

Automotive Steering Wheel Switch Market By Type (Push, Seesaw) , By Vehicle Type (Passenger vehicle, Commercial vehicle) By Sales Channel (OEM, Aftermarket) : Global Opportunity Analysis and Industry Forecast, 2023-2032

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Abstracts

The automotive steering wheel switch market was valued at \$1.8 billion in 2022, and is projected to reach \$2.2 billion by 2032, growing at a CAGR of 2.3% from 2023 to 2032.

Automotive steering wheel switch is an integral component in modern vehicles that is designed to enhance driver convenience and safety by allowing easy access to various controls without the need to take hands off the wheel. The steering wheel is equipped with these switches, enabling driver to manage functions such as audio settings, cruise control, phone calls, and navigation systems, all while maintaining focus on the road.

The growth of the global automotive steering wheel switch market is driven by increase in vehicle production and surge in penetration of electric vehicles. According to the International Energy Agency, a Paris-based autonomous intergovernmental organization, over 3 million electric vehicles were sold in the first quarter of 2024, around 25% higher as compared to 2023. This number is estimated to reach 17 million by the end of 2024, exhibiting a 20% year-on-year increase. These vehicles feature advanced control systems, boosting the demand for innovative steering wheel switches. In addition, implementation of stringent safety regulations are encouraging automakers to incorporate control systems, including steering wheel switches. This is attributed to the fact that steering wheel switches help minimize driver distractions by allowing control of various functions without taking hands off the wheel, contributing

safer driving conditions. According to the estimates of the National Highway Traffic Safety Administration (NHTSA), driver distraction is a factor in approximately 10% of fatal crashes, highlighting the importance of in-vehicle controls that enhance safety. Furthermore, increase in integration of advanced driver assistance systems (ADAS), infotainment, and connectivity features boosts the demand for automotive steering wheel switches. According to a study published in 2024 by the National Safety Council—a 501 nonprofit, public service organization promoting health and safety in the U.S.—the Highway Loss Data Institute stated that three ADAS systems will be integrated in more than 50% of the registered vehicles by 2027. The estimates further suggest that 73% of registered vehicles will have rear cameras, 63% will feature rear parking sensors, and 51% will be equipped with front crash prevention systems. In contrast, only 14% are expected to have curve-adaptive headlights, and 19% will have adaptive cruise control with lane centering. Thus, the increasing incorporation of ADAS necessitates the integration of multifunctional steering wheel switches to facilitate easy access to various controls. As per a recent study conducted by the American Automobile Association (AAA) Foundation for Traffic Safety and the University of North Carolina, ADAS is likely to prevent approximately 37 million crashes and 14 million injuries in the coming 30 years, from 2021 to 2050. However, high cost associated with designing and manufacturing advanced steering wheel switches acts as a key deterrent factor of the global market. In addition, integrating steering wheel switches with existing vehicle systems can be complex, requiring significant technical expertise and resources, thus hampering the market growth. On the contrary, advances in technology have led to the development of touch-sensitive controls and ergonomic designs, which are expected to offer lucrative opportunities for the growth of the global market during the forecast period. As vehicles become more integrated with digital ecosystems, steering wheel switches play a crucial role in providing seamless connectivity and control. This integration supports features such as voice command activation and smartphone connectivity. Such developments are further anticipated to open new avenues for the market growth.

The global automotive steering wheel switch industry is segmented into type, vehicle type, sales channel, and region. Depending on type, the market is fragmented into push and seesaw. On the basis of vehicle type, it is segregated into passenger car and commercial vehicles. By sales channel, it is fragmented into OEM and aftermarket. Region wise, the market is analyzed in North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of type, the push segment dominated the market, in terms of share, in 2022.

Depending on vehicle type, the passenger vehicle segment was the major shareholder in 2022.

By sales channel, aftermarket emerged as the leading segment, in terms of share, in 2022.

Region wise, Asia-Pacific is expected to exhibit the highest growth by 2032.

