Automotive Rain Sensor Market by Region (APAC, Europe, North America & Rest of the World), and by Vehicle Type (PC, LCV & HCV) - Trends and Forecast to 2020

Description:

The automotive rain sensor market is driven by increased vehicle electrification. The adoption of advanced electrical systems in automotive has fueled the demand for sensors. The sensors form an important part of the automotive system as it provides the necessary data and helps the system deliver optimum output. The study segments the automotive rain sensor market on the basis of vehicle type and region.

Europe is estimated to be the largest market for automotive rain sensors. In Europe, Germany is estimated to be one of the largest markets for automotive rain sensors in 2015. The higher production of luxury cars and high technological capabilities is a peculiar characteristic of the European region. The consumer's prefer high performance vehicles which is major reason for the growth of automotive rain sensor market.

The research methodology used in the report involves various secondary sources including paid databases and directories. Experts from related industries and suppliers have been interviewed to understand the future trends of the automotive rain sensor market. The bottom-up approach has been used to estimate the market size, in which country-wise vehicle production statistics has been taken into account for each vehicle type.

In order to arrive at the market size, in terms of volume, for automotive rain sensors, the number of sensors that go into each vehicle category has been identified and multiplied by vehicle production numbers to get the country-level rain sensor volume. This country-wise market size, in terms of volume, of rain sensors for each vehicle type is then multiplied with the country-wise average OE price (AOP) of rain sensors required for the wiper application. This results in the country-wise market size, in terms of value. The summation of the country-wise market gives the regional market and further summation of the regional market provides the global automotive rain sensor market.

Industry Ecosystem

Some of the key industry players which comprise the ecosystem of automotive rain sensor market are given below:

- OEM's (Original Equipment Manufacturers) : General Motors Company, Ford Motor Company, Toyota Motor Corporation, Volkswagen AG, Daimler AG, BMW Group, PSA Peugeot Citroën & Others
- Automotive Rain Sensor Suppliers: Denso Corporation (Japan), HELLA KGaA Hueck & Co. (Germany), ZF TRW (U.S.), Robert Bosch GmbH (Germany), and Hamamatsu Photonics K.K. (Japan) among others

The automotive rain sensor ecosystems consists of manufacturers such as Denso Corporation (Japan), HELLA KGaA Hueck & Co. (Germany), ZF TRW (U.S.), Robert Bosch GmbH (Germany), automotive original equipment manufacturers (OEM) such as Toyota Motor Corporation (Japan), Volkswagen AG (Germany) & Ford Motor Company (U.S.), research institutes such as The Automotive Research Association of India (ARAI), European automotive research partners association (EARPA), & The United States Council for Automotive Research (USCAR) and regional automobile associations such as China Association of Automobile Manufacturers (CAAM), Japan Automobile Manufacturers Association (JAMA), & European Automobile Manufacturers Association (ACEA), among others.

Target Audience

- Raw material suppliers of the materials
- Original Equipment Manufacturers (OEMs)
- Dealers
- Distributors of automotive rain sensors
- Industry Associations
- Private Equity Firms
Scope Of The Report

This report segments the automotive rain sensor market as follows:

- By Vehicle Type (Passenger Car, LCV, and HCV)
- By Region (North America, Asia-Pacific, Europe, and RoW)
- Automotive wiper blade market, by region

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