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Mycelium Market - A Global and Regional Analysis: Focus on Mycelium Product and Application, Supply Chain Analysis, and Country Analysis - Analysis and Forecast, 2023-2028

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Abstracts

Introduction to Mycelium Market

The global mycelium market was valued at $2.85 billion in 2022 and is expected to reach $4.76 billion by 2028, growing at a CAGR of 9.39% between 2023 and 2028. The growth in the global mycelium market is expected to be driven by increasing demand for sustainable materials and their contribution to the circular economy.

Market Introduction

The mycelium market is still in the nascent phase. Increased research and development activities are underway to develop mycelium-based products, which are expected to increase due to the shift in consumer preference to plant-based meat and veganism.

Increasing investments in the R&D of mycelium is one of the major opportunities in the global mycelium market. Moreover, mycelium properties are such that they can be customized based on various applications leading to consumers adopting mycelium-based products in the pharmaceutical, construction, electronics, and skin care industry.

Impact

> With an increased worldwide focus on achieving net-zero emissions, the shift to eco-friendly, sustainable products brings significant sales and financing opportunities. The shift is more prominent in the food and beverages industry in

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regions such as North America and Europe. The U.S. plant-based meat retail sales grew by 7% to $8 billion sales in 2022. This infers that mycelium can be a great alternative to conventional animal-based food products.

Furthermore, mycelium-based packaging has a moderate to high impact on the plastic and styrofoam packaging industry. Companies such as Dell and IKEA have already started using mycelium-based packaging materials for their products. Cosmetic companies are using mycelium-based packaging material due to its strength and leakproof properties. Therefore, the customizable properties of mycelium present it as a go-to option for industries globally.

Market Segmentation:

Segmentation 1: by Application

Food and Beverage Industry

Packaging Industry

Textile Industry

Others

The global mycelium market in the application segment is expected to be dominated by the food and beverage industry. This is due to mycelium being a highly nutritious product and its property to be customized and processed to derive a variety of products.

Segmentation 2: by Nature

Raw

Processed

The global mycelium market in the nature segment is slightly more dominated by the processed mycelium segment. This is due to the wide variety of products that can be manufactured, resulting in its higher adoption and usage by end users worldwide.

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Segmentation 3: by Form

Pre-Formed Product

Powder

Liquid Culture

Tablet and Capsule

The pre-formed product segment dominates the global mycelium market in the form segment due to the higher adoption of products such as food and beverage, clothing, and packaging from the pre-formed product. The powder form captures the second position due to the composition mix's prolonged shelf life and durability.

Segmentation 4: by Region

North America - U.S., Canada, and Mexico

Europe - Italy, Germany, Netherlands, Poland, France, and Rest-of-Europe

China

U.K.

Asia-Pacific - Japan, India, South Korea, Australia and New Zealand, and Rest-of-Asia-Pacific

South America - Brazil, Argentina, Peru, and Rest-of-South America

Middle East and Africa - South Africa, Israel, U.A.E., and Rest-of-Middle East and Africa

Recent Developments in the Global Mycelium Market

In March 2023, Better Meat Co established its first-ever Scientific Advisory

Board (SAB). The board consists of leading authorities in filamentous fungi, cell biology, metabolism, genetics, and food safety, which supports The Better Meat Co's initiatives to improve the use of mycelium in applications for both hybridized and animal-free meat.

In November 2022, to create and market the 'next generation of mycelium materials' for footwear, clothing, and accessories, Ecovative LLC partnered with premium leather manufacturer Ecco Leather, a division of the Danish footwear giant Ecco.

In January 2023, MyForest Foods Co. announced the launch of a new product named My Jerky. Similar to MyBacon, which is a vegan alternative to pork bacon, MyJerky is a mycelium-based alternative to beef jerky.

In November 2022, Meati Inc. introduced the Miso Meati Bowl in collaboration with Sweetgreen, a new flavor-packed, nutritious ready-to-eat rice bowl. This is Meati's first time appearing on a fast-casual restaurant menu and Sweetgreen’s first mycelium-based collaboration.

In April 2023, eniferBio raised $11 million in a Series A funding round from Nordic Foodtech Ventures, Tesi, Valio, Voima Ventures, and Aqua-Spark to expand the business of PEKILO P65.

Demand – Drivers and Limitations

The following are the demand drivers for the mycelium market:

Increasing Innovation in Sustainable and Eco-Friendly Products

Shift in Consumer Behaviour and Preference

Advancements in Research and Technology

The market is expected to face some limitations too due to the following challenges:

Challenge of Scalability and Commercialization

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Transition from Conventional Materials

The following are the market opportunities for the mycelium market:

Increasing Research and Development Investments in the Mycelium Sector

Emerging Multi-Directional Applications of Mycelium

Modifiable Material Characteristics of Mycelium

How can this report add value to an organization?

Product/Innovation Strategy: The product segment helps the reader understand the different types of mycelium products available for deployment in food and beverage, clothing, packaging, and other industries and their potential globally. Moreover, the study provides the reader with a detailed understanding of the different mycelium-based products by application (food and beverage, packaging, textile, and others), nature (raw and processed), and form (pre-formed product, powder, liquid culture, and tablet and capsule). Mycelium-based finished products generate higher revenues when compared to operational and raw material costs. Therefore, the mycelium business is a low-investment and high-revenue generating agricultural model.

Growth/Marketing Strategy: The global mycelium market has seen major development by key players operating in the market, such as business expansion, partnership, collaboration, and joint venture. The favored strategy for the companies has been product launches to strengthen their position in the mycelium market. For instance, in January 2022, M&S Food collaborated with Monaghan Group to supply mycelium protein-based vegetable balls and vegetable mince to expand its plant-based kitchen range.

Competitive Strategy: Key players in the global mycelium market analyzed and profiled in the study involve mycelium-based product manufacturers that provide raw or processed products. Moreover, a detailed competitive benchmarking of the players operating in the global mycelium market has been done to help the reader understand how players stack against each other, presenting a clear market landscape. Additionally, comprehensive competitive strategies such as partnerships, agreements, and collaborations will aid the reader in understanding the untapped revenue pockets in

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the market.

