

# Global Automotive Augmented Reality Market 2023-2029

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## Abstracts

Automotive augmented reality refers to the use of the technology that overlays computer-generated graphics on real-life environments in the automotive industry. This technology enhances the user's view of the actual environment by adding digital information or images to it, thus creating an augmented reality (AR). It allows designers and manufacturers to visualize and model new vehicle designs digitally in real-world settings. AR technology helps technicians to identify and locate parts more quickly and perform repairs more efficiently by providing them with digital information overlaid on the physical vehicle. The global automotive augmented reality market is likely to register a CAGR of over 18.36% with an incremental growth of USD 1,157.5 million during the forecast period 2023-2029.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global automotive augmented reality market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the sensor technology, vehicles, and region. The global market for automotive augmented reality can be segmented by sensor technology: RADAR, LiDAR, CCD/CMOS image sensors, sensor fusion. Globally, the CCD/CMOS image sensors segment made up the largest share of the automotive augmented reality market. Automotive augmented reality market is further segmented by vehicles: passenger car, commercial vehicles. The passenger car segment captured the largest share of the market in 2022. Based on region, the automotive augmented reality market

is segmented into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. According to the research, North America had the largest share in the global automotive augmented reality market.

#### Market Segmentation

By sensor technology: RADAR, LiDAR, CCD/CMOS image sensors, sensor fusion

By vehicles: passenger car, commercial vehicles

By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The report also provides a detailed analysis of several leading automotive augmented reality market vendors that include Robert Bosch GmbH, Infineon Technologies AG, TE Connectivity Limited, NXP Semiconductors N.V., Renesas Electronics Corporation, STMicroelectronics N.V., Texas Instruments Inc., DENSO Corporation, Honeywell International Inc., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

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#### Scope of the Report

To analyze and forecast the market size of the global automotive augmented reality market.

To classify and forecast the global automotive augmented reality market based on sensor technology, vehicles, region.

To identify drivers and challenges for the global automotive augmented reality market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global automotive augmented reality market.

To identify and analyze the profile of leading players operating in the global automotive augmented reality market.

#### Why Choose This Report

Gain a reliable outlook of the global automotive augmented reality market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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Renesas Electronics Corporation  
STMicroelectronics N.V.  
Texas Instruments Inc.  
DENSO Corporation  
Honeywell International Inc.

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