

# **Global Automotive HUD Market Size study, by Type (Combiner HUD, Windshield HUD) By Technology (Conventional HUD, Augmented Reality HUD (Ar HUD), By Dimension Type (2-D HUD, 3-D HUD), By Vehicle Class (Economy Car, Mid-Segment Car, Luxury Vehicles) By Vehicle Type (Passenger Cars, Commercial Vehicle) and Regional Forecasts 2019-2026**

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## **Abstracts**

Global Automotive HUD Market is valued approximately at USD 0.9 billion in 2018 and is anticipated to grow with a healthy growth rate of more than 25.28% over the forecast period 2019-2026.

Head Up Display (HUDs) devices in the vehicle offer several advantages such as it reduces dangerous distractions by displaying key information (such as car's speed, navigation directions) in the driver's line of sight. Further, adoption of such HUDs leads to reduced driver fatigue in managing vehicle information whereas paying care and attention to the outside world. Rapid rise in automotive industry coupled with increasing demand for connected vehicles are key driving forces towards market growth.

Moreover, increase in awareness about passenger and vehicle safety coupled with advent of semi-autonomous and electric vehicles in the automotive industry is expected to create huge growth opportunity in the market over the forecast period. According to the International Organization of Motor Vehicle Manufacturers (OICA), worldwide car production increased to 73.4 million units in 2017 as compared to 72.1 million units in 2016. Furthermore, the worldwide commercial vehicle production increased to 25.13 billion in 2018 from 23.84 billion in 2017 as per OICA. Also, according to India Brand Equity Foundation (IBEF), total production volume of automobiles in India witnessed a

growth of CAGR of 5.56% between FY12-17 and increased 11.27% year-on-year in April-December 2017. Further, as per the source, automotive industry in India is expected to reach \$251.4- \$282.8 billion by the end of 2026. Such growth witnessed in automotive industry is expected to increase demand for head-up displays to be integrated with automobiles. This is expected to promote the growth of global automotive head-up display market during forecast period. However, strict regulations for meeting government obligation by the HUD supplier impedes the growth of the market over the forecast period of 2019-2026.

The regional analysis of global Automotive HUD market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Europe is the leading/significant region across the world in terms of market share owing to the growing automotive industry coupled with rising need for safe and secure driving experience. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2019-2026. Factors such as rising sales of luxury cars, growing disposable income would create lucrative growth prospects for the Automotive HUD market across Asia-Pacific region.

Major market player included in this report are:

Bosch  
Continental  
Panasonic  
Denso  
Visteon  
Nippon  
Pioneer  
Yazaki  
Garmin  
LG Display

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 product offerings of key players. The detailed segments and sub-segment of the market are explained below:

**By Type :**

Combiner HUD  
Windshield HUD

**By Technology:**

Conventional HUD  
Augmented Reality HUD (Ar HUD)

**By Dimension Type:**

2-D HUD  
3-D HUD

**By Vehicle Class:**

Economy Car  
Mid-Segment Car  
Luxury Vehicles

**By Vehicle Type:**

Passenger Cars  
Commercial Vehicle

**By Region:**

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 HUD 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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Continental  
Panasonic  
Denso  
Visteon  
Nippon  
Pioneer

Yazaki  
Garmin  
LG Display

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