

## **NA Printable Self-Adhesive Vinyl Films Market - Industry Trends and Forecast to 2030**

Market Report | 2023-02-01 | 153 pages | Data Bridge Market Research

### **AVAILABLE LICENSES:**

- Single User License \$3500.00
- Corporate Users License \$4200.00

### **Report description:**

North America printable self-adhesive vinyl films market is projected to register a CAGR of 4.1% in the forecast period of 2023 to 2030. The new market report contains data for the historic year 2021, the base year of calculation is 2022, and the forecast period is 2023 to 2030

#### Market Segmentation:

North America Printable Self-Adhesive Vinyl Films Market, By Manufacturing Process (Calendered Films and Cast Films), Thickness (Thin (2-3 Mils) and Thick (More than 3 Mils)), Type (Opaque, Transparent, and Translucent), Substrate (Floor, Plastics, Glass, and Others), Application (Fleet Graphics, Watercraft Graphics, Car Wrapping, Floor Graphics, Labels & Stickers, Window Graphics, Exhibition Panels, Outdoor Advertising, Furniture Decoration, Wallcovering, and Others), Country (U.S., Canada, and Mexico)  
Industry Trends and Forecast to 2030

Some of the major factors contributing to the growth of the printable self-adhesive vinyl films market are:

- Availability of wide range of self-adhesive vinyl films with different characteristics
- Rising applications of printable self-adhesive vinyl films in advertisements

#### Market Players:

The key market players operating in the North America printable self-adhesive vinyl films market are listed below:

- 3M
- AVERY DENNISON CORPORATION
- LX Hausys
- LINTEC Corporation
- Arlon Graphics, LLC
- HEXIS S.A.S.
- Metamark

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- Henkel AG & Co. KGaA
- DRYTAC
- FLEXcon Company, Inc
- ACHILLES CORPORATION
- TEKRA, LLC.
- Stahls' International
- Innovia Films
- ORAFOL Europe GmbH
- Brite Coatings Private Limited
- Item Plastic Corp.
- Shubh Plastics

## **Table of Contents:**

### TABLE OF CONTENTS

1 INTRODUCTION	14
1.1 OBJECTIVES OF THE STUDY	14
1.2 MARKET DEFINITION	14
1.3 OVERVIEW OF THE NORTH AMERICA PRINTABLE SELF-ADHESIVE VINYL FILMS MARKET	14
1.4 LIMITATIONS	16
1.5 MARKETS COVERED	16
2 MARKET SEGMENTATION	19
2.1 MARKETS COVERED	19
2.2 GEOGRAPHICAL SCOPE	20
2.3 YEARS CONSIDERED FOR THE STUDY	21
2.4 CURRENCY AND PRICING	21
2.5 DBMR TRIPOD DATA VALIDATION MODEL	22
2.6 MULTIVARIATE MODELLING	25
2.7 MANUFACTURING PROCESS LIFELINE CURVE	25
2.8 PRIMARY INTERVIEWS WITH KEY OPINION LEADERS	26
2.9 DBMR MARKET POSITION GRID	27
2.10 MARKET APPLICATION COVERAGE GRID	28
2.11 SECONDARY SOURCES	29
2.12 ASSUMPTIONS	29
3 EXECUTIVE SUMMARY	30
4 PREMIUM INSIGHTS	32
4.1 PESTEL ANALYSIS	33
4.2 PORTER'S FIVE ANALYSIS FOR THE NORTH AMERICA PRINTABLE SELF-ADHESIVE VINYL FILMS MARKET	36
4.2.1 BARGAINING POWER OF BUYERS/CONSUMERS:	37
4.2.2 BARGAINING POWER OF SUPPLIERS:	37
4.2.3 THE THREAT OF NEW ENTRANTS:	37
4.2.4 THREAT OF SUBSTITUTES:	38
4.2.5 RIVALRY AMONG EXISTING COMPETITORS:	38
4.3 LIST OF KEY BUYERS	39

