance, status, comfort, and quality compared to regular vehicles for an increased price. Automotive wrap films such as paint protection films cover the surfaces of luxury cars to protect the luxury vehicle from scratches, strains, and fading caused by external factors such as debris, rocks, sand, acid rains, and other elements. Automotive wrap films increase the longevity of luxury vehicles' exterior finish, which is crucial for their luxury status and maintenance.

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Major Players And Market Trends

Key players in the automotive wrap films market include 3M Co., APA Corporation, Avery Dennison Corporation, Fedrigoni SpA, Guangzhou Sino Group Ltd., Garware Hi-Tech Films Limited, Alphagraphics UK, Ritrama SpA, KDX America LLC, Hexis SA, Metamark UK Ltd., Spandex UK Ltd., Madico Inc., Signmaster Systems Ltd., FDC Graphic Films Inc., Ikonix USA, Arlon Graphics LLC, J&A International UK Ltd., Studio One Ltd., CMYUK Ltd., Kay Premium Marking Films Ltd., Vinyl Graphics Limited, Orafol Europe GmbH, Guangzhou Carbins Film Co. Ltd., Vehicle Wraps Inc., Portfolio Display Ltd., ADS Window Films Ltd., JMR Graphics Inc., Vvivid Vinyl Inc..

Major companies operating in the automotive wrap films market are focused on expanding their product range and incorporating advanced technologies, such as Easy Apply RS Technology, to drive their revenues in the market. Easy Apply RS Technology is a valuable innovation in the vehicle wrapping industry, offering installers a more efficient and user-friendly experience while providing high-quality results for their clients.

Segments:

- 1) By Film Type: Windows Films, Wrap Films, Paint Protection Films
- 2) By Material: Cast Vinyl, Calendared Vinyl
- 3) By Application: Passenger Vehicle, Commercial Vehicle

Geographical Insights: North America Leading The Market

North America was the largest region in the automotive wrap films market in 2023. Asia-Pacific is expected to be the fastest-growing region during the forecast period, driven by expanding healthcare facilities and increasing awareness of the benefits of automotive wrap films.

Automotive Wrap Films Market Definition

Automotive wrap films refer to types of vinyl that can be applied to a vehicle's bodywork to protect the paintwork, promote a business, or change its appearance. They safeguard the paint on the car, keeping the vehicle in great shape and protecting its value.

[Automotive Wrap Films Global Market Report 2024](#) from THE BUSINESS RESEARCH COMPANY covers the following information:

- Market size data for the forecast period: Historical and Future

- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Automotive Wrap Films Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on automotive wrap films market size, automotive wrap films market drivers and trends, automotive wrap films market major players, automotive wrap films competitors' revenues, automotive wrap films market positioning, and automotive wrap films market growth across geographies. The automotive wrap films market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

Contact Information

The Business Research Company

Europe: +44 207 1930 708

Asia: +91 8897263534

Americas: +1 315 623 0293

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

info@tbrc.info

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