

Onyx Coating's new PPF Market Report reveals sub-2% U.S. adoption and a massive growth runway for car care professionals

Data-driven industry review identifies a 28-43 million vehicle premium protection opportunity as PPF adoption remains below 2% nationwide.



Great Neck, New York Aug 3, 2026 ([IssueWire.com](https://www.IssueWire.com)) - [Onyx Coating](#) today released its inaugural Paint Protection Film Leadership Review, revealing that fewer than 2% of America's 284.6 million

registered vehicles currently utilize Paint Protection Film (PPF). The report estimates that 28 to 43 million vehicle owners fall within the premium protection market, yet fewer than 4 million vehicles are currently protected by advanced paint protection systems, creating one of the largest remaining growth opportunities in the automotive aftermarket.

The Onyx Coating Paint Protection Film Leadership Review combines Federal Highway Administration vehicle registration data with automotive aftermarket research and market intelligence to evaluate PPF adoption, demand concentration, market size, and long-term growth potential across the United States. The estimate is based on a top-down analysis of vehicle ownership, protection-aware consumers, premium vehicle segments, and current advanced protection adoption trends.

The report finds that even modest increases in adoption from today's sub-2% baseline translate into millions of incremental customers for installers, detailers, and distributors nationwide.

"This report confirms what many of us in the field have felt for some time: the PPF category in the U.S. is still in its early innings," said Ahmad Madi, International Sales Director at Onyx Coating. "When you compare America's 284.6 million registered vehicles with today's sub-2% PPF penetration rate, the scale of the opportunity becomes impossible to ignore. The growth runway isn't a projection; it's already sitting in front of us."

Key findings from the Leadership Review include:

- The United States vehicle parc reached 284.6 million registered vehicles in 2023 and is projected to approach 290 to 291 million vehicles by 2026.
- The U.S. represents an estimated 20% to 30% of global PPF demand and approximately 75% to 80% of North American demand.
- California, Texas, and Florida remain the largest concentration markets for vehicle protection services.
- Growth is being driven by rising vehicle values, longer ownership cycles, EV adoption, and increasing consumer focus on resale value preservation.

Despite strong growth in vehicle values and increasing consumer focus on long-term ownership economics, PPF remains one of the least-penetrated categories in the automotive aftermarket. The report identifies low awareness, limited installer density in certain regions, and the historical perception of PPF as a luxury-only product as key factors contributing to the adoption gap.

The Leadership Review goes beyond market sizing to identify where PPF demand is concentrating fastest, including among EV owners, luxury vehicle segments, and high-growth states such as California, Texas, and Florida. It also outlines the broader shift toward multi-system vehicle protection, in which PPF is increasingly adopted alongside ceramic coatings and window film rather than as a standalone service.

"The data suggests we're still in the early stages of category development," added Madi. "Even a one-percentage-point increase in adoption would translate into millions of additional protected vehicles. That's a scale opportunity rarely seen in mature automotive aftermarket segments."

The report also examines how PPF manufacturers like Onyx Coating, distributors, and certified installers can capitalize on rising demand for advanced vehicle protection as adoption expands across the U.S. market.

Looking ahead, the report projects that PPF penetration within the premium vehicle segment could reach approximately 15% over the next decade as EV ownership expands, vehicle replacement costs continue to rise, and installer network density increases nationwide. Under that scenario, the addressable customer base for advanced vehicle protection could double over the next decade.

The complete [Onyx Coating Paint Protection Film Leadership Review](#), including market-sizing methodology, demand forecasts, and strategic growth analysis, is available as a free download on the Onyx Coating website.

Media representatives, industry analysts, and distribution partners seeking briefings or interview opportunities with Onyx Coating executives may contact the media relations team below.

About Onyx Coating

Onyx Coating is driven by innovation, excellence, and a mission to protect vehicles across land, sea, and air. As a [global leader in automotive protection solutions](#), the company offers advanced ceramic coatings, including certified 10H and N1 formulas, as well as premium paint protection films and window films engineered for superior durability and performance.

With a distribution network spanning over 70 countries, Onyx Coating supports automotive professionals with high-performance products, technical expertise, and ongoing innovation, guided by core values of integrity, excellence, innovation, teamwork, customer focus, and sustainability.

Join the Onyx Coating global network

Automotive professionals looking to expand their services in ceramic coatings, paint protection film (PPF), window tinting, and professional detailing solutions are invited to partner with Onyx Coating.

By joining the network, partners gain access to [premium automotive protection products](#), ongoing technical support, and a globally recognized brand committed to performance, innovation, and long-term business growth.

For more information about partnership programs or to become an [official Onyx Coating distributor](#) or installer, visit www.onyxcoating.com or contact info@onyxcoating.com.

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