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

4.3.1 NORTH AMERICA	39
4.4 NORTH AMERICA PRINTABLE SELF-ADHESIVE VINYL FILM MARKET: PRODUCTION CONSUMPTION ANALYSIS	40
4.5 CLIMATE CHANGE SCENARIO	41
4.5.1 ENVIRONMENTAL CONCERNS	41
4.5.2 INDUSTRY RESPONSE	41
4.5.3 GOVERNMENT'S ROLE	41
4.5.4 ANALYST RECOMMENDATION	42
4.6 TRADE ANALYSIS	43
4.7 RAW MATERIAL PRODUCTION COVERAGE	45
4.8 SUPPLY CHAIN ANALYSIS	48
4.8.1 OVERVIEW	48
4.8.2 LOGISTIC COST SCENARIO	48
4.8.3 IMPORTANCE OF LOGISTICS SERVICE PROVIDERS	48
4.9 TECHNOLOGICAL ADVANCEMENTS IN THE NORTH AMERICA PRINTABLE SELF-ADHESIVE VINYL FILMS MARKET	49
4.10 VENDOR SELECTION CRITERIA	50
5 REGULATION COVERAGE	52
6 MARKET OVERVIEW	53
6.1 DRIVERS	55
6.1.1 INCREASING DEMAND FOR PRINTABLE SELF-ADHESIVE VINYL FILMS IN CONSTRUCTION AND ARCHITECTURAL APPLICATIONS	55
6.1.2 RISING APPLICATIONS OF PRINTABLE SELF-ADHESIVE VINYL FILMS IN ADVERTISEMENTS	55
6.1.3 AVAILABILITY OF A WIDE RANGE OF SELF-ADHESIVE VINYL FILMS WITH DIFFERENT CHARACTERISTICS	56
6.2 RESTRAINTS	56
6.2.1 FLUCTUATION IN RAW MATERIAL PRICES	56
6.2.2 AVAILABILITY OF VARIOUS SUBSTITUTES	57
6.3 OPPORTUNITIES	57
6.3.1 NEW STRATEGIC DEVELOPMENTS AND INITIATIVES BY KEY MANUFACTURERS	57
6.3.2 RISING DEMAND FOR VEHICLE WRAPS	58
6.3.3 COMPANIES OFFERING SUSTAINABLE PRINTABLE SELF-ADHESIVE VINYL FILMS	58
6.4 CHALLENGES	59
6.4.1 HIGH COMPETITION AMONG KEY MANUFACTURERS	59
6.4.2 INCREASING ENVIRONMENTAL CONCERNS AND GOVERNMENT REGULATIONS	59
7 NORTH AMERICA PRINTABLE SELF-ADHESIVE VINYL FILMS MARKET, BY MANUFACTURING PROCESS	60
7.1 OVERVIEW	61
7.2 CALENDERED FILMS	62
7.3 CAST FILMS	63
8 NORTH AMERICA PRINTABLE SELF-ADHESIVE VINYL FILMS MARKET, BY THICKNESS	64
8.1 OVERVIEW	65
8.2 THIN (2-3 MILS)	66
8.3 THICK (MORE THAN 3 MILS)	67
9 NORTH AMERICA PRINTABLE SELF-ADHESIVE VINYL FILMS MARKET, BY TYPE	68
9.1 OVERVIEW	69
9.2 OPAQUE	70
9.3 TRANSPARENT	71
9.4 TRANSLUCENT	72
10 NORTH AMERICA PRINTABLE SELF-ADHESIVE VINYL FILMS MARKET, BY SUBSTRATE	73
10.1 OVERVIEW	74

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

10.2 PLASTIC	75
10.3 FLOOR	76
10.4 GLASS	76
10.5 OTHERS	77
11 NORTH AMERICA PRINTABLE SELF-ADHESIVE VINYL FILMS MARKET, BY APPLICATION	78
11.1 OVERVIEW	79
11.2 CAR WRAPPING	80
11.3 FLEET GRAPHICS	81
11.4 WATERCRAFT GRAPHICS	82
11.5 FLOOR GRAPHICS	83
11.6 WINDOW GRAPHICS	83
11.7 OUTDOOR ADVERTISING	84
11.8 LABELS & STICKERS	85
11.9 FURNITURE DECORATION	87
11.10 WALLCOVERING	87
11.11 EXHIBITION PANELS	88
11.12 OTHERS	89
12 NORTH AMERICA PRINTABLE SELF-ADHESIVE VINYL FILMS MARKET, BY REGION	90
12.1 NORTH AMERICA	91
12.1.1 U.S.	97
12.1.2 CANADA	99
12.1.3 MEXICO	101
13 NORTH AMERICA PRINTABLE SELF-ADHESIVE VINYL FILMS MARKET, COMPANY LANDSCAPE	103
13.1 COMPANY SHARE ANALYSIS: NORTH AMERICA	103
14 COMPANY PROFILE	104
14.1 3M	104
14.1.1 COMPANY SNAPSHOT	104
14.1.2 REVENUE ANALYSIS	104
14.1.3 COMPANY SHARE ANALYSIS	105
14.1.4 SWOT	105
14.1.5 PRODUCT PORTFOLIO	106
14.1.6 RECENT DEVELOPMENTS	106
14.2 AVERY DENNISON CORPORATION	107
14.2.1 COMPANY SNAPSHOT	107
14.2.2 REVENUE ANALYSIS	107
14.2.3 COMPANY SHARE ANALYSIS	108
14.2.4 SWOT	108
14.2.5 PRODUCT PORTFOLIO	109
14.2.6 RECENT DEVELOPMENTS	109
14.3 ORAFOL EUROPE GMBH	110
14.3.1 COMPANY SNAPSHOT	110
14.3.2 COMPANY SHARE ANALYSIS	110
14.3.3 SWOT	111
14.3.4 PRODUCT PORTFOLIO	111
14.3.5 RECENT DEVELOPMENTS	112
14.4 HENKEL ADHESIVES TECHNOLOGIES INDIA PRIVATE LIMITED	113
14.4.1 COMPANY SNAPSHOT	113

