

Noise, Vibration, And Harshness Testing Market Size, Share & Trends Analysis Report By Component, By Application, By End-use (Aerospace & Defense, Automotive, Consumer Electronics, Construction, Energy & Utility), By Region, And Segment Forecasts, 2024 - 2030

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# **Abstracts**

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Noise, Vibration, And Harshness (NVH) Testing Market Growth & Trends

The global noise, vibration, and harshness testing market is anticipated to reach USD 3.55 billion by 2030, exhibiting a CAGR of 6.2% from 2024 to 2030, according to a new report by Grand View Research, Inc. The market growth is attributed to factors such as the advancements in Noise, Vibration, and Harshness (NVH) testing solutions, the need to comply with stringent noise standards and regulations, and the need to enhance consumer experience by providing products with lower noise and vibrations. The use of advanced technologies and the adoption of simulation tools are likely to offer significant growth opportunities for the market.

NVH testing utilizes hardware such as microphones and accelerometers to measure NVH levels, and the software analyzes the data collected from the sensors. Moreover, the NVH testing companies offer support & maintenance, calibration, and NVH testing services. The use of NVH testing offers numerous benefits, including cost reduction and enhanced customer experience. Early detection and resolution of NVH issues can prevent costly rework and redesign later in the development cycle, saving both time and resources. Similarly, ensuring low levels of noise and vibration enhances user comfort



and satisfaction, leading to positive customer experiences and brand loyalty.

Ongoing technological innovations in sensors, data acquisition systems, and simulation software are driving the development of more advanced and efficient NVH testing solutions, expanding the market potential. Companies offering in the NVH testing market are launching new solutions. For instance, in March 2024, Kistler Group announced the launch of upgraded accelerometer series 8740A and 8788A, delivering enhanced sensitivity and durability suitable for modal analysis in aviation, automotive, and space testing. These accelerometers, renowned for their lightweight, compact design and minimal noise levels, enable precise vibration measurements. They are designed for various testing scenarios, including NVH testing.

Noise, Vibration, And Harshness Testing Market Report Highlights

The software segment is expected to register the fastest CAGR. This growth is attributed to the growing adoption of advanced technologies, such as AI and ML, and the launch of new software solutions for NVH testing. For instance, Siemens launched a new application in 2021. Moreover, NVH testing companies are continuously introducing new features to their software solutions.

The sound intensity and quality analysis segment dominated the market in 2023; the segment's growth is driven by the need to ensure noise emission regulations and improve product quality.

The automotive segment is expected to register the fastest CAGR. This growth is attributed to the need to ensure passenger safety and enhance consumer experience. Moreover, the growing Electric Vehicle (EV) sales are driving the need for new NVH testing solutions and services.

Asia Pacific dominated the market in 2023, driven by the growing demand for vehicles and consumer electronic devices in the region. Moreover, the presence of prominent market players, such as Japan-based IMV Corporation, is contributing to the market's growth in the region.

In September 2022, Spectris announced the acquisition of Dytran Instruments, Inc. It was integrated into Hottinger Br?el & Kj?r business, thereby expanding Hottinger Br?el & Kj?r's sensor offerings and capacity to deliver customized sensing solutions swiftly. Dytran Instruments, Inc., known for its piezoelectric sensors measuring force, vibration, and pressure, enhances Hottinger Br?el &



Kj?r's product portfolio, catering to diverse applications across industries such as aerospace and automotive.



# **Contents**

#### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation and Scope
- 1.2. Market Definitions
- 1.3. Research Methodology
  - 1.3.1. Information Procurement
  - 1.3.2. Information or Data Analysis
  - 1.3.3. Market Formulation & Data Visualization
  - 1.3.4. Data Validation & Publishing
- 1.4. Research Scope and Assumptions
- 1.4.1. List of Data Sources

#### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Outlook
- 2.2. Segment Outlook
- 2.3. Competitive Insights