Key Market Players and Competition Synopsis

The companies that are profiled have been selected based on inputs gathered from primary experts and analyzing company coverage, product portfolio, and market penetration.

The global mycelium market is fragmented due to the presence of many regional and domestic players in different countries. Collectively these companies account for approximately 35.09% of the total global mycelium market. Other 64.91% of the market share is dominated by Mycorena, eniferBio, Bosque Foods, Aqua Cultured Foods, Kinoko-Tech, and others. Out of the total number of companies analyzed, 55% belong to the food and beverage industry, and the remaining 45% belong to other segments such as the packaging industry and textile industry.

Key Companies Profiled:

Company Type 1: Food and Beverage Industry

- Aqua Cultured Foods
- Bosque Foods
- Chinova Bioworks
- ENOUGH
- Kinoko-Tech
- Meati Inc.
- Monaghan Group
- Mush Foods
- Mushlabs
- MycoTechnology, Inc.

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MyForest Foods Co.

Nature's Fynd

PRIME ROOTS

Quorn

The Better Meat Co

Company Type 2: Packaging Industry

Biomyc

Magical Mushroom Company

Mushroom Material

Company Type 3: Textile Industry

Bolt Threads

Mycotech Lab

MycoWorks

Company Type 4: Other Key Players

Ecovative LLC

eniferBio

Groundwork BioAg

mogu

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Mycorena

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Contents

1 MARKETS

1.1 Industry Outlook
  1.1.1 Trends: Industry Dynamics Defining the Future Trends in the Next-Generation Automotive Lighting Market
    1.1.1.1 Flexible Organic Light-Emitting Diode (OLED)
    1.1.1.2 Micro AFS LED Headlights
    1.1.1.3 Human-Centric Lighting
    1.1.1.4 Integration of LiDAR in Headlamps of Vehicles
    1.1.1.5 Laser Light for Headlights
  1.1.2 Supply Chain Network/MAP
  1.1.3 Who Supplies Whom
  1.1.4 Consortiums, Associations, and Regulatory Bodies
    1.1.4.1 North America
    1.1.4.2 Europe
    1.1.4.3 Asia-Pacific
1.2 Business Dynamics
  1.2.1 Business Drivers
    1.2.1.1 Increase in Demand for Luxury Cars
    1.2.1.2 Growing Popularity of Autonomous Vehicles
    1.2.1.3 Stringent Safety Regulations for Lighting Systems
  1.2.2 Business Restraints
    1.2.2.1 Higher Cost Concerns with Next-Generation Automotive Lighting
    1.2.2.2 Increase in Costs of Raw Materials Since LED Revolution
  1.2.3 Business Strategies
    1.2.3.1 Product Development
    1.2.3.2 Market Development
  1.2.4 Corporate Strategies
    1.2.4.1 Mergers and Acquisitions
    1.2.4.2 Partnerships, Joint Ventures, Collaborations, and Alliances
  1.2.5 Business Opportunities
    1.2.5.1 Development of Advanced Adaptive Driving Beam (AADB)
    1.2.5.2 Advent of New Services for Automotive Lighting
1.3 Impact of COVID-19 on the industry

2 APPLICATIONS

+44 20 8123 2220
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2.1 Next-Generation Automotive Lighting Market – Applications and Specifications
2.1.1 Next-Generation Automotive Lighting Market (by Vehicle Type)
2.1.1.1 Passenger Vehicles
2.1.1.1.1 Internal Combustion Engine Vehicles
2.1.1.1.2 Electric Vehicles
2.1.1.2 Commercial Vehicles
2.1.1.2.1 Internal Combustion Engine Vehicles
2.1.1.2.2 Electric Vehicles
2.1.2 Next-Generation Automotive Lighting Market (by End Market)
2.1.2.1 OEM
2.1.2.2 Aftermarket
2.2 Demand Analysis for Next-Generation Automotive Lighting Market (by Applications), Value and Volume Data, 2021-2031
2.2.1 Demand Analysis for Next-Generation Automotive Lighting Market (by Vehicle Type), 2021-2031
2.2.1.1 Passenger Vehicles
2.2.1.2 Commercial Vehicles
2.2.2 Demand Analysis for Next-Generation Automotive Lighting Market (by End Market), 2021-2031
2.2.2.1 OEM
2.2.2.2 Aftermarket

3 PRODUCTS

3.1 Next-Generation Automotive Lighting Market – Products and Specifications
3.1.1 Next-Generation Automotive Lighting Market (by Product Type)
3.1.1.1 Adaptive Lighting
3.1.1.2 Ambient Lighting
3.1.1.3 Communicable Lighting
3.1.1.4 Flexible Lighting
3.1.2 Next-Generation Automotive Lighting Market (by Technology Type)
3.1.2.1 Halogen
3.1.2.2 Xenon
3.1.2.3 LED
3.1.2.3.1 OLED
3.1.2.3.2 Mini LED
3.1.2.3.3 Micro LED
3.1.2.3.4 Matrix LED
3.1.2.4 Laser

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3.2 Demand Analysis for Next-Generation Automotive Lighting Market (by Products), Value and Volume Data, 2021-2031
3.2.1 Demand Analysis for Next-Generation Automotive Lighting Market (by Product Type), 2021-2031
3.2.1.1 Adaptive Lighting
3.2.1.2 Ambient Lighting
3.2.1.3 Communicable Lighting
3.2.1.4 Flexible Lighting
3.2.2 Demand Analysis for Next-Generation Automotive Lighting Market (by Technology Type), 2021-2031
3.2.2.1 Halogen
3.2.2.2 Xenon
3.2.2.3 LED
3.2.2.4 Laser
3.3 Technology Roadmap

