

Noise, Vibration, and Harshness (NVH) Materials Market By Application (Absorption, Damping, Insulation), By Material (Rubber, Thermoplastic Polymers, Engineering Resins, Others), By End Use Industry (Automotive, Aerospace, Consumer Goods, Power Tools, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

Market Report | 2023-01-01 | 300 pages | Allied Market Research

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#### Report description:

The global noise, vibration, and harshness (NVH) materials market was valued at \$12.5 billion in 2021, and is projected to reach \$21.4 billion by 2031, growing at a CAGR of 5.7% from 2022 to 2031.

The term noise, vibration, and harshness material refers to the influences and causes of noise and vibration, harshness in vehicle design engineering and so on. NVH materials are mostly used in air purifiers and fans, coffeemakers, coffee grinders and mixers, and a variety of other consumer goods equipment. They maintain exceptional elastic performance throughout a wide range of temperatures and vibrational frequencies, reducing product weight and cost. They are also utilized in appliances, elevators, and furniture where the elevator overrun buffer maintains the same load range with a smaller buffer diameter or gains a broader load range while maintaining the diameter. NVH materials are used in furniture components such as suspensions and springs, which benefit from high-performance elastomers.

The noise, vibration, and harshness material market is segmented into material, application, end-use industry, and region. On the basis of material, the market is divided into rubber, thermoplastic polymers, engineering resins, and others. On the basis of application, the market is categorized into absorption, insulation, and damping. On the basis of the end-use industry, the market is classified into automotive, aerospace, consumer goods, power tools and others. Region-wise, the market is studied across North America, Europe, Asia-Pacific, and LAMEA.

The growth drivers, restraints, and opportunities are explained in the report to better understand the market dynamics. This report further highlights the key areas of investment. In addition, it includes Porter's five forces analysis to understand the competitive scenario of the industry and role of each stakeholder. Value chain analysis for this industry, which includes R&D, components manufacturers, assembly, programming & testing, marketing & sales, customers, and post-sales services, is

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explained. The report features the strategies adopted by key market players to maintain their foothold in the market. Furthermore, it highlights the competitive landscape of the key players to increase their market share and sustain intense competition in the industry.

In addition, the report covers profiles of key industry participants such as 3M, BASF SE, Borgers SE & Co. KGaA, Dow, Eagle Industries, Inc., Henkel Corporation, Huntsman International LLC., NITTO DENKO CORPORATION, Roush Enterprises, and Sumitomo Riko Company Limited.

Key Benefits For Stakeholders

- -This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the noise, vibration, and harshness (nvh) materials market analysis from 2021 to 2031 to identify the prevailing noise, vibration, and harshness (nvh) materials market opportunities.
- -The market research is offered along with information related to key drivers, restraints, and opportunities.
- -Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- -In-depth analysis of the noise, vibration, and harshness (nvh) materials market segmentation assists to determine the prevailing market opportunities.
- -Major countries in each region are mapped according to their revenue contribution to the global market.
- -Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- -The report includes the analysis of the regional as well as global noise, vibration, and harshness (nvh) materials market trends, key players, market segments, application areas, and market growth strategies.

**Key Market Segments** 

By Application

- Absorption
- Damping
- Insulation

By Material

- Rubber
- Thermoplastic Polymers
- Engineering Resins
- Others

By End Use Industry

- Automotive
- Vehicle Type
- Passenger Vehicles
- Light Commercial Vehicles
- Heavy Commercial Vehicles
- Aerospace
- Consumer Goods
- Power Tools
- Others

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany

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- UK
- France
- Italy
- Spain
- Rest of Europe
- Asia-Pacific
- China
- India
- Japan
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- Saudi Arabia
- South Africa
- Rest of LAMEA
- Key Market Players
- Roush Enterprises
- Henkel Corporation
- 3M
- Sumitomo Riko Company Limited
- BASF SE
- Borgers SE & Co. KGaA
- NITTO DENKO CORPORATION
- Eagle Industries, Inc.
- Dow
- Huntsman International LLC.

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