

Global Pillar-to-Pillar(P2P) Display Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Pillar-to-Pillar(P2P) Display market size is expected to reach \$ 1937 million by 2032, rising at a market growth of 12.7% CAGR during the forecast period (2026-2032).

The Pillar-to-Pillar (P2P) display is an innovative display device designed to create an immersive experience. It breaks through traditional limitations by extending the display area across the entire width of the vehicle, ensuring a continuous visual experience for all passengers inside the car. It takes the form of an integrated screen that seamlessly connects the two A-pillars of the vehicle, eliminating the gaps between traditional multiple screens and creating a continuous and fluid visual space. With a width exceeding one meter, it serves as the visual centerpiece inside the vehicle, capable of vividly and clearly presenting a wealth of information such as navigation, entertainment content, and vehicle status. Currently, this display has been installed in multiple vehicle models, and it is expected that more vehicles will adopt it in the future, bringing a better experience for drivers and passengers.

In 2025, global Pillar-to-Pillar(P2P) Display production reached approximately 329 k units with an average global market price of around US\$2500 per unit.

Pillar-to-Pillar (P2P) Display, a key component for enhancing automotive intelligent experience, is witnessing innovations and developments across multiple dimensions. Automakers such as BMW have adopted horizon panoramic display technology, which projects information onto the black coating beneath the windshield through ultra-close-range projection head-up display, achieving large-area, high-precision, and wide-field display effects that effectively replace traditional instrument panels. In addition, the emergence of automotive A-pillar visibility and sight assistance systems uses cameras

to display blind-spot images in real time, helping drivers intuitively obtain road condition information and improving driving safety. Toyota's A-pillar see-through technology creates a see-through effect through in-car embedded screens and exterior cameras, further resolving the A-pillar blind spot issue. The transparent A-pillar technology featured in Hozon U employs flexible OLED screens and intelligent software algorithms to realize transparent visualization of the A-pillar, and is integrated with eyebrow tracking algorithms to ensure accurate perspective angles of the display. These technological advancements have not only diversified market options but also brought new opportunities to the industry. Meanwhile, driven by the growth of the new energy vehicle and premium vehicle markets, the market demand for P2P full-vehicle displays will continue to expand, boosting industry revenue and profit growth.

This report studies the global Pillar-to-Pillar(P2P) Display production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Pillar-to-Pillar(P2P) Display 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 Pillar-to-Pillar(P2P) Display that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Pillar-to-Pillar(P2P) Display total production and demand, 2021-2032, (K Units)

Global Pillar-to-Pillar(P2P) Display total production value, 2021-2032, (USD Million)

Global Pillar-to-Pillar(P2P) Display production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Pillar-to-Pillar(P2P) Display consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Pillar-to-Pillar(P2P) Display domestic production, consumption, key domestic manufacturers and share

Global Pillar-to-Pillar(P2P) Display production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Pillar-to-Pillar(P2P) Display production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Pillar-to-Pillar(P2P) Display production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Pillar-to-Pillar(P2P) 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 Marelli, Continental AG, Visteon, Valeo, Corning, AGC, LG Electronics, Harman (Samsung), FORVIA SE, Denso, 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 Pillar-to-Pillar(P2P) 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 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Pillar-to-Pillar(P2P) Display Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Pillar-to-Pillar(P2P) Display Market, Segmentation by Type:

Touch Screen

Non-touch Screen

Global Pillar-to-Pillar(P2P) Display Market, Segmentation by Size:

40-inch

57-inch

Others

Global Pillar-to-Pillar(P2P) Display Market, Segmentation by Structural Design:

Integrated

Others

Global Pillar-to-Pillar(P2P) Display Market, Segmentation by Application:

Passenger Vehicle

Commercial Vehicle

Companies Profiled:

Marelli

Continental AG

Visteon

Valeo

Corning

AGC

LG Electronics

Harman (Samsung)

FORVIA SE

Denso

Hyundai Mobis

Bosch

TIANMA Microelectronics

JDI

Huizhou Desay SV Automotive

BOE Technology Group

Shenzhen Tianma Microelectronics

Key Questions Answered:

1. How big is the global Pillar-to-Pillar(P2P) Display market?
2. What is the demand of the global Pillar-to-Pillar(P2P) Display market?
3. What is the year over year growth of the global Pillar-to-Pillar(P2P) Display market?
4. What is the production and production value of the global Pillar-to-Pillar(P2P) Display market?
5. Who are the key producers in the global Pillar-to-Pillar(P2P) Display market?
6. What are the growth factors driving the market demand?

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