

Global Automotive Convertible Top Market Size study, by Type (Hard top and soft top), by Application (Premium vehicles and Non-premium vehicles) and Regional Forecasts 2019-2026

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Abstracts

Global Automotive Convertible Top market is valued approximately at USD 1.22 Billion in 2018 and is anticipated to grow with a growth rate of more than 6.70% over the forecast period 2019-2026. A convertible roof system has major applications in luxury and semi-luxury vehicles, that can be controlled with or without a roof in the vehicle. The convertible roof system allows an open-air driving experience along with the ability to provide a roof, when necessary. Therefore, the growing demand for premium vehicles across the globe drives the growth of market over the forecast years. As per Statista, the global sales of luxury cars, representing about 17,365-unit sales in 2010 that increased to 28,493 units in 2018. Also, luxury car manufacturers such as Mercedes, BMW, etc. are experiencing increased sales and deliveries in luxury vehicles. For instance, as per the Paul Tan's Automotive News, in 2017, Mercedes-Benz sold nearly 2.28 million cars worldwide that witnessed a growth of about 9.9% as compared to 2016 figures. Also, BMW delivered more than 2.08 million units across the globe in 2017 that witnessed a growth of about 4.2% as compared to that in 2016 across the globe. Similarly, growing preference of the consumer for convertible roof systems anticipated the growth of market over the forecast years. As customers now expect a gradually higher level of luxury in their vehicles. Convertible top in vehicles allows an open driving air experience along with the ability to provide a top or roof when required. However, the factors hamper the growth of market in the upcoming years are rising penetration of panoramic sunroof across the globe.

The regional analysis of global Automotive Convertible Top market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the

World. North America accounts for the largest share in the global Automotive Convertible Top market due to the higher presence of population with greater disposable income in the region. Whereas, Asia Pacific is the fastest growing region in the market due to the larger investment initiated by the automotive manufacturers regarding deployment of luxury vehicles in the region.

Market player included in this report are:

Aisin Seiki Co. Ltd.

CIE Automotive SA

ERCA SPA

Continental AG

GAHH LLC

HOERBIGER Holding AG

Magna International Inc.

Pininfarina Spa

Standex International Corp.

Valmet Automotive Inc

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Function offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Hard top

Soft top

By Application:

Premium Vehicle

Non-premium Vehicle

By Regions:

North America

U.S.

Canada

Europe

UK
Germany
Asia Pacific
China
India
Japan
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017

Base year – 2018

Forecast period – 2019 to 2026

Target Audience of the Global Automotive Convertible Top Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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