Head-Up Display Market by Component (Video Generator, Projector, Software, Combiner and Others), Application (Military & Civil Aviation, and Automotive, Premium/Luxury Cars, Sports Cars, and Mid-Segment Cars), and Geography - Global Forecast to 2020

Description:

Head-Up Display (HUD) is a computer-operated system that represents significant information or visual images to a user’s focal view. HUD displays the data on a transparent windscreen, enhancing the drivers’ driving capability by fulfilling the requirements for safety, comfort, and information. This application is divided into automotive and aviation.

Head-up display is being widely implemented in several areas such as military/defense aviation and civil aviation, where both segments include aircraft and helicopters. Automotive segment includes luxury/premium segment cars, sports cars, and mid-segment cars. Screenless display is an emerging technology for the head-up display market.

The global head-up display market is estimated to reach USD 9.02 Billion by 2020, at a CAGR of 26.23% between 2015 and 2020. The market for the automotive application is expected to grow at a CAGR of 29.28% during the forecast period. This growth is driven by the increasing demand for mid-segment and sport cars globally.

The target audience for head-up display market report includes components providers, end users of HUD products such as automotive and aviation companies, associations, organizations, forums, and alliances related to the head-up display system, and technology provides.

This report details the entire value chain of the head-up display market. It also focuses on the parent market and identifies potential applications for the HUD market. The report also covers drivers, restraints, opportunities and challenges for the parent market. The report is based on an extensive research study of the head-up display market and aims to identify the market for various applications of head-up display such automotive and aviation. The report covers the overall market and its sub-segments through extensively detailed classifications, in terms of the market size.

This report aims to provide details of the entire head-up display market with detailed market segmentations, combined with the qualitative analysis of various classifications done on the basis of component, application, emerging technologies and geography. The market has been estimated and forecast till 2020, in order to estimate its growth prospects and potential.

The report analyzes the entire head-up display market on the basis of all the major geographic segments, North America, Europe, APAC, and RoW. Europe is currently the largest market for head-up display; however, the market in APAC is expected to grow at the highest CAGR of 28.62% during the forecast period. The market for mid-segment and luxury cars is growing in countries such as China and Japan because of the rising per capita income. The Asia-Pacific market is segmented into China, Japan, South Korea, and others.

The overall head-up display market has been divided into three segments, namely components, applications, and geographic regions. Furthermore, the market by component has been segmented into video generator, projector, software, display panel, combiner and others. This market is segmented on the basis of application into aviation and automotive. The aviation market is further sub segmented into military/defense aviation and civil aviation. The automotive application is further segmented into luxury/premium cars, sports cars, and mid-segment cars.

Market scope:

In this report, the head-up display market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Market, by Component: Video Generator, Projector, Display Panel, Software and Combiner & Others
- Market, by Application: Aviation, Automotive and other segments and their various sub-segments.
- Market, by Geography: North America (sub-segmented into the U.S., Canada, and Others), Europe (sub-segmented into the Western Europe and Eastern Europe), Asia-Pacific (sub-segmented into China, Japan, South Korea, and others), and Rest of the World (The Middle East and South America)
- Competitive Landscape: Market rank analysis
- Company Profiles: Detailed analysis of the major companies present in the HUD market.
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