4 REGIONS

4.1 North America
4.1.1 Market
4.1.1.1 Key Manufacturers in North America
4.1.1.2 Competitive Benchmarking
4.1.1.3 Business Challenges
4.1.1.4 Business Drivers
4.1.2 Application
4.1.2.1 North America Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.1.2.2 North America Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.1.3 Product
4.1.3.1 North America Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.1.3.2 North America Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.1.4 North America: Country-Level Analysis
4.1.4.1 U.S.
4.1.4.1.1 Market
4.1.4.1.1.1 Buyer Attributes
4.1.4.1.1.2 Key Manufacturers in the U.S

+44 20 8123 2220
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4.1.4.1.1.3 Business Challenges
4.1.4.1.1.4 Business Drivers
4.1.4.1.2 Application
4.1.4.1.2.1 U.S. Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.1.4.1.2.2 U.S. Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.1.4.1.3 Product
4.1.4.1.3.1 U.S. Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.1.4.1.3.2 U.S. Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.1.4.2 Canada
4.1.4.2.1 Market
4.1.4.2.1.1 Buyer Attributes
4.1.4.2.1.2 Key Manufacturers in Canada
4.1.4.2.1.3 Business Challenges
4.1.4.2.1.4 Business Drivers
4.1.4.2.2 Application
4.1.4.2.2.1 Canada Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.1.4.2.2.2 Canada Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.1.4.2.3 Product
4.1.4.2.3.1 Canada Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.1.4.2.3.2 Canada Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.1.4.3 Mexico
4.1.4.3.1 Market
4.1.4.3.1.1 Buyer Attributes
4.1.4.3.1.2 Key Manufacturers in Mexico
4.1.4.3.1.3 Business Challenges
4.1.4.3.1.4 Business Drivers
4.1.4.3.2 Application
4.1.4.3.2.1 Mexico Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.1.4.3.2.2 Mexico Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031

4.1.4.3.3 Product
4.1.4.3.3.1 Mexico Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.1.4.3.3.2 Mexico Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.2 Europe
4.2.1 Market
4.2.1.1 Key Manufacturers in Europe
4.2.1.2 Competitive Benchmarking
4.2.1.3 Business Challenges
4.2.1.4 Business Drivers
4.2.2 Application
4.2.2.1 Europe Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.2.2.2 Europe Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.2.3 Product
4.2.3.1 Europe Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.2.3.2 Europe Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.2.4 Europe: Country-Level Analysis
4.2.4.1 Germany
4.2.4.1.1 Market
4.2.4.1.1.1 Buyer Attributes
4.2.4.1.1.2 Key Manufacturers in Germany
4.2.4.1.1.3 Business Challenges
4.2.4.1.1.4 Business Drivers
4.2.4.1.2 Application
4.2.4.1.2.1 Germany Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.2.4.1.2.2 Germany Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.2.4.1.3 Product
4.2.4.1.3.1 Germany Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.2.4.1.3.2 Germany Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.2.4.2 France

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4.2.4.2.1 Market
4.2.4.2.1.1 Buyer Attributes
4.2.4.2.1.2 Key Manufacturers in France
4.2.4.2.1.3 Business Challenges
4.2.4.2.1.4 Business Drivers
4.2.4.2.2 Application
4.2.4.2.2.1 France Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.2.4.2.2.2 France Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.2.4.2.3 Product
4.2.4.2.3.1 France Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.2.4.2.3.2 France Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.2.4.3 Italy
4.2.4.3.1 Market
4.2.4.3.1.1 Buyer Attributes
4.2.4.3.1.2 Key Manufacturers in Italy
4.2.4.3.1.3 Business Challenges
4.2.4.3.1.4 Business Drivers
4.2.4.3.2 Application
4.2.4.3.2.1 Italy Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.2.4.3.2.2 Italy Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.2.4.3.3 Product
4.2.4.3.3.1 Italy Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.2.4.3.3.2 Italy Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.2.4.4 Rest-of-Europe
4.2.4.4.1 Market
4.2.4.4.1.1 Buyer Attributes
4.2.4.4.1.2 Key Manufacturers in Rest-of-Europe
4.2.4.4.1.3 Business Challenges
4.2.4.4.1.4 Business Drivers
4.2.4.4.2 Application
4.2.4.4.2.1 Rest-of-Europe Next-Generation Automotive Lighting Market (by

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Vehicle Type), Value and Volume Data, 2021-2031
4.2.4.4.2.2 Rest-of-Europe Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.2.4.4.3 Product
4.2.4.4.3.1 Rest-of-Europe Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.2.4.4.3.2 Rest-of-Europe Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.3 U.K.
4.3.1 Market
4.3.1.1 Buyer Attributes
4.3.1.2 Key Manufacturers in the U.K.
4.3.1.3 Competitive Benchmarking
4.3.1.4 Business Challenges
4.3.1.5 Business Drivers
4.3.2 Application
4.3.2.1 U.K. Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.3.2.2 U.K. Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.3.3 Product
4.3.3.1 U.K. Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.3.3.2 U.K. Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.4 China
4.4.1 Market
4.4.1.1 Buyer Attributes
4.4.1.2 Key Manufacturers in China
4.4.1.3 Competitive Benchmarking
4.4.1.4 Business Challenges
4.4.1.5 Business Drivers
4.4.2 Application
4.4.2.1 China Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.4.2.2 China Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.4.3 Product
4.4.3.1 China Next-Generation Automotive Lighting Market (by Product Type), Value

+44 20 8123 2220
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and Volume Data, 2021-2031
4.4.3.2 China Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.5 Asia-Pacific and Japan
4.5.1 Market
4.5.1.1 Key Manufacturers in Asia-Pacific and Japan
4.5.1.2 Competitive Benchmarking
4.5.1.3 Business Challenges
4.5.1.4 Business Drivers
4.5.2 Application
4.5.2.1 Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.5.2.2 Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.5.3 Product
4.5.3.1 Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.5.3.2 Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.5.4 Asia-Pacific and Japan: Country-Level Analysis
4.5.4.1 Japan
4.5.4.1.1 Market
4.5.4.1.1.1 Buyer Attributes
4.5.4.1.1.2 Key Manufacturers in Japan
4.5.4.1.1.3 Business Challenges
4.5.4.1.1.4 Business Drivers
4.5.4.1.2 Application
4.5.4.1.2.1 Japan Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.5.4.1.2.2 Japan Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.5.4.1.3 Product
4.5.4.1.3.1 Japan Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.5.4.1.3.2 Japan Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.5.4.2 India
4.5.4.2.1 Market
4.5.4.2.1.1 Buyer Attributes

