Automotive Head-up Display (HUD) Market: Global Industry Analysis and Opportunity Assessment 2015 - 2025

Description: This report offers a 10-year forecast for the "global automotive Head-up Display (HUD) market" between 2015 and 2025. The market is expected to register a CAGR of 23.2% in terms of value and a CAGR of 30.6% in terms of volume during the forecast period (2015–2025). The report provides market dynamics and trends across the seven regions which influence the current nature and future status of automotive HUD market over the forecast period.

Report Description

Automotive HUD is a novel technology, developed to provide drivers with dashboard data in their field of view. The primary objective of the report is to offer updates regarding advancements of HUD, examining marketing efforts and business strategies undertaken by manufacturing companies which are significantly transforming the HUD market. This study analyses, estimates and forecasts the global automotive HUD market from the demand as well as supply perspective, in terms of volume (‘000 units) and revenue (US$ Mn) during the forecast period. The report also highlights the impact of various drives and restraints in various regions along with their impact during the forecast period.

The report starts with an overview of automotive HUD and is segmented on the basis of product type, sales distribution channel, passenger car type and geography. Furthermore, it covers the global automotive HUD market performance in terms of value and volume based on each product type, sales distribution channel and passenger car type. Impact analysis of key growth drivers and restraints based on the weighted average model is included in the global automotive HUD report to better equip clients with crystal clear decision-making insights.

Automotive HUD technology enables users to receive important messages and information related to driving within their point of view, thus minimizing chances of potential road accidents. Apart from displaying vehicle speed and providing alerts, HUDs display navigation information and Advanced Driver Assistance System (ADAS) data, thereby providing drivers with access to critical information without taking their attention off the road. Automotive HUDs are widely used in luxury, sports and premium cars. These innovative systems are gradually being adopted for application in midsize cars and SUVs, and are currently being considered among the most prominent driver assistance systems.

Currently, penetration of this technology in the automobile industry is approximately 2%, but demand for this technology is expected to grow rapidly in the near future due rising awareness about road safety.

On the basis of passenger car type, the global automotive HUD market is segmented into midsize car, premium car, luxury car, sports utility vehicle (SUV) and sports car; among these, the premium cars segment dominated the global automotive HUD market in 2014. However, the sports utility vehicle and sports car segments are anticipated to expand at higher CAGRs during the forecast period. The luxury car segment accounted for over 18% market share of the global automotive HUD market in 2014 and is projected to lose 130 Basis Point Shares (BPS) during the forecast period.

Based on sales distribution channel, the global automotive HUD market is segmented into OEMs and aftermarket. Out of these two segments, OEMs dominated the global automotive HUD market in 2014, and is expected to continue its dominance throughout the forecast period. The aftermarket segment accounted for over 32% market share of the global automotive HUD market in 2014.

On the basis of product type, the automotive HUD market is segmented into windshield and combiner. Out of these two segments, the combiner segment accounted for over 30% of the global automotive HUD market share in 2014. In contrast, the windshield segment market, which dominated the global automotive HUD market in 2014, is expected to remain the dominant segment till the end of 2022. However, the combiner segment is anticipated to expand at a comparatively higher double-digit CAGR as compared to the windshield segment during the forecast period. Furthermore, the revenue contribution of combiner segment was 32.8% in 2014, and is projected to grow to 53.1% by 2025, thereby witnessing an increase of 1,940 BPS and registering a double-digit CAGR of 28.9% during the forecast period.
The report also segments the automotive HUD market based on the key geographies, namely, North America, Western Europe, Eastern Europe, Japan, Asia Pacific Excluding Japan (APEJ), Middle East and Africa (MEA) and Latin America. The report provides market revenue and volume for each product type segment, sales distribution channel segment and passenger car type segment under each geography. Also, the report discusses key regional drivers contributing to growth of the global automotive HUD market on a worldwide basis, and also analyses the degree to which global drivers are influencing this market in each region.

The global automotive HUD in terms of regions, product type, passenger car type and sales distribution channel are analysed in terms of Basis Point Share to understand individual segments relative contributions to market growth. This detailed level of information is important for the identification of various key trends of the global automotive HUD market.

All the above sections, by product type, by passenger car type, by sales distribution channel and by geography evaluate the present scenario and growth prospects of the global automotive HUD market for the period 2015–2025. Given the characteristics of the market, we triangulated the outcome of three different types of analysis, based on supply side, consumer spending and economic envelope. It is also imperative to note that in an ever-fluctuating global economy, we not only conduct forecasts in terms of CAGR, but also analyse the market on the basis of key parameters such as year-on-year (Y-o-Y) growth to understand the predictability of the market and to identify the right opportunities across the global automotive HUD market.

Furthermore, to understand key growth segments in terms of growth & adoption of global automotive HUD market, this industry developed the global automotive HUD Market Attractiveness Index on the bases of passenger car type and geography. The resulting index should help providers identify real market opportunities.

In the final section of the report, global automotive HUD Competitive Landscape is included to provide report audiences with a Dashboard View, based on various segments, presence in automotive HUD market and key differentiators. This section is primarily designed to provide clients with an objective & detailed comparative assessment of key providers specific to a market segment in the global automotive HUD value chain. Report audiences can gain segment-specific vendor insights to identify and evaluate key competitors based on in-depth assessment of capabilities and success in the global automotive HUD market. Detailed profiles of the manufacturers are also included within the scope of the report to evaluate operations, expansions, products and sales channel strategies along with SWOT analysis for each manufacturer. Key players included in the report are Continental AG, Delphi Automotive LLP, Denso Corporation, JOHNSON CONTROLS, MicroVision, Inc., Nippon Seiki Co. Ltd., Robert Bosch GmbH, YAZAKI Corporation, Visteon Corporation and Harman International Industries Inc.

Key Segments Covered

By Product Type:
- Windshield
- Combiner

By Sales Channel:
- OEMs
- Aftermarket

By Passenger Car Type:
- Midsize Cars
- Premium Cars
- Luxury Cars
- Sports Utility Vehicles (SUVs)
- Sports Cars

Key Regions/Countries Covered

- North America
- Latin America
- Western Europe
- Eastern Europe
- Asia Pacific Excluding Japan (APEJ)
- Japan
- Middle East & Africa (MEA)
Key Companies

Continental AG
Delphi Automotive LLP
Denso Corporation
JOHNSON CONTROLS
MicroVision, Inc.
Nippon Seiki Co. Ltd.
Robert Bosch GmbH
YAZAKI Corporation
Visteon Corporation
Harman International Industries Inc.

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