# CHAPTER 3. NOISE, VIBRATION, AND HARSHNESS (NVH) TESTING MARKET VARIABLES, TRENDS, & SCOPE

- 3.1. Market Introduction/Lineage Outlook
- 3.2. Industry Value Chain Analysis
- 3.3. Market Dynamics
  - 3.3.1. Market Drivers Analysis
  - 3.3.2. Market Restraints Analysis
  - 3.3.3. Industry Opportunities
  - 3.3.4. Industry Challenges
- 3.4. Noise, Vibration, and Harshness (NVH) Testing Market Analysis Tools
  - 3.4.1. Porter's Analysis
    - 3.4.1.1. Bargaining power of the suppliers
    - 3.4.1.2. Bargaining power of the buyers
    - 3.4.1.3. Threats of substitution
    - 3.4.1.4. Threats from new entrants
    - 3.4.1.5. Competitive rivalry
  - 3.4.2. PESTEL Analysis
  - 3.4.2.1. Political landscape



- 3.4.2.2. Economic and Social landscape
- 3.4.2.3. Technological landscape
- 3.4.2.4. Environmental landscape
- 3.4.2.5. Legal landscape

# CHAPTER 4. NOISE, VIBRATION, AND HARSHNESS (NVH) TESTING MARKET: COMPONENT ESTIMATES & TREND ANALYSIS

- 4.1. Segment Dashboard
- 4.2. Noise, Vibration, and Harshness (NVH) Testing Market: Component Movement Analysis, 2023 & 2030 (USD Million)
- 4.3. Hardware
  - 4.3.1. Hardware Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
  - 4.3.2. Sensors and Transducers
- 4.3.2.1. Sensors and Transducers Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
  - 4.3.3. Data Acquisition Systems
- 4.3.3.1. Data Acquisition Systems Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
  - 4.3.4. Analyzers
- 4.3.4.1. Analyzers Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
  - 4.3.5. Excitation Devices
- 4.3.5.1. Excitation Devices Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
- 4.3.6. Others
- 4.3.6.1. Others Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
- 4.4. Software
- 4.4.1. Software Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
- 4.5. Services
- 4.5.1. Services Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)

# CHAPTER 5. NOISE, VIBRATION, AND HARSHNESS (NVH) TESTING MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 5.1. Segment Dashboard
- 5.2. Noise, Vibration, and Harshness (NVH) Testing Market: Application Movement Analysis, 2023 & 2030 (USD Million)
- 5.3. Buzz, Squeak and Rattle Noise Testing



- 5.3.1. Buzz, Squeak and Rattle Noise Testing Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
- 5.4. Sound Intensity and Quality Analysis
- 5.4.1. Sound Intensity and Quality Analysis Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
- 5.5. Powertrain Performance Testing
- 5.5.1. Powertrain Performance Testing Market Revenue Estimates and Forecasts,
- 2017 2030 (USD Million)
- 5.6. Pass-by Noise Testing
- 5.6.1. Pass-by Noise Testing Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
- 5.7. Others
  - 5.7.1. Others Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)

# CHAPTER 6. NOISE, VIBRATION, AND HARSHNESS (NVH) TESTING MARKET: END-USE ESTIMATES & TREND ANALYSIS

- 6.1. Segment Dashboard
- 6.2. Noise, Vibration, and Harshness (NVH) Testing Market: End-use Movement Analysis, 2023 & 2030 (USD Million)
- 6.3. Aerospace & Defense
- 6.3.1. Aerospace & Defense Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
- 6.4. Automotive
- 6.4.1. Automotive Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
- 6.5. Consumer Electronics
- 6.5.1. Consumer Electronics Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
- 6.6. Construction
- 6.6.1. Construction Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
- 6.7. Energy & Utility
- 6.7.1. Energy & Utility Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)
- 6.8. Others
  - 6.8.1. Others Market Revenue Estimates and Forecasts, 2017 2030 (USD Million)

## CHAPTER 7. NOISE, VIBRATION, AND HARSHNESS (NVH) TESTING MARKET:



#### **REGIONAL ESTIMATES & TREND ANALYSIS**

- 7.1. Noise, Vibration, and Harshness (NVH) Testing Market Share, By Region, 2023 & 2030, USD Million
- 7.2. North America
- 7.2.1. North America Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.2.2. North America Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.2.3. North America Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.2.4. North America Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million) 7.2.5. U.S.
- 7.2.5.1. U.S. Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.2.5.2. U.S. Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.2.5.3. U.S. Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.2.5.4. U.S. Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
  - 7.2.6. Canada
- 7.2.6.1. Canada Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.2.6.2. Canada Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.2.6.3. Canada Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.2.6.4. Canada Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
  - 7.2.7. Mexico
- 7.2.7.1. Mexico Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.2.7.2. Mexico Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.2.7.3. Mexico Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
  - 7.2.7.4. Mexico Noise, Vibration, and Harshness (NVH) Testing Market Estimates



and Forecasts, by End-use, 2017 - 2030 (USD Million)