4.5.4.2.1.2 Key Manufacturers in India
4.5.4.2.1.3 Business Challenges
4.5.4.2.1.4 Business Drivers
4.5.4.2.2 Application
4.5.4.2.2.1 India Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.5.4.2.2.2 India Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.5.4.2.3 Product
4.5.4.2.3.1 India Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.5.4.2.3.2 India Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.5.4.3 South Korea
4.5.4.3.1 Market
4.5.4.3.1.1 Buyer Attributes
4.5.4.3.1.2 Key Manufacturers in South Korea
4.5.4.3.1.3 Business Challenges
4.5.4.3.1.4 Business Drivers
4.5.4.3.2 Application
4.5.4.3.2.1 South Korea Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.5.4.3.2.2 South Korea Next-Generation Automotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.5.4.3.3 Product
4.5.4.3.3.1 South Korea Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.5.4.3.3.2 South Korea Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.5.4.4 Rest-of-Asia-Pacific and Japan
4.5.4.4.1 Market
4.5.4.4.1.1 Buyer Attributes
4.5.4.4.1.2 Key Manufacturers in Rest-of-Asia-Pacific and Japan
4.5.4.4.1.3 Business Challenges
4.5.4.4.1.4 Business Drivers
4.5.4.4.2 Application
4.5.4.4.2.1 Rest-of-Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.5.4.4.2.2 Rest-of-Asia-Pacific and Japan Next-Generation Automotive Lighting

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Market (by End Market), Value and Volume Data, 2021-2031
4.5.4.4.3 Product
4.5.4.4.3.1 Rest-of-Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.5.4.4.3.2 Rest-of-Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031
4.6 Rest-of-the-World (RoW)
4.6.1 Market
4.6.1.1 Buyer Attributes
4.6.1.2 Key Manufacturers in Rest-of-the-World (RoW)
4.6.1.3 Competitive Benchmarking
4.6.1.4 Business Challenges
4.6.1.5 Business Drivers
4.6.2 Application
4.6.2.1 Rest-of-the-World Next-GenerationAutomotive Lighting Market (by Vehicle Type), Value and Volume Data, 2021-2031
4.6.2.2 Rest-of-the-World Next-GenerationAutomotive Lighting Market (by End Market), Value and Volume Data, 2021-2031
4.6.3 Product
4.6.3.1 Rest-of-the-World Next-Generation Automotive Lighting Market (by Product Type), Value and Volume Data, 2021-2031
4.6.3.2 Rest-of-the-World Next-Generation Automotive Lighting Market (by Technology Type), Value and Volume Data, 2021-2031

5 MARKETS - COMPETITIVE BENCHMARKING & COMPANY PROFILES

5.1 Competitive Benchmarking
5.2 Market Share Analysis
5.3 Product Matrix
5.4 Company Profiles
5.4.1 Marelli Holdings Co., Ltd.
5.4.1.1 Company Overview
5.4.1.1.1 Role of Marelli Holdings Co., Ltd. in the Next-Generation Automotive Lighting Market
5.4.1.1.2 Product Portfolio
5.4.1.2 Business Strategies
5.4.1.2.1 Market Development
5.4.1.3 Corporate Strategies
5.4.1.3.1 Partnerships, Joint Ventures, Collaborations, and Alliances

+44 20 8123 2220
info@marketpublishers.com

5.4.1.4 Patent Analysis
5.4.1.5 Production Sites and R&D Analysis
5.4.1.6 Analyst View
5.4.2 HELLA GmbH & Co. KGaA
5.4.2.1 Company Overview
5.4.2.1.1 Role of HELLA GmbH & Co. KGaA in the Next-Generation Automotive Lighting Market
5.4.2.1.2 Product Portfolio
5.4.2.2 Business Strategies
5.4.2.2.1 Product Development
5.4.2.3 Corporate Strategies
5.4.2.3.1 Mergers and Acquisitions
5.4.2.3.2 Partnerships, Joint Ventures, Collaborations, and Alliances
5.4.2.4 Patent Analysis
5.4.2.5 Production Sites and R&D Analysis
5.4.2.6 Analyst View
5.4.3 OSRAM GmbH
5.4.3.1 Company Overview
5.4.3.1.1 Role of OSRAM GmbH in the Next-Generation Automotive Lighting Market
5.4.3.1.2 Product Portfolio
5.4.3.2 Business Strategies
5.4.3.2.1 Product Development
5.4.3.3 Patent Analysis
5.4.3.4 Production Sites and R&D Analysis
5.4.3.5 Analyst View
5.4.4 Valeo Group
5.4.4.1 Company Overview
5.4.4.1.1 Role of Valeo Group in the Next-Generation Automotive Lighting Market
5.4.4.1.2 Product Portfolio
5.4.4.2 Business Strategies
5.4.4.2.1 Product Development
5.4.4.2.2 Market Development
5.4.4.3 Patent Analysis
5.4.4.4 Production Sites and R&D Analysis
5.4.4.5 Analyst View
5.4.5 KOITO Manufacturing Co. Ltd.
5.4.5.1 Company Overview
5.4.5.1.1 Role of KOITO Manufacturing Co. Ltd. in the Next-Generation Automotive Lighting Market

