Steering Market by System, EPS Type, Component, Vehicle Type, & by Region - Forecast to 2020

Description: "Steering Market by System (EPS, EHPS & HPS), EPS Type (C-EPS, R-EPS & P-EPS), Component (Hydraulic Pump, Power Steering Column, Steering Wheel Speed Sensor, Electric Motor), Vehicle Type (PC, LCV, HCV & Agriculture Tractors), & by Region - Forecast to 2020"

The automotive steering system market is projected to be the largest in Asia-Oceania from 2015 to 2020, owing to the rising demand for automobiles in this region. To cater to this demand, many OEMs as well as Tier-I players have expanded in this region. In addition, economic reforms, increasing population in countries such as India & China, upcoming emission & fuel efficiency regulations, and changing buyer preferences towards economic and technologically advanced vehicles are the key factors driving the advancements in the automotive market of the region. This eventually is estimated to influence the demand of the automotive steering system in the Asian market.

The market is dominated by players such as JTEKT Corporation (Japan), Robert Bosch GmbH (Germany), ZF Friedrichshafen AG (Germany), NSK Ltd. (Japan), Nexteer Automotive Group Ltd. (U.S.).

This report classifies and defines the steering system market size, in terms of volume and value. Market size, in terms of volume, is provided in thousand units ('000 units) from 2013 to 2020, whereas the market size, in terms of value, is provided USD Million.

Reasons to Buy the Report:

This report has focused on various levels of analysis; including industry analysis (industry trends, Porters Five Forces, and PEST analysis), value chain analysis, and company profiles, which together comprise and discuss the basic views on the emerging and high-growth segments of the automotive steering system market, competitive landscape, drivers, restraints, opportunities, challenges, high-growth regions and countries and government initiatives.

The report will enable both, new entrants/smaller firms as well as established firms to understand the market, which in turn will help the firms to acquire a larger market share. Firms purchasing the report could use any one or a combination of the below-mentioned four strategies (market development, product development/innovation, market diversification, and competitive assessment) to strengthen their position in the market.

The report provides insights with reference to the following points:

- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for automotive steering system market across regions.

- Product Development/Innovation: Detailed insights of the R&D activities, upcoming technologies, and new product launches in the global automotive steering system market.

- Market Diversification: Detailed information about untapped markets, investments, new products, and recent developments in the global automotive steering system market.

- Competitive Assessment: In-depth assessment of strategies, products, manufacturing capabilities of leading players, in the global automotive steering system market.

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