

Auto Dimming Mirror Market Report by Application (Inside Rear-View Mirror, Outside Rear-View Mirror), Vehicle Type (Passenger Vehicle, Commercial Vehicle), Fuel Type (ICE, Hybrid, Electric), and Region 2023-2028

<https://marketpublishers.com/r/A34C8DEFC4C8EN.html>

Date: November 2023

Pages: 139

Price: US\$ 2,499.00 (Single User License)

ID: A34C8DEFC4C8EN

Abstracts

The global auto dimming mirror market size reached US\$ 1.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 2.2 Billion by 2028, exhibiting a growth rate (CAGR) of 3.40% during 2022-2028. The rising popularity of electric and hybrid vehicles among the masses, the escalating number of sales of vehicles with safety features, and the widespread adoption rates for these advanced mirror systems are among the key factors driving the market growth.

An auto dimming mirror is a type of rearview mirror used in automobiles to reduce glare and improve driver safety. The technology behind this feature is electrochromism, which allows the mirror to automatically darken when exposed to bright light. Typically, sensors are placed on the mirror to detect the intensity of light coming from behind the vehicle. When these sensors detect strong light, usually from the headlights of a trailing car during nighttime, they activate an electrochromic gel sandwiched between two glass layers in the mirror. This leads to a chemical reaction that darkens the mirror, thereby reducing glare and making it easier for the driver to focus on the road ahead. Auto dimming mirrors are especially useful during nighttime driving, helping to minimize eye strain and improve overall road safety. These mirrors are becoming a standard feature in many modern vehicles due to their effectiveness in enhancing driver comfort and safety.

The growing popularity of electric and hybrid vehicles majorly drives the global market. These vehicles prioritize innovative technologies and often come equipped with

advanced features, including auto dimming mirrors. The compatibility of these mirrors with the vehicle's electrical system makes them a fitting addition to electric and hybrid models, further driving demand. As the global population continues to age, especially in developed nations, this demographic is raising sales of vehicles with safety features, such as auto dimming mirrors, thereby providing a boost to the market growth. In addition, various online platforms, including social media, provide reviews, comparisons, and educational content on vehicle features, including the benefits of auto dimming mirrors. This increased consumer awareness fuels interest and adoption rates for these advanced mirror systems, stimulating market growth. With more consumers moving to cities, there's a corresponding increase in vehicular traffic, especially during nighttime. The high density of cars on urban roads accelerates the need for features, including auto dimming mirrors that aid in reducing glare from trailing vehicle headlights. This is particularly relevant in emerging economies where the middle-class population is expanding, leading to more car owners who are aware of and interested in safety features.

Auto Dimming Mirror Market Trends/Drivers:

Increasing emphasis on road safety

One of the most critical market drivers for the auto dimming mirror industry is the growing emphasis on road safety. Governments and regulatory bodies worldwide are increasingly stringent about vehicular safety features, leading to a rise in demand for advanced technologies. These mirrors significantly reduce glare from the headlights of vehicles behind the driver, thus improving visibility and reducing the likelihood of accidents. These endorsements further push automakers to adopt such mirrors as standard or optional features in their vehicle lineup. Moreover, insurance companies are recognizing the safety benefits of these mirrors, which could potentially lead to lower insurance premiums for vehicles equipped with them. As consumers become more aware of the safety advantages offered by these mirrors, the demand is expected to grow, further propelling the industry.

Rising consumer expectations for luxury and comfort

Consumer preferences have notably shifted towards vehicles that offer not only performance but also luxury and comfort. Along with this, auto dimming mirrors contribute significantly to enhancing the driving experience by reducing eye strain and offering better visibility. As a result, they are increasingly becoming standard features in luxury cars. High-end vehicles are often the first to adopt new technologies, and as these mirrors become more advanced, they are likely to find their way into a broader

range of vehicles, including mid-range models. This trend toward luxury and convenience is promoting the growth of the global market, as manufacturers seek to meet consumer expectations for more comfortable and safer driving experiences.

