
Description: The Global Automotive Head Up Display market is expected to grow at a CAGR of 25.57% and touch $ X.XX billion by the year 2020. Head up Display in Automobiles is a fast evolving concept, which took root in airline industry. It involves displaying screen less information to the driver at a place where the information is most convenient and serves the most purpose to the driver. The systems are increasingly being used in the luxury cars and will be a standard fitment in many of the mid segment cars till the end of the forecast period. The 2nd Generation KIA Cadenza houses a HUD system, which displays key information such as speed and turn by navigation directions on the windshield.

The HUD Market will achieve high growth rates around the world. The technology is not entrenched in any of the developing markets and is still in the growing phase there. North American and European automobile markets are one of the most technology sensitive markets and the Head up display systems are in select automobiles even in that market. The higher rate of growth in the Asia Pacific region will be on account of a much lower base. But in effect, North American market will see greatest levels of activity in the HUD Market. Existing manufacturers of HUD systems of aircraft would be very well placed to tap the Automobile HUD Market. Cutting costs and downsizing of technology would be the major challenge facing these manufacturers.

New technologies are developing fast in the sector, and comprehensive head up display systems, which can be voice controlled. They can take calls; give user information about the various car systems like pressure etc. and can guide the user for directions. Depth fuse 3D Heads up display, a laser based volumetric display technology is a notable technology in the market. These technologies if successful, can open up new ventures, aiding to the growth of the HUD in the future.

Continental AG, BAE Systems and Nippon Seiki are some of the important players in Head-Up Display Market. The market has been segmented by component (Video Generator, Projector, Software, Display Panel, Combiner & Others), by Application (Luxury Cars, Mid Segment Cars, Others) and by geography (North America, South America, Europe, Middle East & Africa and Asia Pacific).

The Report Offers:
- Market analysis Head up Display 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 Head up Display 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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Contents: 1. Introduction
1.1 Research Methodology
1.2 Key Findings Of The Study
2. Executive Summary
3. Market Overview And Trends
3.1 Introduction
3.2 Market Trends
3.3 Porters Five Force Framework
3.3.1 Bargaining Power Of Suppliers
3.3.2 Bargaining Power Of Consumers
3.3.3 Threat Of New Entrants
3.3.4 Threat Of Substitute Products And Services
3.3.5 Competitive Rivalry Within The Industry
4. Market Dynamics
4.1 Drivers
4.2 Restraints
4.3 Opportunities
5. Global Automotive Hud Market, By Component
5.1 Video Generator
5.2 Projector
5.3 Software
5.4 Display Panel
5.5 Combiner
5.6 Others
6. Global Automotive Hud Market, By Application
6.1 Luxury Cars
6.2 Mid Segment Cars
6.3 Others
7. Global Automotive Hud Market, By Geography
7.1 North America
7.1.1 United States
7.1.2 Canada
7.1.3 Mexico
7.1.4 Rest Of North America
7.2 South America
7.2.1 Brazil
7.2.2 Argentina
7.2.3 Rest Of South America
7.3 Asia Pacific
7.3.1 China
7.3.2 Japan
7.3.3 India
7.3.4 Rest Of Asia Pacific
7.4 Europe
7.4.1 United Kingdom
7.4.2 Germany
7.4.3 France
7.4.4 Rest Of Europe
7.5 Africa And Middle East
7.5.1 UAE
7.5.2 South Africa
7.5.3 Saudi Arabia
7.5.4 Iran
7.5.5 Rest Of Africa & Middle-East
8. Competitive Landscape
8.1 Introduction
8.2 Market Share Analysis
8.3 Developments Of Key Players
9. Key Vendor Analysis (Overview, Products & Services, Strategies)
9.1 Bae Systems
9.2 Continental Ag
9.3 Denso Corporation
9.4 Hudway
9.5 Navdy
9.6 Nippon Seiki
9.7 Pioneer Corporation
9.8 Rockwell Collins
9.9 Texas Instruments
9.10 Thales Group
9.11 Yazaki Corporation
10. Future Outlook Of The Market
11. Disclaimer

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