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Center Stack Display Market Size, Share & Trends Analysis Report By Display Technology (TFT LCD, OLED), By Display Size (Up To 7-inch, More Than 7-inch), By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

Center Stack Display Market Growth & Trends

The global center stack display market size is expected to reach USD 14.40 billion by 2027, expanding at a CAGR of 10.9% over the forecast period, according to a study conducted by Grand View Research, Inc. Demand for center stack systems is anticipated to reach 199.75 million units by the year 2027. Rising sales of the passenger vehicles in the developed and developing countries are expected to bolster the market growth in future. Moreover, increasing inclination of vehicle OEMs towards these systems is significantly contributing to the growth of the market.

Furthermore, increasing automotive production directly influences the volume as well as revenue sales of center stack systems as these are integrated during the vehicle production stage. However, over the past five years, the automotive industry has witnessed considerable growth owing to increasing disposable income, especially in the emerging economies, and growing demand for infotainment systems and connected car technology. Thus, the aforementioned factors are expected to positively affect the market growth over the forecast period.

Another major factor contributing towards the growth of market is the eradication of mechanical linkages for the system. Advanced technologies such as human machine interface (HMI), machine learning, and augmented reality are embedded in the center stack systems. Implementation of the above-mentioned technologies enhances human

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experience while interacting with the vehicle, thus boosting the market growth.

Center Stack Display Market Report Highlights

The TFT LCD technology segment is expected to hold a major market share in terms of volume by 2027 due to benefits such as low costs and power consumption

The OLED segment is expected to witness the fastest growth in terms of revenue as well as volume in the years to come due to its adoption in high-end and limited-edition luxurious cars

The up to 7 inch size segment held the largest market share in terms of volume in 2019 owing to adoption of these systems in economic and mid-segments cars

The more than 7 inch segment is expected to expand at the highest CAGR over the forecast period, both in terms of revenue and volume, owing to benefits such as highly responsive to touch and flexible design specification.

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