### 7.3. Europe

- 7.3.1. Europe Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.3.2. Europe Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.3.3. Europe Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.3.4. Europe Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million) 7.3.5. U.K.
- 7.3.5.1. U.K. Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.3.5.2. U.K. Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.3.5.3. U.K. Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.3.5.4. U.K. Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)

### 7.3.6. Germany

- 7.3.6.1. Germany Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.3.6.2. Germany Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.3.6.3. Germany Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.3.6.4. Germany Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)

#### 7.3.7. France

- 7.3.7.1. France Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.3.7.2. France Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.3.7.3. France Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.3.7.4. France Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)

#### 7.4. Asia Pacific

7.4.1. Asia Pacific Noise, Vibration, and Harshness (NVH) Testing Market Estimates



- and Forecasts, 2017 2030 (USD Million)
- 7.4.2. Asia Pacific Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.4.3. Asia Pacific Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.4.4. Asia Pacific Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
  - 7.4.5. China
- 7.4.5.1. China Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.4.5.2. China Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.4.5.3. China Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.4.5.4. China Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
  - 7.4.6. Japan
- 7.4.6.1. Japan Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.4.6.2. Japan Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.4.6.3. Japan Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.4.6.4. Japan Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
  - 7.4.7. India
- 7.4.7.1. India Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.4.7.2. India Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.4.7.3. India Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.4.7.4. India Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
  - 7.4.8. South Korea
- 7.4.8.1. South Korea Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.4.8.2. South Korea Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)



- 7.4.8.3. South Korea Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.4.8.4. South Korea Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
  - 7.4.9. Australia
- 7.4.9.1. Australia Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.4.9.2. Australia Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.4.9.3. Australia Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.4.9.4. Australia Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
- 7.5. Latin America
- 7.5.1. Latin America Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.5.2. Latin America Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.5.3. Latin America Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.5.4. Latin America Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
  - 7.5.5. Brazil
- 7.5.5.1. Brazil Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.5.5.2. Brazil Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.5.5.3. Brazil Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.5.5.4. Brazil Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
- 7.6. Middle East and Africa
- 7.6.1. Middle East & Africa Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.6.2. Middle East & Africa Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.6.3. Middle East & Africa Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.6.4. Middle East & Africa Noise, Vibration, and Harshness (NVH) Testing Market



- Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
- 7.6.5. Kingdom of Saudi Arabia (KSA)
- 7.6.5.1. Kingdom of Saudi Arabia (KSA) Noise, Vibration, and Harshness (NVH)
- Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
  - 7.6.5.2. Kingdom of Saudi Arabia (KSA) Noise, Vibration, and Harshness (NVH)
- Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
  - 7.6.5.3. Kingdom of Saudi Arabia (KSA) Noise, Vibration, and Harshness (NVH)
- Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
  - 7.6.5.4. Kingdom of Saudi Arabia (KSA) Noise, Vibration, and Harshness (NVH)
- Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
  - 7.6.6. UAE
- 7.6.6.1. UAE Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.6.6.2. UAE Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.6.6.3. UAE Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.6.6.4. UAE Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)
  - 7.6.7. South Africa
- 7.6.7.1. South Africa Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, 2017 2030 (USD Million)
- 7.6.7.2. South Africa Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Component, 2017 2030 (USD Million)
- 7.6.7.3. South Africa Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by Application, 2017 2030 (USD Million)
- 7.6.7.4. South Africa Noise, Vibration, and Harshness (NVH) Testing Market Estimates and Forecasts, by End-use, 2017 2030 (USD Million)

### **CHAPTER 8. COMPETITIVE LANDSCAPE**

- 8.1. Recent Developments & Impact Analysis by Key Market Participants
- 8.2. Company Categorization
- 8.3. Company Market Positioning
- 8.4. Company Market Share Analysis
- 8.5. Company Heat Map Analysis
- 8.6. Strategy Mapping
  - 8.6.1. Expansion
  - 8.6.2. Mergers & Acquisition



