

Car Body Kit - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Car Body Kit Market size is estimated at USD 135.84 billion in 2025, and is expected to reach USD 168.31 billion by 2030, at a CAGR of 4.38% during the forecast period (2025-2030).

The increasing consumer inclination towards an entertaining driving experience and rising vehicle customization among the young population are considered primary driving factors for the market growth during the forecast period, i.e., nowadays, most people try to make themselves different from others. Car owners express their individuality using their vehicles, making them unique, more comfortable, and noticeable among other cars.

In addition, the active participation of car enthusiasts and users of premium sports and racing cars in enhancing the overall performance of the market through aerodynamic kits, bumper tuning, etc., is expected to further augment the demand in the market in the coming years. Furthermore, normal accidents with spoilers and bumper damages contribute to the demand for body kits in the market.

The trend of electrification and consumers' growing preference for using lightweight materials in the manufacturing process of body kits are expected to offer notable opportunities for the players operating in the market. Carbon fiber is one of the attractive options as it focuses on features like racetracks, such as extraordinary strength and durability against intense forces put upon it when traveling at speed for protracted periods. For example, in February 2024, Pit+Paddock debuts the Artisan Spirits Black Label carbon fiber aero kit for the all-wheel-drive and turbocharged Toyota GR Corolla.

Novitec Group, Maxton Design, TECHART Automobildesign GmbH, and Others are some of the prominent players in the market. Thus contributing to the market growth.

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Car Body Kit Market Trends

Sports Utility Vehicles Hold Major Share

Over the long term, factors such as rising consumer inclination toward comfort and automatic safety features, higher ground clearance, commanding driver seating position, robustness, and off-road driving capabilities are projected to drive the sports utility vehicle market.

With the growth in demand for sports utility vehicles, mid-size SUVs are in high demand as they are offered in multiple engine variants with internal combustion engines and electric options for better fuel economy. Additionally, these vehicles are provided with various transmission options, positively impacting the market.

Other factors, such as the increasing adoption of electric sports utility vehicles coupled with rapid development, will drive the market growth.

Asia-Pacific has witnessed an exponential rise in electric SUV ownership, resulting in a larger customer base. Considering the scenario, the companies are providing various options for electric SUVs in various segments, such as compact and luxury, to cater to the market. For example, In December 2023, Hyundai announced the launch of an electric option for its popular SUV, the Hyundai Creta, in India in 2024.

In addition, considering the growth of sports utility vehicles, body kit companies are focusing on various launches. For instance, in August 2023, the Honda WR-V was launched in Indonesia with a racer edition body kit installed to give it an aggressive stance.

Thus, contributing to segment growth.

Asia-Pacific Holds the Highest Share

The Asia-Pacific region is expected to grow significantly over the coming years. The region's demand for car body kits is mainly supported by increasing sales of new and used cars and commercial vehicles across China, India, and other countries. Further, as various automakers are investing in the development of electric and digital technologies for autonomous, hybrid, and electric vehicles, such is expected to positively impact the market. For instance

In January 2024, BYD launched its AI-powered smart car system to better compete with rivals on advanced technologies such as automated parking, and the company plans to invest 5 billion Chinese yuan (USD 701.8 million) to build the world's first all-terrain professional test drive sites in cities across China.

Considering vehicle sales growth, these body kits have gained popularity in recent years, particularly among automakers and enthusiasts. Companies are focusing on various launches to cater to the increasing demand. For example, In December 2023, DAMD, a Japanese tuning company, released multiple body kits & styling parts for the Suzuki Jimny. These body kits and parts can be used to either give the small SUV a retro look or make it look like other off-roaders, such as a Toyota Land Cruiser and the Mercedes-Benz G-Wagon.

Furthermore, car performance kits can provide various additional characteristics without the need to modify or install any components or parts rather than just adding design elements. The modifications allow users to have enhanced performance and aesthetics, resulting in increased power and torque.

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Thus, contributing to the market growth.

Car Body Kit Industry Overview

The Car Body Kit market is consolidated and led by globally and regionally established players. The companies adopt strategies such as new product launches, collaborations, and mergers to sustain their market positions. For instance

In September 2023, Japanese tuner DAMD revealed two new body kits for the Suzuki Jimny at the 2024 Tokyo Auto Salon. The theme for the Japanese tuner's Jimny body kits is "European masterpiece." DAMD also collaborated with OZ Racing to recreate a version of the classic white rally racing wheel for the Jimny, which features both new body kits.

Some of the major players in the market include NovitecGroup, Maxton Design, TECHART Automobildesign GmbH, and Others.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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