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5.4.5.1.2 Product Portfolio
5.4.5.2 Business Strategies
5.4.5.2.1 Product Development
5.4.5.3 Corporate Strategies
5.4.5.3.1 Mergers and Acquisitions
5.4.5.3.2 Partnerships, Joint Ventures, Collaborations, and Alliances
5.4.5.4 Patent Analysis
5.4.5.5 Production Sites and R&D Analysis
5.4.5.6 Analyst View
5.4.6 Hyundai Mobis Co., Ltd.
5.4.6.1 Company Overview
5.4.6.1.1 Role of Hyundai Mobis Co., Ltd. in the Next-Generation Automotive Lighting Market
5.4.6.1.2 Product Portfolio
5.4.6.2 Business Strategies
5.4.6.2.1 Product Development
5.4.6.2.2 Market Development
5.4.6.3 Patent Analysis
5.4.6.4 Production Sites and R&D Analysis
5.4.6.5 Analyst View
5.4.7 Varroc Group
5.4.7.1 Company Overview
5.4.7.1.1 Role of Varroc Group in the Next-Generation Automotive Lighting Market
5.4.7.1.2 Product Portfolio
5.4.7.2 Business Strategies
5.4.7.2.1 Market Development
5.4.7.3 Corporate Strategies
5.4.7.3.1 Partnerships, Joint Ventures, Collaborations, and Alliances
5.4.7.4 Patent Analysis
5.4.7.5 Production Sites and R&D Analysis
5.4.7.6 Analyst View
5.4.8 Magna International Inc.
5.4.8.1 Company Overview
5.4.8.1.1 Role of Magna International Inc. in the Next-Generation Automotive Lighting Market
5.4.8.1.2 Product Portfolio
5.4.8.2 Business Strategies
5.4.8.2.1 Product Development
5.4.8.2.2 Market Development

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5.4.8.3 Corporate Strategies
5.4.8.3.1 Mergers and Acquisitions
5.4.8.4 Patent Analysis
5.4.8.5 Production Sites and R&D Analysis
5.4.8.6 Analyst View
5.4.9 Flex-N-Gate Corporation
5.4.9.1 Company Overview
5.4.9.1.1 Role of Flex-N-Gate Corporation in the Next-Generation Automotive Lighting Market
5.4.9.1.2 Product Portfolio
5.4.9.2 Business Strategies
5.4.9.2.1 Market Development
5.4.9.3 Patent Analysis
5.4.9.4 Production Sites and R&D Analysis
5.4.9.5 Analyst View
5.4.10 DR?XLMAIER GROUP
5.4.10.1 Company Overview
5.4.10.1.1 Role of DR?XLMAIER GROUP in the Next-Generation Automotive Lighting Market
5.4.10.1.2 Product Portfolio
5.4.10.2 Business Strategies
5.4.10.2.1 Market Development
5.4.10.3 Patent Analysis
5.4.10.4 Production Sites and R&D Analysis
5.4.10.5 Analyst View
5.4.11 Sigma International Inc.
5.4.11.1 Company Overview
5.4.11.1.1 Role of Sigma International Inc. in the Next-Generation Automotive Lighting Market
5.4.11.1.2 Product Portfolio
5.4.11.2 Business Strategies
5.4.11.2.1 Product Development
5.4.11.2.2 Market Development
5.4.11.3 Analyst View
5.4.12 J.W. Speaker Corporation
5.4.12.1 Company Overview
5.4.12.1.1 Role of J.W. Speaker Corporation in the Next-Generation Automotive Lighting Market
5.4.12.1.2 Product Portfolio

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5.4.12.2 Business Strategies
5.4.12.2.1 Product Development
5.4.12.3 Corporate Strategies
5.4.12.3.1 Partnerships, Joint Ventures, Collaborations, and Alliances
5.4.12.4 Analyst View
5.4.13 Faurecia
5.4.13.1 Company Overview
5.4.13.1.1 Role of Faurecia in the Next-Generation Automotive Lighting Market
5.4.13.1.2 Product Portfolio
5.4.13.2 Corporate Strategies
5.4.13.2.1 Mergers and Acquisitions
5.4.13.3 Production Sites and R&D Analysis
5.4.13.4 Analyst View
5.4.14 LG Innotek Co., Ltd.
5.4.14.1 Company Overview
5.4.14.1.1 Role of LG Innotek Co., Ltd. in the Next-Generation Automotive Lighting Market
5.4.14.1.2 Product Portfolio
5.4.14.2 Business Strategies
5.4.14.2.1 Product Development
5.4.14.3 Patent Analysis
5.4.14.4 Production Sites and R&D Analysis
5.4.14.5 Analyst View
5.4.15 Stanley Electric Co., Ltd.
5.4.15.1 Company Overview
5.4.15.1.1 Role of Stanley Electric Co., Ltd. in the Next-Generation Automotive Lighting Market
5.4.15.1.2 Product Portfolio
5.4.15.2 Business Strategies
5.4.15.2.1 Market Development
5.4.15.3 Patent Analysis
5.4.15.4 Production Sites and R&D Analysis
5.4.15.5 Analyst View
5.4.16 Other Key Companies
5.5 Start-Up Profiles
5.5.1 Versalume
5.5.1.1 Company Overview
5.5.1.1.1 Role of Versalume in the Next-Generation Automotive Lighting Market
5.5.2 Lightly Technologies

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5.5.2.1 Company Overview
5.5.2.1.1 Role of Lightly Technologies in the Next-Generation Automotive Lighting Market
5.5.3 EFi Lighting
5.5.3.1 Company Overview
5.5.3.1.1 Role of EFi Lighting in the Next-Generation Automotive Lighting Market
5.5.4 Kubos Semiconductors
5.5.4.1 Company Overview
5.5.4.1.1 Role of Kubos Semiconductors in the Next-Generation Automotive Lighting Market
5.5.5 LumiLor
5.5.5.1 Company Overview
5.5.5.1.1 Role of LumiLor in the Next-Generation Automotive Lighting Market

6 RESEARCH METHODOLOGY

6.1 Data Sources
6.1.1 Primary Data Sources
6.1.2 Secondary Data Sources
6.2 Data Triangulation
6.3 Market Estimation and Forecast
6.3.1 Factors for Data Prediction and Modeling

