

Global Holographic Head-Up Display Supply, Demand and Key Producers, 2023-2029

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Abstracts

The global Holographic Head-Up Display market size is expected to reach \$ million by 2029, rising at a market growth of % CAGR during the forecast period (2023-2029).

In recent years, HUD technology has undergone three generations of technology changes in the automotive field. The first-generation C-HUD (combined head-up display system) uses a translucent resin board as the display medium, which is easy to install but has a small imaging area and limited display information, which may cause secondary injury to the driver. The second-generation W-HUD (Windshield Head-Up Display) uses optical reflection to project driving information onto the front windshield, with a larger display range and longer projection distance, and has become the mainstream of the market. The third-generation AR-HUD (Augmented Reality Head-Up Display) is a brand-new HUD technology with a larger projection range and richer information. It can be integrated with the data collected by the vehicle's ADAS to enhance the practicality and sense of technology of the HUD through the superposition of digital images and real scenes. At present, W-HUD is the mainstream in the market, and AR-HUD is accelerating mass production. In 2021, the number of passenger cars equipped with HUD as standard equipment in the Chinese market will reach 1.1672 million, a year-on-year increase of more than 50%, and the penetration rate will rise rapidly from 1.84% in 2019 to 5.72% in 2021. In China's AR-HUD market segment, the installed capacity will exceed 50,000 vehicles by 2021, and the mass production node is coming soon.

The development of HUD technology has continuously optimized the image quality, and the amount of information has continued to increase, bringing a stronger sense of technology and driving experience. According to relevant media reports, AGP-E-Glass, a leading automotive glass company, and Way-Ray, a HUD unicorn, hope to jointly

develop a holographic windshield so that the windows can be individually adapted to each model. Way-Ray has developed the world's first holographic augmented reality head-up display (AR HUD) to improve the driving experience by intuitively projecting relevant data into the driver's field of view.

Holographic head-up display is an advanced car display technology, which presents driving information in the driver's field of vision in the form of holographic projection, so that the driver can directly see relevant information during driving without shifting his eyes to get information from the dashboard.

This report studies the global Holographic Head-Up Display production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Holographic Head-Up Display, and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Holographic Head-Up Display that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Holographic Head-Up Display total production and demand, 2018-2029, (K Units)

Global Holographic Head-Up Display total production value, 2018-2029, (USD Million)

Global Holographic Head-Up Display production by region & country, production, value, CAGR, 2018-2029, (USD Million) & (K Units)

Global Holographic Head-Up Display consumption by region & country, CAGR, 2018-2029 & (K Units)

U.S. VS China: Holographic Head-Up Display domestic production, consumption, key domestic manufacturers and share

Global Holographic Head-Up Display production by manufacturer, production, price, value and market share 2018-2023, (USD Million) & (K Units)

Global Holographic Head-Up Display production by Type, production, value, CAGR,

2018-2029, (USD Million) & (K Units)

Global Holographic Head-Up Display production by Application production, value, CAGR, 2018-2029, (USD Million) & (K Units).

This reports profiles key players in the global Holographic Head-Up Display 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 Nippon Seiki Co., Ltd., Denso, WayRay AG, Continental AG, Panasonic Corporation, DigiLens Inc., Visteon Corporation, BAE Systems plc and Harman International Industries, Inc., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Holographic Head-Up Display 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 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Holographic Head-Up Display Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Holographic Head-Up Display Market, Segmentation by Type

With Screen

No Screen

Global Holographic Head-Up Display Market, Segmentation by Application

Passenger Car

Commercial Vehicle

Companies Profiled:

Nippon Seiki Co., Ltd.

Denso

WayRay AG

Continental AG

Panasonic Corporation

DigiLens Inc.

Visteon Corporation

BAE Systems plc

Harman International Industries, Inc.

Envisics

Zhejiang Prism Holographic Technology Co., Ltd.

Shenzhen Howe Technology Group Co.,Ltd.

Huizhou Foryou Group Co.,Ltd.

Key Questions Answered

1. How big is the global Holographic Head-Up Display market?
2. What is the demand of the global Holographic Head-Up Display market?
3. What is the year over year growth of the global Holographic Head-Up Display market?
4. What is the production and production value of the global Holographic Head-Up Display market?
5. Who are the key producers in the global Holographic Head-Up Display market?
6. What are the growth factors driving the market demand?

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