

# Global Pillar-to-Pillar(P2P) Display Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Pillar-to-Pillar(P2P) Display market size was valued at US\$ 846 million in 2025 and is forecast to a readjusted size of US\$ 1937 million by 2032 with a CAGR of 12.7% during review period.

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 is a detailed and comprehensive analysis for global Pillar-to-Pillar(P2P) Display market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Pillar-to-Pillar(P2P) Display market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Pillar-to-Pillar(P2P) Display market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Pillar-to-Pillar(P2P) Display market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Pillar-to-Pillar(P2P) Display market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

### **The Primary Objectives in This Report Are:**

*Global Pillar-to-Pillar(P2P) Display Market 2026 by Manufacturers, Regions, Type and Application, Forecast to...*

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Pillar-to-Pillar(P2P) Display

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Pillar-to-Pillar(P2P) Display market based on the following parameters - company overview, sales quantity, revenue, 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.

## **Market Segmentation**

Pillar-to-Pillar(P2P) Display market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Touch Screen

Non-touch Screen

### Market segment by Size

40-inch

57-inch

Others

## Market segment by Structural Design

Integrated

Others

## Market segment by Application

Passenger Vehicle

Commercial Vehicle

## Major players covered

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

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Pillar-to-Pillar(P2P) Display product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Pillar-to-Pillar(P2P) Display, with price, sales quantity, revenue, and global market share of Pillar-to-Pillar(P2P) Display from 2021 to 2026.

Chapter 3, the Pillar-to-Pillar(P2P) Display competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by

landscape contrast.

Chapter 4, the Pillar-to-Pillar(P2P) Display breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Pillar-to-Pillar(P2P) Display market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Pillar-to-Pillar(P2P) Display.

Chapter 14 and 15, to describe Pillar-to-Pillar(P2P) Display sales channel, distributors, customers, research findings and conclusion.

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