

Global Automotive Aerodynamic Market Size study, By Application (Diffusers, Side Skirts, Spoilers, Wind Deflectors, Grille Shutter, Air Dam, Others), By System (Active System, Passive System), By Vehicle Type (Passenger Vehicles, Commercial Vehicles) and Regional Forecasts 2022-2032

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Abstracts

Global Automotive Aerodynamic Market is valued approximately USD 27.53 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 4.53% over the forecast period 2024-2032. Automotive Aerodynamic refers to the study and application of airflow principles to design vehicles that minimize air resistance (drag) and improve their efficiency, stability, and performance. It involves understanding how air flows around a vehicle's body, components, and systems, and how these aerodynamic properties affect fuel efficiency, handling, stability, noise, and overall vehicle performance. Furthermore, rising emphasis on lightweighting of automobiles is gaining attention towards Global Automotive Aerodynamic Market. Lightweighting efforts typically result in vehicles with lower mass. Lighter vehicles experience less aerodynamic drag as they move through the air, leading to improved fuel efficiency. Automotive manufacturers, in pursuit of better fuel economy and reduced emissions, often invest in aerodynamic enhancements to capitalize on the weight savings achieved through lightweighting. This creates a demand for aerodynamic solutions such as streamlined body designs, active grille shutters, and underbody panels.

The Global Automotive Aerodynamic Market is driven by increasing demand for autonomous vehicles and rising trend of customized aerodynamics across the world. Many autonomous vehicles are designed for highway driving and long-distance travel, where aerodynamic performance becomes even more critical due to the higher speeds

involved. Improving aerodynamics helps to reduce wind resistance, enhancing stability, reducing energy consumption, and increasing driving range. In addition, customized aerodynamics can improve the performance characteristics of vehicles, such as handling, stability, and aerodynamic efficiency. Enthusiasts often invest in aftermarket aerodynamic components, such as spoilers, splitters, diffusers, and aerodynamic body kits, to achieve specific performance goals or to enhance the aesthetics of their vehicles. However, the high installation cost of automotive aerodynamic and lack of testing mechanism is going to impede the overall demand for the market during the forecast period 2024-2032.

The key regions considered for the Global Automotive Aerodynamic market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, Asia Pacific was the largest regional market owing to factors such as increasing demand for passenger cars and commercial vehicles across the region. Automakers leverage aerodynamic design as a key selling point to attract customers and gain a competitive edge in the marketplace. This drives the demand for innovative aerodynamic solutions that enable OEMs to differentiate their vehicle offerings and enhance their market position. Furthermore, the market in Asia Pacific, on the other hand, is expected to develop at the fastest rate over the forecast period.

Major market player included in this report are:

Magna International Inc
Plastic Omnium Auto Exteriors (I) Pvt Ltd
SMP Deutschland GmbH
Valeo SA
SRG Global, Inc
Polytec Holding AG
AP Plasman Inc
INOAC Corporation
Rehau Group
HBPO GmbH

The detailed segments and sub-segment of the market are explained below:

By Application
Diffusers
Side Skirts
Spoilers

Wind Deflectors
Grille Shutter
Air Dam
Others

By System
Active System
Passive System

By Vehicle Type
Passenger Vehicles
Commercial Vehicles

By Region:
North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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