
Description:
The Automotive Interior Market is expected to grow at a CAGR of 5.98% and grow to a market size of $X.XX billion by the year 2020. Automotive Interiors, which played second fiddle to the exteriors in the past, have become one of the most important considerations for any car buyer in recent times. Car Manufacturers known for their more flamboyant interiors have been gaining popularity especially in the fast growing Asia Pacific. Honda Civic, when it was launched in 2006, won a lot of accolades and customer base especially because of its interiors, which were a step ahead of any car in its segment and even from a segment above. In some of the Asia Pacific countries, the prices of automobiles is extremely high and customers expect high quality of interiors at that price point, so manufacturers have to invest in upgrading interiors specifically for the price conscious Asia Pacific region.

In the need to create fuel efficient and lightweight systems, manufacturers are coming up with lightweight material to use in the automotive interiors, which represents a big driver for the market. Passenger Cars hold the highest share in the Automotive Interior Market on account of feature and quality rich interiors. Also, the sales of passenger vehicles will record the strongest level of growth around the world till 2020.

Due to rising customer expectations and fierce competition, higher number of car manufacturers are offering infotainment systems in even entry level cars. This will boost the infotainment market, as a result the infotainment systems sub category will be the fastest growing. This high growth will take place in the Asia Pacific and Africa region as most cars in the developed markets already come equipped with such systems.

Continental AG, Johnson Controls, Magna International are some of the important players in the Automotive Interior Market. The market has been segmented by Vehicle type (Passenger Vehicles, Commercial Vehicles), by Component type (Seats, Infotainment Systems, instrument panel, body panels, lighting, others) and by Region (North America, South America, Europe, Africa, Middle East and Asia Pacific).

The Report Offers:
- Market analysis Automotive Interior Market specific assessments and competition analysis on global and regional scales
- Market definition along with the identification of key drivers and restraints
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale
- Extensively researched competitive landscape section with profiles of major companies along with their market shares
- Identification and analysis of the macro and micro factors that affect the Automotive Interior Market on both global and regional scales
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market
- Insights on the major countries in which this industry is blooming and to also identify the regions that are still untapped

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