- 8.6.3. Partnerships & Collaborations
- 8.6.4. New Product Launches
- 8.6.5. Research And Development
- 8.7. Company Profiles
  - 8.7.1. Hottinger Br?el & Kj?r (Spectris)
    - 8.7.1.1. Participant's Overview
    - 8.7.1.2. Financial Performance
    - 8.7.1.3. Product Benchmarking
    - 8.7.1.4. Recent Developments
  - 8.7.2. HEAD acoustics GmbH
    - 8.7.2.1. Participant's Overview
    - 8.7.2.2. Financial Performance
    - 8.7.2.3. Product Benchmarking
  - 8.7.2.4. Recent Developments
  - 8.7.3. Dewesoft d.o.o.
    - 8.7.3.1. Participant's Overview
    - 8.7.3.2. Financial Performance
    - 8.7.3.3. Product Benchmarking
    - 8.7.3.4. Recent Developments
  - 8.7.4. Siemens
    - 8.7.4.1. Participant's Overview
    - 8.7.4.2. Financial Performance
    - 8.7.4.3. Product Benchmarking
    - 8.7.4.4. Recent Developments
  - 8.7.5. Data Physics Corporation
    - 8.7.5.1. Participant's Overview
    - 8.7.5.2. Financial Performance
    - 8.7.5.3. Product Benchmarking
    - 8.7.5.4. Recent Developments
  - 8.7.6. NATIONAL INSTRUMENTS CORP. (Emerson Electric Co.)
    - 8.7.6.1. Participant's Overview
    - 8.7.6.2. Financial Performance
    - 8.7.6.3. Product Benchmarking
    - 8.7.6.4. Recent Developments
  - 8.7.7. Axiometrix Solutions
    - 8.7.7.1. Participant's Overview
    - 8.7.7.2. Financial Performance
    - 8.7.7.3. Product Benchmarking
    - 8.7.7.4. Recent Developments



- 8.7.8. IMV Corporation
  - 8.7.8.1. Participant's Overview
  - 8.7.8.2. Financial Performance
  - 8.7.8.3. Product Benchmarking
  - 8.7.8.4. Recent Developments
- 8.7.9. Prosig Ltd.
  - 8.7.9.1. Participant's Overview
  - 8.7.9.2. Financial Performance
  - 8.7.9.3. Product Benchmarking
- 8.7.9.4. Recent Developments
- 8.7.10. Norsonic
  - 8.7.10.1. Participant's Overview
  - 8.7.10.2. Financial Performance
  - 8.7.10.3. Product Benchmarking
- 8.7.10.4. Recent Developments
- 8.7.11. Signal.X Technologies, LLC
  - 8.7.11.1. Participant's Overview
  - 8.7.11.2. Financial Performance
  - 8.7.11.3. Product Benchmarking
  - 8.7.11.4. Recent Developments
- 8.7.12. Bertrandt
  - 8.7.12.1. Participant's Overview
  - 8.7.12.2. Financial Performance
- 8.7.12.3. Product Benchmarking
- 8.7.12.4. Recent Developments
- 8.7.13. Schaeffler AG
  - 8.7.13.1. Participant's Overview
  - 8.7.13.2. Financial Performance
  - 8.7.13.3. Product Benchmarking
  - 8.7.13.4. Recent Developments



# **List Of Tables**

#### LIST OF TABLES

Table 1 Global Noise, Vibration, and Harshness (NVH) Testing Market revenue estimates and forecast, by component, 2017 - 2030 (USD Million)

Table 2 Global Noise, Vibration, and Harshness (NVH) Testing Market revenue estimates and forecast, by hardware, 2017 - 2030 (USD Million)

Table 3 Global Noise, Vibration, and Harshness (NVH) Testing Market revenue estimates and forecast, by application, 2017 - 2030 (USD Million)

Table 4 Global Noise, Vibration, and Harshness (NVH) Testing Market revenue estimates and forecast, by End-use, 2017 - 2030 (USD Million)

Table 5 Global Noise, Vibration, and Harshness (NVH) Testing Market revenue estimates and forecast, by region, 2017 - 2030 (USD Million)

