Automotive Interior Materials Market by Type (Synthetic Leather, Leather, Thermoplastic Polymer, Fabric), Vehicle Type (Passenger Vehicles, Light Commercial Vehicles, Heavy Commercial Vehicles), Region - Global Forecast to 2021

Description: The market size for automotive interior materials is projected to reach USD 98.76 billion by 2021, registering a CAGR of 11.8% between 2016 and 2021. Increasing demand from the automotive industry is the major driver for the automotive interior materials market. The global automotive interior materials industry is expected to rise with the increasing demand from countries such as India, China, Africa, Mexico, the U.S., Germany, and Brazil, among others. The use of genuine leather in automotive interiors is a major concern with respect to environmental regulations.

Synthetic leather is the fastest-growing type segment of the automotive interior material market. It is majorly preferred as it economical, easy to clean, and easily available. This material can also be molded into various shapes and patterns according to the customer needs. It is widely used for seating, dashboards, steering wheel, assist grip, and others in the automotive interior.

Asia-Pacific is the largest market for automotive interior materials globally, with China being the most dominant market in this region, which is attributed to the rapid economic expansion in the region. The rapid development in automotive industry is also vigorously driven by the high living standard and higher economic growth in this region. North America is the fastest-growing market for automotive interior materials. The high standard of living is driving the demand of automotive industry in this region, further facilitating the growth of the automotive interior materials.

This study has been validated through primary interviews conducted with various industry experts globally. These primary sources have been divided in three categories: by company; by designation; and by region.

- By Company Type: Tier 1 - 42%, Tier 2 - 33%, and Tier 3 - 25%
- By Designation: Directors - 33%, Sales Executives - 8%, Managers - 42%, and Research & Consultants - 17%
- By Region: Asia-Pacific - 50%, Middle-East & Africa - 14%, Europe - 29%, North America - 7%

The report also includes company profiles and competitive strategies adopted by the major market players such as Johnson Controls (U.S.), Toyota Boshoku Corporation (Japan), Lear Corporation (U.S.), Toyo Da Gosei Co., Ltd. (Japan), Faurecia S.A. (France), Grammer AG (Germany), Grupo Antolin-Irausa, S.A. (Spain), Borgers SE & CO. KGaA (Germany), DK Leather Corporation Berhad (Malaysia), and Sage Automotive Interiors Inc. (U.S.).

Research Coverage

This research report categorizes the market for automotive interior materials based on type, vehicle type, and region. It forecasts revenue growth and includes an analysis of trends in each of the submarkets. These segments are further described in detail with their subsegments in the report with value and volume forecasts till 2026. It also includes company profiles and competitive strategies adopted by the major players in the global automotive interior materials market.

Reasons to Buy this Report:

From an insight perspective, this research report has focused on various levels of analysis-industry analysis (industry trends), market ranking of top players, supply chain analysis, and company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the automotive interior materials market; high-growth regions; and market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on automotive interior material types offered by the top
market players
- Product Development/Innovation: Detailed insights on emerging technologies, research & development (R&D) activities, and new product launches in the market
- Market Development: Comprehensive information on lucrative emerging markets - the report analyzes the automotive interior materials market across regions
- Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments in the market
- Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the market

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