

Automotive Wrap Films Market to Reach USD \$18.8 Billion by 2029 at 21.3% CAGR

*The Business Research Company's
Automotive Wrap Films Global Market
Report 2025 – Market Size, Trends, And
Global Forecast 2025-2034*

LONDON, GREATER LONDON, UNITED
KINGDOM, November 28, 2025

/EINPresswire.com/ -- What Is The
Estimated Industry Size Of [Automotive
Wrap Films Market?](#)



The Business
Research Company

The Business Research Company

The automotive wrap films market has witnessed a rapid expansion in recent times. Its market value is projected to increase from \$7.1 billion in 2024 to \$8.69 billion in 2025, at a robust Compound Annual Growth Rate (CAGR) of 22.4%. Factors contributing to this historic growth

include the growing trend of customization, demand for paint protection, marketing and branding potential, an expanding vehicle fleet, and the simple process of removing and replacing the films.

“

Get 20% Off All Global
Market Reports With Code
ONLINE20 – Stay Ahead Of
Trade Shifts,
Macroeconomic Trends, And
Industry Disruptors”

*The Business Research
Company*

Over the upcoming years, significant expansion is anticipated in the [automotive wrap films market growth](#), with projections suggesting it will achieve a value of \$18.8 billion in 2029, showing a compound annual growth rate (CAGR) of 21.3%. Factors driving this growth in the forecast period include the popularity of DIY installation, an uptick

in motorsports and racing culture, a burgeoning digital printing sector, interest in color-shifting, hydrophobic and self-healing films, and wider use in commercial fleets. Central trends in the forecast period encapsulate advances in film technologies, breakthroughs in material science, more sustainable and environmentally friendly films, and integration with artificial intelligence.

Download a free sample of the automotive wrap films market report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=12152&type=smp>

What Are The Major Factors Driving The Automotive Wrap Films Global Market Growth?

The automotive wrap films market is experiencing significant growth due to a rise in the sales of

luxury automobiles. Luxury vehicles, distinguished by their superior performance, prestige, comfort, and quality – all for a higher cost than standard cars – often use automotive wrap films like paint protection films. These films are applied to the vehicle's exterior to shield it from damage such as scratches, stains, and fading caused by outside elements like debris, sand, acid rain, and more. This protective measure ensures the vehicle's exterior remains in top condition, an essential element of maintaining its luxury status. In particular, a report from Rolls Royce, a luxury vehicle manufacturer based in the UK, demonstrated this growth. Their January 2023 data showed a 7.7% sales increase of their luxury cars from 5,586 in 2021 to 6,021 in 2022. This surge in luxury car sales is a key driving force propelling the automotive wrap films market.

Who Are The Leading Companies In The Automotive Wrap Films Market?

Major players in the Automotive Wrap Films 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

What Are Some Emerging Trends In The Automotive Wrap Films Market?

The automotive wrap films market is seeing a major increase in product innovation as the dominant trend. Big-name businesses in this market are taking steps to enhance the usefulness and durability of the automotive wrap films they offer. For example, in April 2022, 3M Company, an industrial conglomerate based in the United States, released a cutting-edge vehicle wrap film named 3M Print Wrap Film IJ280. The innovative 3M Print Wrap Film IJ280 is engineered to offer quicker installation than typical automotive wrap films and minimizes the need for rework. Notably, it can be installed 20% faster and provides double the resistance to lifting compared to traditional automotive wrap films.

What Are The Primary Segments Covered In The Global Automotive Wrap Films Market Report?

The automotive wrap films market covered in this report is segmented –

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

Subsegments:

- 1) By Windows Films: Tinted Window Films, UV-Blocking Window Films, Security Window Films

- 2) By Wrap Films: Vinyl Wrap Films, Carbon Fiber Wrap Films, Matte And Gloss Finish Wrap Films
- 3) By Paint Protection Films: Self-Healing Paint Protection Films, Clear Paint Protection Films, Pre-Cut Paint Protection Kits

View the full automotive wrap films market report:

<https://www.thebusinessresearchcompany.com/report/automotive-wrap-films-global-market-report>

Which Region Is Forecasted To Grow The Fastest In The Automotive Wrap Films Industry?

In 2024, North America led in the market for automotive wrap films. The regions analyzed in the market report on automotive wrap films included Asia-Pacific, Western Europe, Eastern Europe, South America, the Middle East, and Africa along with North America.

Browse Through More Reports Similar to the Global Automotive Wrap Films Market 2025, By [The Business Research Company](#)

Toiletries Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/toiletries-global-market-report>

Toilet Roll Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/toilet-roll-global-market-report>

Portable Generators Global Market Report 2025

<https://www.thebusinessresearchcompany.com/report/portable-generators-global-market-report>

Speak With Our Expert:

Saumya Sahay

Americas +1 310-496-7795

Asia +44 7882 955267 & +91 8897263534

Europe +44 7882 955267

Email: saumyas@tbrc.info

The Business Research Company - www.thebusinessresearchcompany.com

Follow Us On:

• LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

Oliver Guirdham

The Business Research Company

+44 7882 955267

info@tbrc.info

Visit us on social media:

[LinkedIn](#)
[Facebook](#)
[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/870914890>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.