

# Global Automotive Electronics Market: Size, Trends & Forecasts (2016-2020)

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## Abstracts

### Scope of the Report

The report entitled “Global Automotive Electronics Market: Size, Trends & Forecasts (2016-2020)” provides an in-depth study of global automotive electronics industry with comprehensive analysis of market sizing & growth and market share analysis. It analyzes market by value and market share by segment, region and by product type. A brief analysis of market share by segment has also been provided with forecasted values.

The report encompasses a brief regional analysis of Asia Pacific and North America market with forecasted values. Asia-Pacific is the largest market for automotive electronics globally followed by North America.

Furthermore, the report also assesses the key opportunities available in the market and summarizes the dynamic forces that are and will be accountable for growth of the industry. Growth of the global automotive electronics market has also been forecasted for the period 2016-2020, taking into consideration previous growth outlines, growth drivers and the existing and forthcoming trends.

The report provides comprehensive view on the automotive electronics industry with detailed competitive scenario. Bosch and Continental are expected to lead the market in forecasted period also.

A brief company profiling of Bosch Group, Continental Group, Denso Corporation and HELLA has been provided in the report. This section briefs about business overview, financial summary and business policies of these major companies.

## Country Coverage

Asia-Pacific

North America

## Company Coverage

Continental AG

Denso Corporation

Bosch Group

HELLA

## Executive Summary

Rising automobile industry and constant technological innovations have altered the driving experience totally. Nowadays, cars whether basic variant or superior one are embedded with unique types of innovative devices. Automotive electronics are electrically generated systems that are combined together such as in-car entertainment system, car safety system, powertrain etc. to provide comfort & convenience and safety while driving.

These advanced components provide power, ease and protection etc. while driving. Automotive electronics are classified according to different areas in the automotive field. Automotive electronics are broadly categorized into seven systems, namely, entertainment system, engine electronics, chassis electronics, driver assistance, active/passive safety, transmission electronics and passenger comfort. Each system has its own features which provide assistance to the driver.

The global automotive electronics market has been growing at a fast pace with significant growth rates over the last few years and is projected to increase further over the forecasted period (2016-2020). Dynamics like growing demand for technological advanced automobiles, strong economic growth of developing nations, rising disposable

income of population, elevated consumer purchasing power and technological innovations are some primary factors that are propelling the demand for automotive electronics. Apart from these key factors there exist some other factors also which help the market to grow.

Driving factors like emergence of electronic manufacturing services, integration of multiple systems in one, increasing trends towards in-vehicle infotainment and rising demand of overall performance by end users will help to boost the market in the forecasted period. Yet, the market faces some challenges which are hindering the growth of the market. Issues like short life span of automotive electronics, dynamic consumer expectations, high level of complexity and increasing failure rates pose challenges before the industry.

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