Competition Analysis

Competitive analysis and profiles of the major players in the global automotive steering wheel switch market include Valeo SA, Preh GmbH, ZF Friedrichshafen, ALPS Alpine C Ltd., Tokai Rika, Standard Motor Products, Inc., Panasonic Corporation, Delphi Technologies, C&K Components, Inc., and KOSTAL Automobil Elektrik GmbH & Co. KG. These major players have adopted various key development strategies such as business expansion, new product launches to strengthen their foothold in the competitive market.

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Upcoming/New Entrant by Regions

Global Market Strategy

SWOT Analysis

Key Market Segments

By Type

Push

Seesaw

By Vehicle Type

Passenger vehicle

Commercial vehicle

By Sales Channel

OEM

Aftermarket

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Vale%li%SA

Preh GmbH

ZF Friedrichshafen

ALPS Alpine C%li%Ltd

Tokai Rika

Standard Motor Products, Inc.

Panasonic Corporation

Delphi Technologies

C&K Components, Inc.

KOSTAL Automobil Elektrik GmbH & Co. KG

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: CAPECITABINE MARKET, BY INDICATION

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Indication
- 4.2. Colorectal Cancer
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Breast Cancer
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country
- 4.4. Others
 - 4.4.1. Key Market Trends, Growth Factors and Opportunities
 - 4.4.2. Market Size and Forecast, By Region
 - 4.4.3. Market Share Analysis, By Country

CHAPTER 5: CAPECITABINE MARKET, BY DRUG TYPE

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By Drug Type
- 5.2. Branded
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Generic
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country

CHAPTER 6: CAPECITABINE MARKET, BY END USER

- 6.1. Market Overview
 - 6.1.1 Market Size and Forecast, By End User
- 6.2. Hospitals
 - 6.2.1. Key Market Trends, Growth Factors and Opportunities
 - 6.2.2. Market Size and Forecast, By Region
 - 6.2.3. Market Share Analysis, By Country
- 6.3. Homecare
 - 6.3.1. Key Market Trends, Growth Factors and Opportunities
 - 6.3.2. Market Size and Forecast, By Region
 - 6.3.3. Market Share Analysis, By Country
- 6.4. Specialty Clinics
 - 6.4.1. Key Market Trends, Growth Factors and Opportunities
 - 6.4.2. Market Size and Forecast, By Region

