
Description: History of rain sensors date back to 1951, where Le Sabre concept from General Motors featured a water-sensitive switch that triggered the closure of convertible top in the event of a rain. General Motors, being optimistic of this technology, reintroduced it in 1996, where the incidence of rain triggered the windshield wipers automatically. Now, in 2015, with the advent of semi-autonomous and ADAS technologies in the automotive industry, rain sensor technology is brought into the limelight. Now, major automakers including BMW, Volkswagen, Lexus are offering these systems in their premium and luxury segment vehicles. With the growing adoption from OEMs, the global market for automotive rain sensors is poised to grow at a CAGR of 6.23% till 2020.

The main reason for the failure of earlier rain sensor systems was the fact that these systems tried to eliminate the wipers by either ultrasonic vibrations to remove the water drops or by application of special coatings. However, there existed a technology deficit to accurately detect rain and automatically adjust the wiper system. Now, with the advent of latest technologies such as optical sensors to detect the moisture on windshield and using total internal reflection principal, rain-sensing systems have proved their reliability compared to their ancestors. Growing autonomy in the vehicles and adoption of advanced sensing technologies for comfortable ride experience are some of the major propellants for the growth of automotive rain sensing systems. Consumer demand has played a key role as well, with growing preferences for technological capable automobiles that can sense and act accordingly, reducing driver burden.

Higher cost for these sensors was a major restraint, confining them to luxury vehicle segment alone. However, advancements in production capabilities significantly brought down the cost per unit price of rain sensors, opening up new opportunities for the market growth. This decline in the price is now allowing OEMs to expand the use of these sensors across all the vehicle segments.

As of 2015, Europe and North America were the major markets for rain sensing technology, together accounting to over 50% of the global market share. North America market is expected to grow at a higher CAGR till 2020, in the light of higher consumer demand for advanced sensor based vehicles. The market growth in Asia Pacific region is evident as well, with higher demand for luxury cars in India and China. The market for rain sensors is opportunistic in Germany with its high production capabilities. In 2015, Passenger cars alone accounted to over 60% of the rain sensor market by vehicle type. However, LCV market for these systems is growing, with modernization of the fleet in place in European countries. The market for rain sensors in LCV is expected to cross 10% of the global market share by 2018.

The global market for automotive rain sensors is segmented by vehicle type (passenger cars, LCV, HCV) and by geography (North America, Europe, Asia Pacific, Latin America, Africa & Middle-East). Denso Corporation, ZF TRW, Hamamatsu Photonics K.K, Robert Bosch GmbH and Hella KGaA Hueck & Co. are the most active players in the market.

The Report Offers:

- Market Definition along with identification of key drivers and restraints for the market.
- Market analysis with country specific assessments and competition analysis in the Global Automotive Rain Sensors Market.
- 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.

Please note: As this product is updated at the time of order, dispatch will be 72 hours from the date the order and full payment is received.

Contents:
2. Table Of Contents
3. Introduction
3.1 Research Methodology
3.2 Key Findings Of The Study
4. Executive Summary
5. Market Overview And Technology Trends
5.1 Introduction
5.2 Technology Trends
5.3 Porter's Five Forces Framework
5.3.1 Bargaining Power Of Suppliers
5.3.2 Bargaining Power Of Consumers
5.3.3 Threat Of New Entrants
5.3.4 Threat Of Substitute Products And Services
5.3.5 Competitive Rivalry Within The Industry
6. Market Dynamics
6.1 Drivers
6.2 Restraints
6.3 Opportunities
7. Global Automotive Rain Sensor Market, By Vehicle Type (Growth, Trends And Forecasts)
7.1 Passenger Car
7.2 Lcv
7.3 Hcv
7.4 Others
8. Global Automotive Rain Sensor Market, By Geography (Country Wise Trends)
8.1 North America (Na)
8.1.1 Introduction
8.1.2 United States
8.1.3 Canada
8.1.4 Rest Of North America
8.2 Europe (Eu)
8.2.1 Introduction
8.2.2 U.K.
8.2.3 France
8.2.4 Germany
8.2.5 Russia
8.2.6 Italy
8.2.7 Rest Of Europe
8.3 Asia-Pacific (APAC)
8.3.1 Introduction
8.3.2 China
8.3.3 Japan
8.3.4 India
8.3.5 Australia
8.3.6 South Korea
8.3.7 Rest Of Asia-Pacific
8.4 Middle-East And Africa (MEA)
8.4.1 Introduction
8.4.2 South Africa
8.4.3 Saudi Arabia
8.4.4 UAE
8.4.5 Rest Of The MEA
8.5 Latin America
8.5.1 Introduction
8.5.2 Brazil
8.5.3 Argentina
8.5.4 Mexico
8.5.5 Rest Of Latin America
9. Competitive Landscape
9.1 Introduction
9.2 Market Share Analysis
9.3 Developments Of Key Players
10. Key Vendor Analysis (Overview, Products & Services, Strategies)
10.1 Denso Corporation
10.2 Hamamatsu Photonics K.K
10.3 Hella Kgaa Hueck & Co
10.4 Melexis Microelectronic Systems
10.5 Mitsubishi Motors Corporation
10.6 Robert Bosch GmbH
10.7 Valeo S.A.
10.8 Vishay Electronics
10.9 Xenso
10.10 Zf Trw
11. Future Outlook Of The Market
12. Disclaimer

Order by Fax - using the form below
Order by Post - print the order form below and send to
Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3799365/
Office Code: SCH3FGHT

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Single User</td>
<td>USD 4250</td>
</tr>
<tr>
<td>1 - 5 Users</td>
<td>USD 4500</td>
</tr>
<tr>
<td>Enterprisewide</td>
<td>USD 8750</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: ____________  Mr [ ]  Mrs [ ]  Dr [ ]  Miss [ ]  Ms [ ]  Prof [ ]
First Name: ____________________________  Last Name: ____________________________
Email Address: * ____________________________
Job Title: ____________________________
Organisation: ____________________________
Address: ____________________________
City: ____________________________
Postal / Zip Code: ____________________________
Country: ____________________________
Phone Number: ____________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code:

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp