

Global Automotive Smart Display Market Size Study & Forecast, by Size (Up to 5', 5' to 10', Above 10'), By Display Technology (LCD, TFT-LCD, LED), By Application (Digital Instrument Cluster, Center Infotainment, Head-up Display, Rear Seat Entertainment), By Vehicle Class (Standard-segment, Mid-segment, Luxury), and Regional Analysis, 2023-2030

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Abstracts

Global Automotive Smart Display Market is valued at approximately USD 13.92 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 6.8% over the forecast period 2023-2030. An automotive smart display refers to the integrated screen or interface within a vehicle that incorporates cutting-edge technologies to offer a wide array of functions. These displays feature touch screens, voice commands, gesture controls, and connectivity options, facilitating easy navigation, entertainment, communication, and more for users. They also prioritize safety with driver assistance features, real-time diagnostics for battery and engine temperature, tyre pressure monitoring, and fuel capacity information. Moreover, smart displays support smartphone integration like Apple CarPlay and Android Auto, expanding display capabilities and enhancing the overall driving experience. The increasing demand for advanced features such as navigation, multimedia systems, driver assistance, connected vehicle functionalities, and improved driver-vehicle communication is propelling the trends in automotive smart displays. Additionally, the rising adoption of cameras in vehicles, growing emphasis on providing AR experience, and soaring demand for OLED technology are the most prominent factors that are propelling the market demand across the globe.

Additionally, the integration of smartphones with in-car infotainment systems like Apple CarPlay, Spotify, and Android Auto is driving the demand for upgraded vehicle displays. Both Android Auto and Apple CarPlay leverage smartphones to operate integrated systems with advanced features such as cockpit electronics, seamless music access, and distraction-free navigation for drivers. These systems also feature integrated voice assistants like Apple Siri and Google Assistant, ensuring a hands-free user experience. Automakers must incorporate the corresponding technology kits to effectively run these operating systems. Consequently, many manufacturers are adopting and refining this technology in their vehicles, offering support functions either as standard features or optional add-ons in their infotainment systems. For instance, in May 2023, Nvidia Corp and MediaTek Inc. collaborated to enhance connected car technology for advanced vehicle infotainment systems capable of streaming video and engaging with drivers through artificial intelligence or augmented reality. As part of the partnership, MediaTek will integrate an Nvidia graphics processing unit chipset and Nvidia software into the infotainment display system, enabling features like displaying vehicle surroundings and monitoring drivers. Moreover, the rise in focus on 5G and wireless technology, as well as the advent of semi-autonomous vehicles presents various lucrative opportunities over the forecasting years. However, the concern associated with the threat of cyberattacks and the high cost of advanced automotive display systems are hindering the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Automotive Smart Display Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market in 2022 owing to the rising demand for automobiles, increased concerns about traffic accidents, and the necessity to integrate safety features into vehicles to enhance occupant and road safety. Countries like India, China, Japan, and South Korea are major contributors to the region's robust growth and automobile production. Furthermore, the presence of prominent manufacturers like BHTC and Faurecia SA, along with a substantial demand for aftermarket smart displays in specific countries, is propelling the market's expansion in this region. Whereas Europe is expected to grow at the highest CAGR over the forecast years. The rapid adoption of OLED panels and increasing demand for smart displays and advanced technologies are significantly propelling the market demand across the region.

Major market players included in this report are:

Delphi Automotive PLC (Ireland)

Continental AG (Germany)

Robert Bosch GmbH (Germany)

Nippon Seiki Co. Ltd. (Japan)

Japan Display Inc. (Japan)

Denso Corporation (Japan)

Panasonic (Taiwan)

Magna International Inc. (Canada)

LG Display Co. Ltd. (South Korea)

Hyundai Mobis (South Korea)

Recent Developments in the Market:

In April 2023, Samsung Display and Ferrari signed a Memorandum of Understanding (MOU) to create a display solution for Ferrari's next-generation cars. Samsung Display will provide a cutting-edge car display solution using OLED technology that leads the globe to facilitate Ferrari's smooth digital transformation.

In December 2022, Marelli launched their Diorama Display in Las Vegas during CES 2023. A TFT source offers clear visibility, readable text, and high-quality reflections, which powers the Diorama Display technology. It is located on the bottom side of the windscreen and displays all available information together with navigational pictures, indications, and additional cautions.

In November 2022, AUO Corporation announced a partnership with Analog Devices Inc. to incorporate ADI's matrix LED display driver technology into its automotive widescreen display lineup. This pioneering technology allows for local dimming, resulting in a minimum 50% reduction in power consumption while meeting stringent functional safety standards.

Global Automotive Smart Display Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Size, Display Technology, Application, Vehicle Class, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters to detailed information about the crucial aspects such as driving factors & challenges that will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Size:

Up to 5'

5' to 10'

Above 10'

By Display Technology:

LCD

TFT-LCD

LED

By Application:

Digital Instrument Cluster

Center Infotainment

Head-up Display

Rear Seat Entertainment

By Vehicle Class:

Standard-segment

Mid-segment

Luxury

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

Rest of Middle East & Africa

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