Strategic Assessment of Worldwide Automotive PCB Market - Forecast Till 2021

Description:
PCBs are essential components in electronic devices. A PCB is a copper based board on which electrical wires are printed. These electrical wires are connected to other electronic components on the board. PCBs are used to upkeep and electrically connect all electronic components through conductive paths. Hence, the demand for PCBs is directly correlated to the growth of the automotive electronics industry and indirectly correlated to growth in vehicle shipments. PCBs play a very important role in the automotive electronics industry, as they form the fundamental structure for electronic connectivity. Hence as the usage of electronics increase in vehicles, the demand for PCBs is expected to grow. Market research analysts expect the Worldwide Automotive PCB to reach approx. US$10.91 billion by 2021.

Automotive PCB Application Segmentation:
The Worldwide Automotive PCB Market has been segmented on the basis of application, which include Interior Components, Powertrain components, Engine Controls Components, and Vehicle Lighting and Safety systems. The automotive PCB market for interior components is the largest segment in terms of application and accounted for $2.72 billion in 2012 and is expected to grow at a CAGR of around 6% between 2012 and 2021. Engine control components include anti-lock braking systems, ECU control units, electronic fuel injection system and automated locking systems among others. The common industry term for electronics for engine control is termed under the hood electronics. The automotive under the hood market accounted for $44.8 billion in 2014 and were expected to reach $77 billion by 2021, growing at a CAGR of 8% during 2014-2021.

Automotive PCB Geographic Segmentation:
The Worldwide Automotive PCB Market has been segmented on the basis of geography. This market research report has categorized the entire market into five regions namely North America, APAC, Europe, Latin America and Middle East & Africa. APAC is the largest PCB market and is expected to remain the largest during the forecast period. In 2012, APAC region accounted to 89.7% which was around $5.53 billion of the overall automotive PCB market and is expected to reach to $9.83 billion by 2021 growing at a CAGR of 6.6%. North America holds the second largest market followed by Europe, Latin America and the Middle East and Africa. APAC is the largest producer of automotive PCBs in the world, in terms of technology this region produces the highest volume of single-sided PCBs followed by multi-layer PCBs and Flexible PCBs.

Automotive PCB Market Dynamics:
This market research report provides market overview of the factors driving and restraining the growth of the market. The report also outlines the key trends emerging in the market that will contribute to the growth of the Worldwide Automotive PCB market during the forecast period. The factors driving the growth of the market include Electrification of automotive mechanics to achieve higher fuel economy. As automotive is major contributors of environmental pollution, various governing bodies across the world have directed regulations to reduce vehicle emissions along with increasing fuel economy of vehicles. To comply with regulations, OEMs and tire-1 suppliers have been actively investing in technologies to either reduce the weight of the vehicle or introduce electronically controlled vehicle mechanism to obtain higher accuracy in functioning leading to higher fuel efficiency and reducing tail pipe emissions. Moreover, adoption of infotainment systems in mass mid segment vehicles is another factor driving the growth of the market. Some of the major challenges confronting the Worldwide Automotive PCB market include gradual loss of low-cost advantage from Low-cost manufacturing countries. In earlier decades, within the automotive industry, there was an increase in outsourcing of manufacturing activities to low-cost countries such as China, Taiwan, South Korea and India owing to availability of low-cost labor as compared to western countries. However, these countries are gradually losing its cost advantage due to the raising labor cost, for instance in China the population has become more affluent and has moved up the learning curve leading to higher cost of employment. It is observed that PCB manufacturers, especially in China and Taiwan have been facing concerns over attrition as labors prefer moving to other manufacturers for small income raise. Another major factor curtailing the growth of Worldwide Automotive PCB market is shorter life cycle of automotive electronics. Technological innovations and dynamic consumer expectations are reducing the
average life cycle of vehicles as a whole, which is adding pressure on PCB and automotive electronics manufacturers to cater to demanding needs of OEMs and tire-1 suppliers. The report also provides the Porter’s five forces analysis along with a description of each of the forces and its impact on the market.

Automotive PCB Key Vendors:

This market research report profiles the major companies in the Worldwide Automotive PCB market and also provides the competitive landscape of key players. Within the report covers the entire market outlook regarding the value chain operating within the market. The major players in the market include Meiko, Chin Poon, CMK Corp., TTM Technologies, KCE Electronics. Other prominent vendors in the market include Daeduck Electronics, Multek, Tripod Technology.

The key objectives of the study are as follows:

- To provide a detailed analysis of how many automotive PCBs are being used today
- To provide a break-down of the various automotive segments which use automotive PCBs and also their contribution to the overall market
- To list the key regions and their respective countries that have employed this product
- To provide the competitive landscape of the key players operating in this market and how the market will evolve over the forecast period
- To provide strategic insights into what is happening in the market and what could as well as should happen in the market during the forecast period
- To provide key insights into the various factors that are aiding as well as adversely affecting the market and how this scenario will change during the forecast period

The scope of the study is as follows:

- The study will provide the unit shipments that have been sold in 2015 as well as the revenue generated by the sales of these units in the same year
- The study will also provide the historical data points for the above mentioned points
- The study will provide the regional segmentation for the units sold and revenue generated by the following regions
  - APAC
  - Americas
  - EMEA
- The study will further provide a break-up for the top 3 countries within each of these regions for the units sold as well as the revenue generated by the sale of these devices
- The forecast data for the units expected to be sold and the revenue to be generated will also be provided
- The study will not look at resale devices or refurbished devices
- Timeline of the study is as follows
  - Historical Period : 2013-2014 (Actual figures)
  - Base Year : 2015 (Actual figures)
  - Forecast Period: 2016-2020 (Forecasted figures)

Why should you buy this study?

The study will tell the reader how the market has been performing over the last few years and how it is expected to perform over the next five years. Detailed analysis of the performance of the market is provided thereby providing the reader with key insights into what is taking place and how the market is being affected, both positively and adversely. Individuals who are interested in knowing which the key companies are involved in the market as well as which are some of the key products which these companies sell should purchase this report. Organizations interested in entering or expanding their presence in the said market will understand which are the key application areas that are seeing high growth and the reasons for the same.

In short, the study will provide a detailed view of the automotive PCB market, which are the companies that sell these products, what are the factors that contribute to this market and also what are some of the trends that have started to surface and are expected to be a strong driving force in the market over the next five years.

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