
Description:
Global and China Automotive Lighting Industry Report, 2016 focuses on the followings:

1. Status quo and trend of headlight design
2. Technical analysis on laser/OLED/AFS/ADB/night vision system
3. Global and Chinese automotive lighting market size and forecast
4. Competitive landscape of global and China automotive lighting industry
5. Competitive landscape of global and China automotive LED industry
6. Global brake system and EPS manufacturers

Global automotive lighting market size was USD27 billion in 2015, up 3.8% from a year earlier, and is expected to grow by 1.9% year on year to USD27.5 billion in 2016. The reasons for the slowdown are as follows:

- Slowdown in both Chinese and American markets
- Drastic devaluation of the euro and the yen
- Continued decline in prices of LED dies and LED lamps
- Falling prices of oil and plexiglass (a raw material of headlights)

In 2015, the global OEM automotive lighting market valued about USD24 billion, while the maintenance and modification markets fetched about USD1.5 billion each. The maintenance market remained stable, but the modification market witnessed gradual decline with the growth of pre-installed xenon lamps.

Adaptive Driving Beam (ADB) must be with LED headlights. Low power consumption, simple design (compared with HID) and dropping prices of LED propel the application of LED headlights quickly as the share may increase from 9% in 2015 to 27% in 2020. At the same time, xenon lamps still occupy a place in the medium and high-end market because of the high brightness, and the share herein will stabilize at around 14%.

Especially in China, people are enthusiastic about xenon lamps because they meet their pursuit for fashion and dazzling, so such lamps will still be more popular than LED in Chinese medium and high-end market. Due to high costs, laser headlights are expected to seize the share of only 1% in 2019. The ADB penetration rate will jump from 5% in 2015 to 25% in 2020, the AFS penetration rate will escalate from 10% in 2015 to 23% in 2020, and China will see 30%.

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   1.2 Cadillac’s CTS Headlight
   1.3 Audi’s and BMW’s Headlight
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2. Laser/OLED/AFS/ADB/Night Vision System
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   2.3 Audi’s R8 LMX Laser Headlight
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   2.9 AFS Working Principle
   2.10 OSRAM’s LED PIXELATED AFS
   2.11 HBA (high beam assist) / Adaptive Driving Beam (ADB)
   2.12 HBA (high beam assist) Must Be with LED Headlights
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