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List Of Figures

LIST OF FIGURES

Figure 1: Next-Generation Automotive Lighting Market Overview, Million Units and $Billion, 2021-2031
Figure 2: Next-Generation Automotive Lighting Market (by Product Type), $Billion, 2021-2031
Figure 3: Next-Generation Automotive Lighting Market (by Technology Type), $Billion, 2021-2031
Figure 4: Next-Generation Automotive Lighting Market (by Application), $Billion, 2021-2031
Figure 5: Next-Generation Automotive Lighting Market (by End Market), $Billion, 2021-2031
Figure 6: Next-Generation Automotive Lighting Market (by Region), $Billion, 2021
Figure 7: Next-Generation Automotive Lighting: Coverage
Figure 8: Supply Chain for Global Next-Generation Automotive Lighting Market
Figure 9: Stakeholders in Next-Generation Automotive Lighting Market
Figure 10: Business Dynamics for the Next-Generation Automotive Lighting Market
Figure 11: Key Business Strategies (by Company), 2019-2022
Figure 12: Product Development (by Company), 2019-2022
Figure 13: Market Development (by Company), 2019-2022
Figure 14: Key Corporate Strategies (by Company), 2019-2022
Figure 15: Mergers and Acquisitions (by Company), 2019-2022
Figure 16: Partnerships, Joint Ventures, Collaborations, and Alliances (by Company), 2019-2022
Figure 17: Next-Generation Automotive Lighting Market (by Vehicle Type)
Figure 18: Next-Generation Automotive Lighting Market (by End Market)
Figure 19: Next-Generation Automotive Lighting Market (by Passenger Vehicles), $Billion and Million Units, 2021-2031
Figure 20: Next-Generation Automotive Lighting Market (Commercial Vehicles), $Billion and Million Units, 2021-2031
Figure 21: Next-Generation Automotive Lighting Market (OEM), $Billion and Million Units, 2021-2031
Figure 22: Next-Generation Automotive Lighting Market (Aftermarket), $Billion and Million Units, 2021-2031
Figure 23: Next-Generation Automotive Lighting Market (by Product Type)
Figure 24: Next-Generation Automotive Lighting Market (by Technology Type)
Figure 25: Next-Generation Automotive Lighting Market (Adaptive Lighting), $Billion and

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Million Units, 2021-2031
Figure 26: Next-Generation Automotive Lighting Market (Ambient Lighting), $Billion and Million Units, 2021-2031
Figure 27: Next-Generation Automotive Lighting Market (Communicable Lighting), $Billion and Million Units, 2021-2031
Figure 28: Next-Generation Automotive Lighting Market (Flexible Lighting), $Billion and Million Units, 2021-2031
Figure 29: Next-Generation Automotive Lighting Market (Halogen), $Billion and Million Units, 2021-2031
Figure 30: Next-Generation Automotive Lighting Market (Xenon), $Billion and Million Units, 2021-2031
Figure 31: Next-Generation Automotive Lighting Market (by LED), $Billion and Million Units, 2021-2031
Figure 32: Next-Generation Automotive Lighting Market (Laser), $Billion and Million Units, 2021-2031
Figure 33: Technology Roadmap for Next-Generation Automotive Lighting Market
Figure 34: North America Next-Generation Automotive Lighting Market: Competitive Benchmarking
Figure 35: North America Next-Generation Automotive Lighting Market, $Billion and Million Units, 2021-2031
Figure 36: Europe Next-Generation Automotive Lighting Market: Competitive Benchmarking
Figure 37: Europe Next-Generation Automotive Lighting Market, $Billion and Million Units, 2021-2031
Figure 38: U.K. Next-Generation Automotive Lighting Market: Competitive Benchmarking
Figure 39: U.K. Next-Generation Automotive Lighting Market, $Billion and Million Units, 2021-2031
Figure 40: China Next-Generation Automotive Lighting Market: Competitive Benchmarking
Figure 41: China Next-Generation Automotive Lighting Market, $Billion and Million Units, 2021-2031
Figure 42: Asia-Pacific and Japan Next-Generation Automotive Lighting Market: Competitive Benchmarking
Figure 43: Asia-Pacific and Japan Next-Generation Automotive Lighting Market, $Million and Million Units, 2021-2031
Figure 44: Rest-of-the-World Next-Generation Automotive Lighting Market: Competitive Benchmarking
Figure 45: Rest-of-the-World Next-Generation Automotive Lighting Market, $Billion and

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Million Units, 2021-2031
Figure 46: Global Next-Generation Automotive Lighting Market: Competitive Benchmarking
Figure 47: HELLA GmbH & Co. KGaA: R&D Expenditure, $Million, 2019-2021
Figure 48: OSRAM GmbH: R&D Expenditure, $Million, 2019-2021
Figure 49: Valeo Group: R&D Expenditure, $Billion, 2019-2021
Figure 50: KOITO Manufacturing Co. Ltd.: R&D Expenditure, $Million, 2019-2021
Figure 51: Hyundai Mobis Co., Ltd.: R&D Expenditure, $Million, 2019-2021
Figure 52: Varroc Group: R&D Expenditure, $Million, 2019-2021
Figure 53: Magna International Inc.: R&D Expenditure, $Million, 2019-2021
Figure 54: Faurecia: R&D Expenditure, $Million, 2019-2021
Figure 55: LG Innotek Co., Ltd.: R&D Expenditure, $Million, 2019-2021
Figure 56: Stanley Electric Co., Ltd.: R&D Expenditure, $Million, 2019-2021
Figure 57: Research Methodology
Figure 58: Data Triangulation
Figure 59: Top-Down and Bottom-Up Approach
Figure 60: Assumptions and Limitations

