

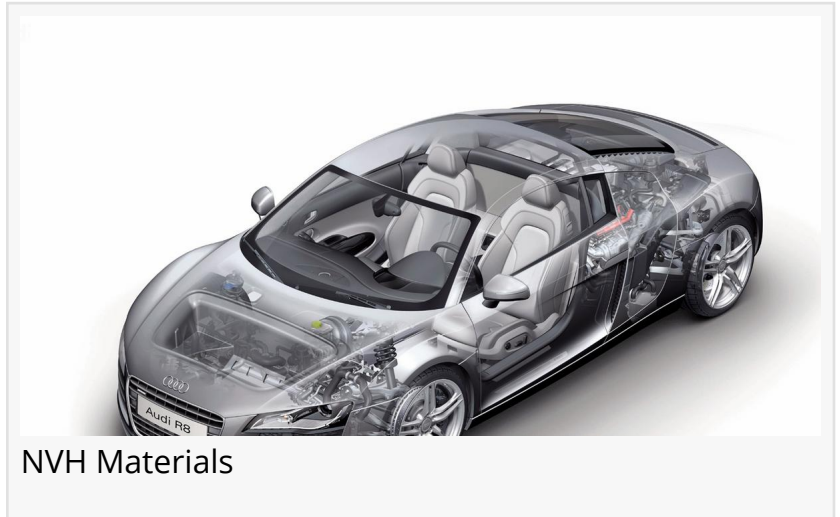
NVH Materials Market Size Evaluation, Trends, and Growth Insights Report 2024 - 2031 | The DOW Chemical Company

Noise, Vibration, and Harshness (NVH) materials are specifically used to reduce noise and vibration of vehicles. NVH materials are used within the interiors of

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/EINPresswire.com/ -- Market Overview:

NVH (Noise, Vibration and Harshness) materials are used in the automotive industry to reduce the noise levels

inside vehicles and improve the ride quality. NVH materials are applied to engine compartments, dashboards, door panels, and other parts of vehicles.



NVH Materials

Market Dynamics:

The automotive production is expected to significantly rise over the forecast period owing to rising vehicle demand across the world. According to International Organization of Motor Vehicle Manufacturers, around 96 million vehicles were produced globally in 2023. This rising automotive production is estimated to drive the demand for NVH materials to control noise and vibrations in vehicles. Moreover, stringent government regulations regarding in-vehicle noise levels are compelling automakers to incorporate advanced NVH materials in vehicles. For instance, European Union has set the noise limit of 74 dB(A) for new vehicles. Growing awareness among consumers regarding vehicle comfort is also contributing to the growth of the NVH materials market.

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Growing Adoption of Lightweight Vehicles to Reduce Noise, Vibration, and Harshness

The automotive industry is increasingly focusing on developing lightweight vehicles to improve fuel economy and reduce emissions. Weight reduction helps improve acceleration and braking of vehicles. It also enhances handling and stability. To achieve lightweight design goals, automakers are extensively using NVH materials such as engineering resins, foams, barrier films, and tapes & laminates. These materials aid in damping vibration and insulating noise within vehicle bodies. They play a critical role in isolating engine noise from passenger compartments. The growing shift toward lightweight electric vehicles further raises the demand for advanced NVH materials that can effectively manage noise and vibration caused due to absence of engine sound masking.

Growing Production of Electric Vehicles Presents Lucrative Market Opportunities

With mounting environmental concerns and push for greener mobility, electric vehicle sales are predicted to rise substantially over the coming years. However, EVs present unique NVH challenges due to absence of engine noise. This has opened up opportunities for material specialists to develop innovative solution materials. Areas of focus include engineering resins for damping powertrain vibrations, barrier films to insulate road noise, sealing tapes for joining vehicle compartments, structural foams for chassis applications and damping pads for isolating uncomfortable frequency sounds. Leading NVH solution providers are investing in R&D to meet evolving acoustic requirements of next-gen electric drivetrains and platforms. This growing niche within the automotive industry will support lucrative revenue streams for NVH material vendors in the long run.

Limited Training and Skills Pertaining to NVH Material Applications

One key market restraint for the growth of the NVH materials industry is limited skills and expertise available pertaining to the application of these solutions. NVH behavior is highly dependent on material properties as well as proper installation methods. Even minute errors can compromise acoustic performance tremendously. However, NVH technologies are quite specialized in nature and automotive engineers may not have in-depth know-how regarding material characteristics and installing techniques. This challenges effective implementation of NVH solutions and achieving target vehicle sound levels. Also, there is lack of comprehensive training programs focusing on materials science fundamentals, vibration and noise propagation theories, and interface dynamics. Such skilled workforce gaps hinder wider adoption of advanced NVH materials and restrains full realization of their damping benefits. Overcoming this talent crunch will require focused vocational learning initiatives.

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Top Companies Included in This Report:

- The DOW Chemical Company

- Exxonmobil Corporation
- 3M Company
- Mitsui Chemicals Inc.
- Sumitomo Riko Company Limited
- Covestro AG
- Celanese Corporation
- Huntsman Corporation
- Lanxess AG
- Borgers AG.

Market Segmentation:

By Product Type:

- By product type
- Rubbers
- Nitrile Butadiene Rubber (NBR)
- Ethylene Propylene Diene Monomer (EPDM)
- Other Rubbers
- Thermoplastic Polymers
- Polyurethanes(PU)
- Polyvinyl Chloride (PVC)
- Engineering Resins
- Acrylonitrile Butadiene Styrene (ABS)
- Polycarbonates
- Nylons

By Applications:

- By application
- Absorbtion
- Insulation

Key Regions/Countries are Classified as Follows:

- » North America (U.S., Canada, Mexico)
- » Europe (Germany, U.K., France, Italy, Russia, Spain, Rest of Europe)
- » Asia-Pacific (China, India, Japan, Singapore, Australia, New Zealand, Rest of APAC)
- » South America (Brazil, Argentina, Rest of SA)
- » Middle East & Africa (Turkey, Saudi Arabia, Iran, UAE, Africa, Rest of MEA)

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The report offers insights on the following topics:

Chapter 1: Study Coverage

Chapter 2: Executive Summary

Chapter 3: Competitor Landscape of the Nvh Materials Market by Players

Chapter 4: Market Size of the Nvh Materials Market by Type and Application

Chapter 5: Global and Regional Analysis

Chapter 6: Company Profiles, Recent Developments, and Investments

Chapter 7: Analysis of Market Opportunities, Challenges, Risks, and Influencing Factors

Chapter 8: Analysis of Value Chain and Sales Channels, including notable product developments

Chapter 9: Research Findings and Conclusion

Chapter 10: Methodology/Research Approach

Ultimately, the Nvh Materials Market report serves as a reliable source for acquiring market research to significantly enhance your business. It furnishes essential insights into regional economic conditions, product pricing, profitability, capacity, production, supply, demand, market growth rate, and forecasts. Additionally, the report includes a SWOT analysis, investment feasibility analysis, and return on investment analysis for new projects within the Nvh Materials industry.

Should the aforementioned report not meet your precise requirements, we offer customized research tailored to comprehensively address your specific business needs. Our customized research will encompass all the pertinent business information necessary to assist you in making strategic and profitable business decisions.

Author Bio:

Priya Pandey is a dynamic and passionate editor with over three years of expertise in content editing and proofreading. Holding a bachelor's degree in biotechnology, Priya has a knack for making the content engaging. Her diverse portfolio includes editing documents across different industries, including food and beverages, information and technology, healthcare, chemical and materials, etc. Priya's meticulous attention to detail and commitment to excellence make her an invaluable asset in the world of content creation and refinement.

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