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

14.4.2 REVENUE ANALYSIS	113
14.4.3 COMPANY SHARE ANALYSIS	114
14.4.4 SWOT	114
14.4.5 PRODUCT PORTFOLIO	115
14.4.6 RECENT DEVELOPMENTS	115
14.5 LX HAUSYS	116
14.5.1 COMPANY SNAPSHOT	116
14.5.2 REVENUE ANALYSIS	116
14.5.3 COMPANY SHARE ANALYSIS	117
14.5.4 SWOT	117
14.5.5 PRODUCT PORTFOLIO	118
14.5.6 RECENT DEVELOPMENT	118
14.6 ACHILLIES CORPORATION	119
14.6.1 COMPANY SNAPSHOT	119
14.6.2 REVENUE ANALYSIS	119
14.6.3 SWOT	120
14.6.4 PRODUCT PORTFOLIO	120
14.6.5 RECENT DEVELOPMENT	120
14.7 ARLON GRAPHICS, LLC.	121
14.7.1 COMPANY SNAPSHOT	121
14.7.2 SWOT	121
14.7.3 PRODUCT PORTFOLIO	122
14.7.4 RECENT DEVELOPMENTS	122
14.8 BRITE COATINGS PRIVATE LIMITED	123
14.8.1 COMPANY SNAPSHOT	123
14.8.2 PRODUCT PORTFOLIO	123
14.8.3 SWOT	124
14.8.4 RECENT DEVELOPMENT	124
14.9 DRYTAC	125
14.9.1 COMPANY SNAPSHOT	125
14.9.2 PRODUCT PORTFOLIO	125
14.9.3 SWOT	126
14.9.4 RECENT DEVELOPMENT	126
14.10 FLEXCON COMPANY, INC.	127
14.10.1 COMPANY SNAPSHOT	127
14.10.2 PRODUCT PORTFOLIO	127
14.10.3 SWOT	128
14.10.4 RECENT DEVELOPMENTS	128
14.11 HEXIS S.A.S.	129
14.11.1 COMPANY SNAPSHOT	129
14.11.2 SWOT	129
14.11.3 PRODUCT PORTFOLIO	130
14.11.4 RECENT DEVELOPMENTS	130
14.12 INNOVIA FILMS	131
14.12.1 COMPANY SNAPSHOT	131
14.12.2 SWOT	131
14.12.3 PRODUCT PORTFOLIO	132

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

14.12.4 RECENT DEVELOPMENT	132
14.13 ITEM PLASTIC CORP.	133
14.13.1 COMPANY SNAPSHOT	133
14.13.2 PRODUCT PORTFOLIO	133
14.13.3 SWOT	134
14.13.4 RECENT DEVELOPMENTS	134
14.14 LINTEC CORPORATION	135
14.14.1 COMPANY SNAPSHOT	135
14.14.2 REVENUE ANALYSIS	135
14.14.3 SWOT	136
14.14.4 PRODUCT PORTFOLIO	136
14.14.5 RECENT DEVELOPMENTS	137
14.15 METAMARK	138
14.15.1 COMPANY SNAPSHOT	138
14.15.2 PRODUCT PORTFOLIO	138
14.15.3 SWOT	139
14.15.4 RECENT DEVELOPMENTS	139
14.16 POLI-TAPE GROUP	140
14.16.1 COMPANY SNAPSHOT	140
14.16.2 SWOT	140
14.16.3 PRODUCT PORTFOLIO	141
14.16.4 RECENT DEVELOPMENT	141
14.17 RESPONSIVE INDUSTRIES LTD.	142
14.17.1 COMPANY SNAPSHOT	142
14.17.2 REVENUE ANALYSIS	142
14.17.3 SWOT	143
14.17.4 PRODUCT PORTFOLIO	143
14.17.5 RECENT DEVELOPMENT	143
14.18 SHUBH PLASTICS	144
14.18.1 COMPANY SNAPSHOT	144
14.18.2 SWOT	144
14.18.3 PRODUCT PORTFOLIO	145
14.18.4 RECENT DEVELOPMENT	145
14.19 STAHL'S INTERNATIONAL	146
14.19.1 COMPANY SNAPSHOT	146
14.19.2 SWOT	146
14.19.3 PRODUCT PORTFOLIO	147
14.19.4 RECENT DEVELOPMENTS	147
14.20 TEKRA, LLC.	148
14.20.1 COMPANY SNAPSHOT	148
14.20.2 PRODUCT PORTFOLIO	148
14.20.3 SWOT	149
14.20.4 RECENT DEVELOPMENT	149
15 QUESTIONNAIRE	150
16 RELATED REPORTS	153

## NA Printable Self-Adhesive Vinyl Films Market - Industry Trends and Forecast to 2030

Market Report | 2023-02-01 | 153 pages | Data Bridge Market Research

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User License	\$3500.00
	Corporate Users License	\$4200.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com