Table 6 Global Noise, Vibration, and Harshness (NVH) Testing Market revenue, by Region, 2017 - 2030, (USD Million)

Table 7 North America Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 8 U.S. Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 9 Canada Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 10 Mexico Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 11 Europe Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 12 U.K. Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 13 Germany Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 14 France Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 15 Asia Pacific Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 16 China Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 17 India Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)



Table 18 Japan Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 19 South Korea Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 20 Australia Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 21 Latin America Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 22 Brazil Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 23 Middle East & Africa Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 24 Kingdom of Saudi Arabia (KSA) Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 25 UAE Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 26 South Africa Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Table 27 Participant's Overview

Table 28 Financial Performance

Table 29 Product Benchmarking

Table 30 Key companies undergoing expansion

Table 31 Key companies involved in mergers & acquisitions

Table 32 Key companies undertaking partnerships and collaboration

Table 33 Key companies launching new product/service launches



# **List Of Figures**

#### LIST OF FIGURES

- Fig. 1 Noise, Vibration, and Harshness (NVH) Testing Market segmentation
- Fig. 2 Information procurement
- Fig. 3 Data analysis models
- Fig. 4 Market formulation and validation
- Fig. 5 Data validating & publishing
- Fig. 6 Market snapshot
- Fig. 7 Segment snapshot, by component and application
- Fig. 8 Segment snapshot, by End-use
- Fig. 9 Competitive landscape snapshot
- Fig. 10 Noise, Vibration, and Harshness (NVH) Testing Market value, 2017 2030 (USD Million)
- Fig. 11 Noise, Vibration, and Harshness (NVH) Testing Market Industry value chain analysis
- Fig. 12 Noise, Vibration, and Harshness (NVH) Testing Market Market trends
- Fig. 13 Noise, Vibration, and Harshness (NVH) Testing Market: Porter's analysis
- Fig. 14 Noise, Vibration, and Harshness (NVH) Testing Market: PESTEL analysis
- Fig. 15 Noise, Vibration, and Harshness (NVH) Testing Market, by Component: Key takeaways
- Fig. 16 Noise, Vibration, and Harshness (NVH) Testing Market, by Component: Market share, 2023 & 2030
- Fig. 17 Hardware Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 18 Sensors and Transducers Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 19 Data Acquisition Systems Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 20 Analyzers Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 21 Excitation Devices Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 22 Others Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 23 Software Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)



- Fig. 24 Services Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 25 Noise, Vibration, and Harshness (NVH) Testing Market, by Application: Key takeaways
- Fig. 26 Noise, Vibration, and Harshness (NVH) Testing Market, by Application: Market share, 2023 & 2030
- Fig. 27 Buzz, Squeak and Rattle Noise Testing Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 28 Sound Intensity and Quality Analysis Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 29 Powertrain Performance Testing Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 30 Pass-by Noise Testing Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 31 Others Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 32 Noise, Vibration, and Harshness (NVH) Testing Market, by End-use: Key takeaways
- Fig. 33 Noise, Vibration, and Harshness (NVH) Testing Market, by End-use: Market share, 2023 & 2030
- Fig. 34 Aerospace & Defense Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 35 Automotive Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 36 Consumer Electronics Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 37 Construction Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 38 Energy & Utility Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 39 Others Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 40 Global Noise, Vibration, and Harshness (NVH) Testing Market revenue, by Region, 2023 & 2030 (USD Million)
- Fig. 41 North America Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 42 U.S. Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 2030 (USD Million)
- Fig. 43 Canada Noise, Vibration, and Harshness (NVH) Testing Market estimates &



forecasts, 2017 - 2030 (USD Million)

Fig. 44 Mexico Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 45 Europe Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 46 U.K. Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 47 Germany Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 48 France Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 49 Asia Pacific Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 50 China Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 51 India Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 52 Japan Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 53 South Korea Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 54 Australia Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 55 Latin America Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 56 Brazil Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 57 Middle East & Africa Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 58 Kingdom of Saudi Arabia (KSA) Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 59 UAE Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 60 South Africa Noise, Vibration, and Harshness (NVH) Testing Market estimates & forecasts, 2017 - 2030 (USD Million)

Fig. 61 Key company categorization

Fig. 62 Noise, Vibration, and Harshness (NVH) Testing Market - Key company market share analysis, 2023

Fig. 63 Strategic framework



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