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List Of Tables

LIST OF TABLES

Table 1: Global Next Generation Automotive Lighting Market: Who Supplies Whom
Table 2: North America: Consortiums, Associations, and Regulatory Bodies
Table 3: Europe: Consortiums, Associations, and Regulatory Bodies
Table 4: Asia-Pacific: Consortiums, Associations, and Regulatory Bodies
Table 5: Impact of Business Drivers
Table 6: Impact of Business Restraints
Table 7: Increase in Relative Costs of Raw Materials, 2020-2021
Table 8: Impact of Business Opportunities
Table 9: Next-Generation Automotive Lighting Market (by Vehicle Type), Million Units, 2021-2031
Table 10: Next-Generation Automotive Lighting Market (by Vehicle Type), $Billion, 2021-2031
Table 11: Next-Generation Automotive Lighting Market (by End Market), Million Units, 2021-2031
Table 12: Next-Generation Automotive Lighting Market (by End Market), $Billion, 2021-2031
Table 13: Next-Generation Automotive Lighting Market (by Product Type), Million Units, 2021-2031
Table 14: Next-Generation Automotive Lighting Market (by Product Type), $Billion, 2021-2031
Table 15: Next-Generation Automotive Lighting Market (by Technology Type), Million Units, 2021-2031
Table 16: Next-Generation Automotive Lighting Market (by Technology Type), $Billion, 2021-2031
Table 17: Next-Generation Automotive Lighting Market (by Region), Million Units, 2021-2031
Table 18: Next-Generation Automotive Lighting Market (by Region), $Billion, 2021-2031
Table 19: North America Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 20: North America Next-Generation Automotive Lighting Market (by Vehicle Type), $Billion, 2021-2031
Table 21: North America Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 22: North America Next-Generation Automotive Lighting Market (by End Market), $Billion, 2021-2031

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Table 23: North America Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 24: North America Next-Generation Automotive Lighting Market (by Product Type), $Billion, 2021-2031
Table 25: North America Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 26: North America Next-Generation Automotive Lighting Market (by Technology Type), $Billion, 2021-2031
Table 27: U.S. Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 28: U.S. Next-Generation Automotive Lighting Market (by Vehicle Type), $Billion, 2021-2031
Table 29: U.S. Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 30: U.S. Next-Generation Automotive Lighting Market (by End Market), $Billion, 2021-2031
Table 31: U.S. Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 32: U.S. Next-Generation Automotive Lighting Market (by Product Type), $Billion, 2021-2031
Table 33: U.S. Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 34: U.S. Next-Generation Automotive Lighting Market (by Technology Type), $Billion, 2021-2031
Table 35: Canada Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 36: Canada Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031
Table 37: Canada Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 38: Canada Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 39: Canada Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 40: Canada Next-Generation Automotive Lighting Market (by Product Type), $Million, 2021-2031
Table 41: Canada Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 42: Canada Next-Generation Automotive Lighting Market (by Technology Type),

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$Million, 2021-2031
Table 43: Mexico Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 44: Mexico Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031
Table 45: Mexico Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 46: Mexico Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 47: Mexico Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 48: Mexico Next-Generation Automotive Lighting Market (by Product Type), $Million, 2021-2031
Table 49: Mexico Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 50: Mexico Next-Generation Automotive Lighting Market (by Technology Type), $Million, 2021-2031
Table 51: Europe Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 52: Europe Next-Generation Automotive Lighting Market (by Vehicle Type), $Billion, 2021-2031
Table 53: Europe Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 54: Europe Next-Generation Automotive Lighting Market (by End Market), $Billion, 2021-2031
Table 55: Europe Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 56: Europe Next-Generation Automotive Lighting Market (by Product Type), $Billion, 2021-2031
Table 57: Europe Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 58: Europe Next-Generation Automotive Lighting Market (by Technology Type), $Billion, 2021-2031
Table 59: Germany Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 60: Germany Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031
Table 61: Germany Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031

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Table 62: Germany Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 63: Germany Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 64: Germany Next-Generation Automotive Lighting Market (by Product Type), $Million, 2021-2031
Table 65: Germany Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 66: Germany Next-Generation Automotive Lighting Market (by Technology Type), $Million, 2021-2031
Table 67: France Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 68: France Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031
Table 69: France Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 70: France Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 71: France Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 72: France Next-Generation Automotive Lighting Market (by Product Type), $Million, 2021-2031
Table 73: France Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 74: France Next-Generation Automotive Lighting Market (by Technology Type), $Million, 2021-2031
Table 75: Italy Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 76: Italy Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031
Table 77: Italy Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 78: Italy Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 79: Italy Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 80: Italy Next-Generation Automotive Lighting Market (by Product Type), $Million, 2021-2031
Table 81: Italy Next-Generation Automotive Lighting Market (by Technology Type),

+44 20 8123 2220
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Thousand Units, 2021-2031
Table 82: Italy Next-Generation Automotive Lighting Market (by Technology Type), $Million, 2021-2031
Table 83: Rest-of-Europe Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 84: Rest-of-Europe Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031
Table 85: Rest-of-Europe Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 86: Rest-of-Europe Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 87: Rest-of-Europe Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 88: Rest-of-Europe Next-Generation Automotive Lighting Market (by Product Type), $Million, 2021-2031
Table 89: Rest-of-Europe Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 90: Rest-of-Europe Next-Generation Automotive Lighting Market (by Technology Type), $Million, 2021-2031
Table 91: U.K. Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 92: U.K. Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031
Table 93: U.K. Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 94: U.K. Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 95: U.K. Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 96: U.K. Next-Generation Automotive Lighting Market (by Product Type), $Million, 2021-2031
Table 97: U.K. Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 98: U.K. Next-Generation Automotive Lighting Market (by Technology Type), $Million, 2021-2031
Table 99: China Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 100: China Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031

+44 20 8123 2220
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Table 101: China Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 102: China Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 103: China Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 104: China Next-Generation Automotive Lighting Market (by Product Type), $Million, 2021-2031
Table 105: China Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 106: China Next-Generation Automotive Lighting Market (by Technology Type), $Million, 2021-2031
Table 107: Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 108: Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Vehicle Type), $Billion, 2021-2031
Table 109: Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 110: Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by End Market), $Billion, 2021-2031
Table 111: Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 112: Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Product Type), $Billion, 2021-2031
Table 113: Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 114: Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Technology Type), $Billion, 2021-2031
Table 115: Japan Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 116: Japan Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031
Table 117: Japan Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 118: Japan Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 119: Japan Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 120: Japan Next-Generation Automotive Lighting Market (by Product Type),