6.4.3. Market Share Analysis, By Country

6.5. Others

6.5.1. Key Market Trends, Growth Factors and Opportunities

6.5.2. Market Size and Forecast, By Region

6.5.3. Market Share Analysis, By Country

CHAPTER 7: CAPECITABINE MARKET, BY REGION

7.1. Market Overview

7.1.1 Market Size and Forecast, By Region

7.2. North America

7.2.1. Key Market Trends and Opportunities

7.2.2. Market Size and Forecast, By Indication

7.2.3. Market Size and Forecast, By Drug Type

7.2.4. Market Size and Forecast, By End User

7.2.5. Market Size and Forecast, By Country

7.2.6. U.S. Capecitabine Market

7.2.6.1. Market Size and Forecast, By Indication

7.2.6.2. Market Size and Forecast, By Drug Type

7.2.6.3. Market Size and Forecast, By End User

7.2.7. Canada Capecitabine Market

7.2.7.1. Market Size and Forecast, By Indication

7.2.7.2. Market Size and Forecast, By Drug Type

7.2.7.3. Market Size and Forecast, By End User

7.2.8. Mexico Capecitabine Market

7.2.8.1. Market Size and Forecast, By Indication

7.2.8.2. Market Size and Forecast, By Drug Type

7.2.8.3. Market Size and Forecast, By End User

7.3. Europe

7.3.1. Key Market Trends and Opportunities

7.3.2. Market Size and Forecast, By Indication

7.3.3. Market Size and Forecast, By Drug Type

7.3.4. Market Size and Forecast, By End User

7.3.5. Market Size and Forecast, By Country

7.3.6. Germany Capecitabine Market

7.3.6.1. Market Size and Forecast, By Indication

7.3.6.2. Market Size and Forecast, By Drug Type

7.3.6.3. Market Size and Forecast, By End User

7.3.7. France Capecitabine Market

- 7.3.7.1. Market Size and Forecast, By Indication
- 7.3.7.2. Market Size and Forecast, By Drug Type
- 7.3.7.3. Market Size and Forecast, By End User
- 7.3.8. UK Capecitabine Market
 - 7.3.8.1. Market Size and Forecast, By Indication
 - 7.3.8.2. Market Size and Forecast, By Drug Type
 - 7.3.8.3. Market Size and Forecast, By End User
- 7.3.9. Italy Capecitabine Market
 - 7.3.9.1. Market Size and Forecast, By Indication
 - 7.3.9.2. Market Size and Forecast, By Drug Type
 - 7.3.9.3. Market Size and Forecast, By End User
- 7.3.10. Spain Capecitabine Market
 - 7.3.10.1. Market Size and Forecast, By Indication
 - 7.3.10.2. Market Size and Forecast, By Drug Type
 - 7.3.10.3. Market Size and Forecast, By End User
- 7.3.11. Rest of Europe Capecitabine Market
 - 7.3.11.1. Market Size and Forecast, By Indication
 - 7.3.11.2. Market Size and Forecast, By Drug Type
 - 7.3.11.3. Market Size and Forecast, By End User
- 7.4. Asia-Pacific
 - 7.4.1. Key Market Trends and Opportunities
 - 7.4.2. Market Size and Forecast, By Indication
 - 7.4.3. Market Size and Forecast, By Drug Type
 - 7.4.4. Market Size and Forecast, By End User
 - 7.4.5. Market Size and Forecast, By Country
 - 7.4.6. Japan Capecitabine Market
 - 7.4.6.1. Market Size and Forecast, By Indication
 - 7.4.6.2. Market Size and Forecast, By Drug Type
 - 7.4.6.3. Market Size and Forecast, By End User
 - 7.4.7. China Capecitabine Market
 - 7.4.7.1. Market Size and Forecast, By Indication
 - 7.4.7.2. Market Size and Forecast, By Drug Type
 - 7.4.7.3. Market Size and Forecast, By End User
 - 7.4.8. Australia Capecitabine Market
 - 7.4.8.1. Market Size and Forecast, By Indication
 - 7.4.8.2. Market Size and Forecast, By Drug Type
 - 7.4.8.3. Market Size and Forecast, By End User
 - 7.4.9. India Capecitabine Market
 - 7.4.9.1. Market Size and Forecast, By Indication

- 7.4.9.2. Market Size and Forecast, By Drug Type
- 7.4.9.3. Market Size and Forecast, By End User
- 7.4.10. South Korea Capecitabine Market
 - 7.4.10.1. Market Size and Forecast, By Indication
 - 7.4.10.2. Market Size and Forecast, By Drug Type
 - 7.4.10.3. Market Size and Forecast, By End User
- 7.4.11. Rest of Asia-Pacific Capecitabine Market
 - 7.4.11.1. Market Size and Forecast, By Indication
 - 7.4.11.2. Market Size and Forecast, By Drug Type
 - 7.4.11.3. Market Size and Forecast, By End User
- 7.5. LAMEA
 - 7.5.1. Key Market Trends and Opportunities
 - 7.5.2. Market Size and Forecast, By Indication
 - 7.5.3. Market Size and Forecast, By Drug Type
 - 7.5.4. Market Size and Forecast, By End User
 - 7.5.5. Market Size and Forecast, By Country
 - 7.5.6. Brazil Capecitabine Market
 - 7.5.6.1. Market Size and Forecast, By Indication
 - 7.5.6.2. Market Size and Forecast, By Drug Type
 - 7.5.6.3. Market Size and Forecast, By End User
 - 7.5.7. Saudi Arabia Capecitabine Market
 - 7.5.7.1. Market Size and Forecast, By Indication
 - 7.5.7.2. Market Size and Forecast, By Drug Type
 - 7.5.7.3. Market Size and Forecast, By End User
 - 7.5.8. South Africa Capecitabine Market
 - 7.5.8.1. Market Size and Forecast, By Indication
 - 7.5.8.2. Market Size and Forecast, By Drug Type
 - 7.5.8.3. Market Size and Forecast, By End User
 - 7.5.9. Rest of LAMEA Capecitabine Market
 - 7.5.9.1. Market Size and Forecast, By Indication
 - 7.5.9.2. Market Size and Forecast, By Drug Type
 - 7.5.9.3. Market Size and Forecast, By End User

