

Head-up Display Market by Type (Windshield-based and Combiner-based), Technology (Conventional and AR-based), End User (Aerospace and Automotive), and Sales Channel (OEMs and Aftermarket): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

The global head-up display market was valued at \$6.0 billion in 2019, and is projected to reach \$19.1 billion by 2027, registering a CAGR of 20.1% from 2020 to 2027. A head-up display is a semi-transparent screen played above cockpit in aircrafts or infotainment dashboard in cars in the direction of the forward view that displays the cars' or flights' parameters, allowing the users' to keep focus forward. Head-up displays are smart, safe, and revolutionizing the safety features of vehicles.

Enhanced safety offered by the head-up display systems majorly drives the growth of the market, as it assists to drive safely in the challenging conditions. Moreover, higher penetration rate in the aerospace sector is expected to boost the head-up display market growth as it has become an essential system in aircrafts for improved safety. Furthermore, development of connected cars, advancement of augmented reality technology, and emergence of new applications of head-up displays are expected to provide lucrative growth opportunities for the market. However, cost of head-up displays is expected to hinder the growth of the market.

The global head-up display market is analyzed by type, technology, end user, sales channel, and region. Based on type, it is fragmented into windshield-based and combiner-based. On the basis of technology, the market is segregated into conventional and AR-based. By end user, the market is divided into aerospace and automotive. The

aerospace segment is further sub-segmented into civil and military. Based on sales channel, the market is categorized into OEMs and aftermarket. Based on region, the global head-up display market is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, Germany, France, Italy, and rest of Europe), Asia-Pacific (China, Japan, South Korea, Australia, India, and rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa).

The key players operating in the market include BAE Systems, Continental AG, Denso Corporation, Elbit Systems Ltd., Nippon Seiki Co., Ltd., Panasonic Corporation, Rockwell Collins, STMicroelectronics, Texas Instruments Incorporated, and Visteon Corporation.

KEY MARKET SEGMENTS

BY TYPE

Windshield-based

Combiner-based

BY TECHNOLOGY

Conventional

AR-based

BY END USER

Aerospace

Automotive

BY SALES CHANNEL

OEMs

Aftermarket

BY REGION

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Rest of Europe

Asia-Pacific

China

Japan

South Korea

Australia

India

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY PLAYERS

BAE Systems

Continental AG

Denso Corporation

Elbit Systems Ltd.

Nippon Seiki Co., Ltd.

Panasonic Corporation

Rockwell Collins

STMicroelectronics

Texas Instruments Incorporated

Visteon Corporation

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