

Global Automotive DLP PGU Module Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Automotive DLP PGU Module market size is expected to reach \$ 1207 million by 2032, rising at a market growth of 18.1% CAGR during the forecast period (2026-2032).

Automotive DLP PGU Modules are core optical display components based on Digital Light Processing (DLP) technology for automotive head-up display (HUD) systems. By integrating DLP chips, light sources, optical lenses, and control circuits, these modules project vehicle information onto windshields or dedicated display surfaces, enabling augmented reality head-up displays (AR-HUD) and high-brightness information visualization. Compared with traditional TFT-LCD PGU modules, DLP PGU modules provide higher brightness, larger field of view, higher resolution, superior color performance, and stronger environmental adaptability, meeting the increasing demand for large-format, high-definition, and immersive displays in intelligent vehicles. These products are mainly used in electric vehicles, premium passenger cars, intelligent cockpits, L2/L3 autonomous driving systems, and high-end AR-HUD solutions, serving as a key component of next-generation automotive human-machine interaction systems. The market is currently in a rapid adoption stage, driven by the increasing penetration of intelligent driving technologies, rising AR-HUD adoption, and premium vehicle upgrades. In 2025, the global automotive DLP PGU module market is estimated at approximately USD420 million, with annual shipments of around 3.2 million units and a price of approximately USD131.25 per unit. The market is expected to grow at a CAGR of approximately 18.5% over the next five years. Typical single-line production capacity ranges from 0.2 million to 1 million units per year, while automotive-grade products generally operate at lower capacities due to stricter requirements for optical calibration, reliability validation, and supply chain certification. Industry gross margins typically range from 35% to 45%.

Report Scope

This report studies the global Automotive DLP PGU Module production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Automotive DLP PGU Module and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Automotive DLP PGU Module that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Automotive DLP PGU Module total production and demand, 2021-2032, (K Units)

Global Automotive DLP PGU Module total production value, 2021-2032, (USD Million)

Global Automotive DLP PGU Module production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Automotive DLP PGU Module consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Automotive DLP PGU Module domestic production, consumption, key domestic manufacturers and share

Global Automotive DLP PGU Module production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Automotive DLP PGU Module production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Automotive DLP PGU Module production by Application, production,

value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Automotive DLP PGU Module market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Texas Instruments, Goertek Inc., Sunny Optical Technology (Group) Company Limited, Zhejiang Crystal-Optech Co., Ltd., Shenzhen Raysolve Technology Co., Ltd., Appotronics Corporation Limited, China Optronics Technology Group Co., Ltd., Shenzhen BIBOHE Technology Co., Ltd., Deking Optoelectronics, Hanston, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Automotive DLP PGU Module market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Automotive DLP PGU Module Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Automotive DLP PGU Module Market, Segmentation by Type:

Standalone PGU Module

Integrated Projection Module

Global Automotive DLP PGU Module Market, Segmentation by Projection Technology:

Single-chip DLP PGU

Multi-chip DLP PGU

Global Automotive DLP PGU Module Market, Segmentation by Application:

Commercial Buses

Commercial Trucks

Passenger Cars

SUVs

Others

Companies Profiled:

Texas Instruments

Goertek Inc.

Sunny Optical Technology (Group) Company Limited

Zhejiang Crystal-Optech Co., Ltd.

Shenzhen Raysolve Technology Co., Ltd.

Appotronics Corporation Limited

China Optronics Technology Group Co., Ltd.

Shenzhen BIBOHE Technology Co., Ltd.

Deking Optoelectronics

Hanston

Zhongshan United Automotive Technology Co., Ltd.

Nippon Seiki Co., Ltd.

Key Questions Answered

1. How big is the global Automotive DLP PGU Module market?
2. What is the demand of the global Automotive DLP PGU Module market?
3. What is the year over year growth of the global Automotive DLP PGU Module market?
4. What is the total value of the global Automotive DLP PGU Module market?
5. Who are the Major Players in the global Automotive DLP PGU Module market?
6. What are the growth factors driving the market demand?

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