
Description: The automotive steering sensor market in North America is expected to grow at a CAGR of 13.68% to reach $XX billion in 2020. Demand for luxury vehicles with advanced safety and comfort features is one of the major factors propelling the demand for automotive steering sensors. Increasing demand for luxury vehicles in the form of SUVs, Sedans, and MUVs in US, Canada is a major propellant in the growth of the market.

BMW, one of the prominent vendors in the luxury vehicle segment registered a growth of 1.8% from 2014 in US. In addition the increase in demand from passenger cars, which witnessed a whopping 5.7 percent growth from 2014 would play a significant role in driving the growth of the steering sensor market with increase in preference of integrated safety systems in the vehicles among the customers in the region.

The growing relevance of automotive racing in the region has also helped to fuel the demand of such monitoring systems that are critical in the analysis of the steering characteristics of the vehicle and the driver. The steering angle information is significant to race engineers to evaluate the vehicles steering characteristics, the chassis movement as well as the driver's performance. The sensors are used in electro-hydraulic power-assisted steering systems and electric power steering system for varying the assistance given to the driver depending on the vehicles speed and cornering. The prominent vendors in this region, emphasize on offering a number of 'motorsport ready' sensor solutions for steering angle measurement.

The input provided by steering angle sensor to the on-board systems (such as electronic stability control and electric power steering) requires providing accurate input of the driver's intentions, which are thereby critical to the efficient functioning of these allied systems. The trend in the North American automotive market is towards the technological advancement in the sensor technology and to increase the effectiveness of the steering sensor system. For instance, the Motorsport Linear Sensor (MLS) developed by Active Sensors, have 'super' low-noise linear potentiometer designed for suspension measurement, the data for which is gathered in the motorsport data acquisition systems. The sensor also ensures longer life along with 'noise-free' operating life in severe vibration and high G-force conditions.

The market is segmented on the basis of type, technology and by country. Among the application type, Steering torque and Angle Sensors generates the highest market. By technology, magnetic steering sensors would generate increased demand in the region, due to focused research and developments in the field of magnetic sensor technologies. Continental, Hella KGaA Hueck & Co, Delphi, Danfoss, Active Sensors are some of the leaders in the North America steering sensor market.

What The Report Offers:

1) Market Definition along with identification of key drivers and restraints for the market.

2) Market analysis with country specific assessments and competition analysis in the Steering Sensor market of the region.

3) Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies, which can influence the market on the regional scale and at the country level.

4) Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.

5) Identification and analysis of the Macro and Micro factors that affect the industry on both at the regional level and at the country level.

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Contents:

1. Introduction
   1.1 Study Deliverables
   1.2 Market Definition
   1.3 Sizing Units
   1.4 Base Currency
   1.5 Review And Forecast Period Years
   1.6 General Study Assumptions
   1.7 New Developments In R&D/ Latest Technologies

2. Research Methodology
   2.1 Introduction
   2.2 Analysis Methodology
   2.3 Econometric Forecast Model
   2.4 Research Assumptions

3. Executive Summary

4. Key Inferences

5. Market Overview And Technology Trends
   5.1 Current Market Scenario
   5.2 Applications Of Steering Sensors
   5.3 Investment Analysis
   5.4 Porter's Five Forces Framework
      5.4.1 Bargaining Power Of Suppliers
      5.4.2 Bargaining Power Of Consumers
      5.4.3 Threat Of New Entrants
      5.4.4 Threat Of Substitute Products And Services
      5.4.5 Competitive Rivalry Within The Industry
   5.5 Drivers, Restraints, Opportunities And Challenges

6. Technology Trends

6. North America Automotive Steering Sensors Market, By Type
   6.1 Health Monitoring Systems
   6.2. Torque And Angle Sensors
   6.3. Intelligent Multifunctional Sensor Systems
   6.4 Position Sensors
   6.5 Others

7. North America Automotive Steering Sensors Market, By Technology
   7.1 Contacting
   7.2 Magnetic
   7.3 Others

    7.3.1 North America Automotive Steering Sensors Market- By Country - Market Share And Forecasts
        7.3.2 Introduction
        7.3.3 US
        7.3.4 Canada

8. Rest Of North America

9. Competitive Landscape
   9.1 Introduction
   9.2 Market Share Analysis
   9.3 Developments Of Key Players

10. Key Vendor Analysis
    10.1 Active Sensors
    10.2 Bei Sensors
    10.3 Bourns Inc
    10.4 Continental
    10.5 Delphi
    10.6 Datron
10.7 Danfoss
10.8 De Amertek Corporation
10.9 Gtc
10.10 Guttersberg Consulting Gmbh
10.11 Hella Kgaa Hueck & Co
10.12 Honeywell
10.13 Mountz Incorporated
10.14 Lord Corporation
10.15 Mts Systems Corporation
10.17 Sensor Developments Inc.
10.18 Ssi Technologies, Inc.
10.19 Takata Corporation
10.2. TE Connectivity

11. Future Outlook Of The Market

12. Appendix


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