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping of Top 10 Player
- 8.4. Competitive Dashboard

- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

CHAPTER 9: COMPANY PROFILES

- 9.1. F. Hoffmann-La Roche Ltd.
 - 9.1.1. Company Overview
 - 9.1.2. Key Executives
 - 9.1.3. Company Snapshot
 - 9.1.4. Operating Business Segments
 - 9.1.5. Product Portfolio
 - 9.1.6. Business Performance
 - 9.1.7. Key Strategic Moves and Developments
- 9.2. Mylan N.V.
 - 9.2.1. Company Overview
 - 9.2.2. Key Executives
 - 9.2.3. Company Snapshot
 - 9.2.4. Operating Business Segments
 - 9.2.5. Product Portfolio
 - 9.2.6. Business Performance
 - 9.2.7. Key Strategic Moves and Developments
- 9.3. Teva Pharmaceutical Industries Ltd.
 - 9.3.1. Company Overview
 - 9.3.2. Key Executives
 - 9.3.3. Company Snapshot
 - 9.3.4. Operating Business Segments
 - 9.3.5. Product Portfolio
 - 9.3.6. Business Performance
 - 9.3.7. Key Strategic Moves and Developments
- 9.4. Sanofi
 - 9.4.1. Company Overview
 - 9.4.2. Key Executives
 - 9.4.3. Company Snapshot
 - 9.4.4. Operating Business Segments
 - 9.4.5. Product Portfolio
 - 9.4.6. Business Performance
 - 9.4.7. Key Strategic Moves and Developments
- 9.5. Pfizer Inc.
 - 9.5.1. Company Overview

- 9.5.2. Key Executives
- 9.5.3. Company Snapshot
- 9.5.4. Operating Business Segments
- 9.5.5. Product Portfolio
- 9.5.6. Business Performance
- 9.5.7. Key Strategic Moves and Developments
- 9.6. Dr. Reddy's Laboratories Ltd.
 - 9.6.1. Company Overview
 - 9.6.2. Key Executives
 - 9.6.3. Company Snapshot
 - 9.6.4. Operating Business Segments
 - 9.6.5. Product Portfolio
 - 9.6.6. Business Performance
 - 9.6.7. Key Strategic Moves and Developments
- 9.7. Novartis AG
 - 9.7.1. Company Overview
 - 9.7.2. Key Executives
 - 9.7.3. Company Snapshot
 - 9.7.4. Operating Business Segments
 - 9.7.5. Product Portfolio
 - 9.7.6. Business Performance
 - 9.7.7. Key Strategic Moves and Developments
- 9.8. Bayer AG
 - 9.8.1. Company Overview
 - 9.8.2. Key Executives
 - 9.8.3. Company Snapshot
 - 9.8.4. Operating Business Segments
 - 9.8.5. Product Portfolio
 - 9.8.6. Business Performance
 - 9.8.7. Key Strategic Moves and Developments
- 9.9. Eli Lilly And Company.
 - 9.9.1. Company Overview
 - 9.9.2. Key Executives
 - 9.9.3. Company Snapshot
 - 9.9.4. Operating Business Segments
 - 9.9.5. Product Portfolio
 - 9.9.6. Business Performance
 - 9.9.7. Key Strategic Moves and Developments
- 9.10. Merck And Co., Inc.

- 9.10.1. Company Overview
- 9.10.2. Key Executives
- 9.10.3. Company Snapshot
- 9.10.4. Operating Business Segments
- 9.10.5. Product Portfolio
- 9.10.6. Business Performance
- 9.10.7. Key Strategic Moves and Developments

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