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$Million, 2021-2031
Table 121: Japan Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 122: Japan Next-Generation Automotive Lighting Market (by Technology Type), $Million, 2021-2031
Table 123: India Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 124: India Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031
Table 125: India Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 126: India Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 127: India Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 128: India Next-Generation Automotive Lighting Market (by Product Type), $Million, 2021-2031
Table 129: India Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 130: India Next-Generation Automotive Lighting Market (by Technology Type), $Million, 2021-2031
Table 131: South Korea Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 132: South Korea Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031
Table 133: South Korea Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 134: South Korea Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 135: South Korea Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 136: South Korea Next-Generation Automotive Lighting Market (by Product Type), $Million, 2021-2031
Table 137: South Korea Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 138: South Korea Next-Generation Automotive Lighting Market (by Technology Type), $Million, 2021-2031
Table 139: Rest-of-Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031

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Table 140: Rest-of-Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031
Table 141: Rest-of-Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 142: Rest-of-Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 143: Rest-of-Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 144: Rest-of-Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Product Type), $Million, 2021-2031
Table 145: Rest-of-Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 146: Rest-of-Asia-Pacific and Japan Next-Generation Automotive Lighting Market (by Technology Type), $Million, 2021-2031
Table 147: Rest-of-the-World Next-Generation Automotive Lighting Market (by Vehicle Type), Thousand Units, 2021-2031
Table 148: Rest-of-the-World Next-Generation Automotive Lighting Market (by Vehicle Type), $Million, 2021-2031
Table 149: Rest-of-the-World Next-Generation Automotive Lighting Market (by End Market), Thousand Units, 2021-2031
Table 150: Rest-of-the-World Next-Generation Automotive Lighting Market (by End Market), $Million, 2021-2031
Table 151: Rest-of-the-World Next-Generation Automotive Lighting Market (by Product Type), Thousand Units, 2021-2031
Table 152: Rest-of-the-World Next-Generation Automotive Lighting Market (by Product Type), $Million, 2021-2031
Table 153: Rest-of-the-World Next-Generation Automotive Lighting Market (by Technology Type), Thousand Units, 2021-2031
Table 154: Rest-of-the-World Next-Generation Automotive Lighting Market (by Technology Type), $Million, 2021-2031
Table 155: Global Next Generation Automotive Lighting Market: Market Share Analysis, 2021
Table 156: Product Matrix for Global Next-Generation Automotive Lighting Market
Table 157: Marelli Holdings Co., Ltd.: Product and Service Portfolio
Table 158: Marelli Holdings Co., Ltd.: Market Development
Table 159: Marelli Holdings Co., Ltd.: Partnerships, Joint Ventures, Collaborations, and Alliances
Table 160: Marelli Holdings Co., Ltd.: Patent Analysis
Table 161: HELLA GmbH &Co. KGaA: Product and Service Portfolio

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Table 162: HELLA GmbH & Co. KGaA: Product Development
Table 163: HELLA GmbH & Co. KGaA: Mergers and Acquisitions
Table 164: HELLA GmbH & Co. KGaA: Partnerships, Joint Ventures, Collaborations, and Alliances
Table 165: HELLA GmbH & Co. KGaA: Patent Analysis
Table 166: OSRAM GmbH: Product and Service Portfolio
Table 167: OSRAM GmbH: Product Development
Table 168: OSRAM GmbH: Patent Analysis
Table 169: Valeo Group: Product and Service Portfolio
Table 170: Valeo Group: Product Development
Table 171: Valeo Group: Market Development
Table 172: Valeo Group: Patent Analysis
Table 173: KOITO Manufacturing Co. Ltd.: Product and Service Portfolio
Table 174: KOITO Manufacturing Co. Ltd.: Product Development
Table 175: KOITO Manufacturing Co. Ltd.: Mergers and Acquisitions
Table 176: KOITO Manufacturing Co. Ltd.: Partnerships, Joint Ventures, Collaborations, and Alliances
Table 177: KOITO Manufacturing Co. Ltd.: Patent Analysis
Table 178: Hyundai Mobis Co., Ltd.: Product and Service Portfolio
Table 179: Hyundai Mobis Co., Ltd.: Product Development
Table 180: Hyundai Mobis Co., Ltd.: Market Development
Table 181: Hyundai Mobis Co., Ltd.: Patent Analysis
Table 182: Varroc Group: Product and Service Portfolio
Table 183: Varroc Group: Market Development
Table 184: Varroc Group: Partnerships, Joint Ventures, Collaborations, and Alliances
Table 185: Varroc Group: Patent Analysis
Table 186: Magna International Inc.: Product and Service Portfolio
Table 187: Magna International Inc.: Product Development
Table 188: Magna International Inc.: Market Development
Table 189: Magna International Inc.: Mergers and Acquisitions
Table 190: Magna International Inc.: Patent Analysis
Table 191: Flex-N-Gate Corporation: Product and Service Portfolio
Table 192: Flex-N-Gate Corporation: Market Development
Table 193: Flex-N-Gate Corporation: Patent Analysis
Table 194: DR?XLMAIER GROUP: Product and Service Portfolio
Table 195: DR?XLMAIER GROUP: Market Development
Table 196: DR?XLMAIER GROUP: Patent Analysis
Table 197: Sigma International Inc.: Product and Service Portfolio
Table 198: Sigma International Inc.: Product Development

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Table 199: Sigma International Inc.: Market Development
Table 200: J.W. Speaker Corporation: Product and Service Portfolio
Table 201: J.W. Speaker Corporation: Product Development
Table 202: J.W. Speaker Corporation: Partnerships, Joint Ventures, Collaborations, and Alliances
Table 203: Faurecia: Product and Service Portfolio
Table 204: Faurecia: Mergers and Acquisitions
Table 205: LG Innotek Co., Ltd.: Product and Service Portfolio
Table 206: LG Innotek Co., Ltd.: Product Development
Table 207: LG Innotek Co., Ltd.: Patent Analysis
Table 208: Stanley Electric Co., Ltd.: Product and Service Portfolio
Table 209: Stanley Electric Co., Ltd.: Market Development
Table 210: Stanley Electric Co., Ltd.: Patent Analysis
Table 211: Other Key Companies in the Next-Generation Automotive Lighting Market

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