Technological advancements in the automotive industry

Another major driver for the market is technological innovation in the broader automotive sector. Auto dimming mirrors have evolved from basic glare-reducing accessories to advanced units that integrate features such as GPS, temperature indicators, and even touchscreen functionalities. Such multi-functionality makes these mirrors more appealing to consumers looking for high-tech features in their vehicles. Additionally, the integration with Advanced Driver Assistance Systems (ADAS) provides an impetus for growth, as these mirrors can also serve as display units for safety alerts. With the development of smart cars and connected vehicles, these mirrors have the potential to integrate seamlessly with other onboard technologies, offering more value than ever before. As technology continues to evolve, we can expect more innovations in these mirrors, which will, in turn, drive market growth.

Auto Dimming Mirror Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market report, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on application, vehicle type and, fuel type.

Breakup by Application:

Inside Rear-View Mirror

Outside Rear-View Mirror

Inside rear-view mirror holds the largest market share

The report has provided a detailed breakup and analysis of the market based on the application. This includes inside rear-view mirror and outside rear-view mirror. According to the report, inside rear-view mirror accounted for the largest market share.

The application of auto-dimming technology in inside rear-view mirrors (IRVMs) is experiencing substantial growth, driven by the escalating focus on vehicular safety. Inside rear-view mirrors with auto-dimming capabilities significantly reduce nighttime glare, contributing to safer driving conditions and reduced eye strain. This safety aspect is gaining recognition from regulatory bodies, which are increasingly advocating for such

advanced features. Another driver is the rise in consumer demand for advanced, multi-functional vehicle amenities. Modern auto-dimming IRVMs reduce glare and come equipped with integrated technologies, such as navigational aids, backup cameras, and Bluetooth connectivity, making them more appealing to tech-savvy consumers. Additionally, the growing luxury car market, along with the increasing incorporation of advanced safety features in mid-range vehicles, is creating more opportunities for auto-dimming IRVMs.

Breakup by Vehicle Type:

Passenger Vehicle

Commercial Vehicle

Passenger vehicle accounts for the majority of the market share

A detailed breakup and analysis of the market based on the vehicle type has also been provided in the report. This includes passenger vehicle and commercial vehicle. According to the report, passenger vehicle accounted for the largest market share.

The passenger vehicles segment is majorly driven by the rising consumer focus on comfort and luxury features. As consumers spend more time in their vehicles due to longer commutes or road trips, the demand for enhanced comfort and safety features, such as mirrors with automatic dimming is rising. Another significant driver is the broadening spectrum of vehicles that offer this feature. While initially found mostly in luxury cars, auto dimming mirrors are now increasingly common in mid-range passenger vehicles as well. Moreover, the ongoing trend toward vehicle electrification is also influencing the market; as electric and hybrid cars often come equipped with advanced technologies, including auto dimming mirrors. Additionally, rising consumer awareness about the safety benefits of reduced glare and improved nighttime visibility is providing a boost to the market.

Breakup by Fuel Type:

ICE

Hybrid

Electric

ICE holds the largest market share

The report has provided a detailed breakup and analysis of the market based on the fuel type. This includes ICE, hybrid, and electric. According to the report, ICE accounted for the largest market share.

The internal combustion engine (ICE) segment continues to be a significant driver in the auto dimming mirror industry. Along with this, the growing popularity of electric and hybrid vehicles is positively influencing the market. ICE-powered cars still constitute a major share of the global automotive market. One key driver for auto dimming mirrors in this segment is consumer familiarity with traditional fuel types, which translates into a larger installed base of ICE vehicles. As a result, there's a considerable demand for safety and comfort features. In addition, manufacturers are keen to meet this demand by offering these mirrors as standard or optional equipment, even in non-luxury ICE models. Another factor is the global expansion of the automotive market, especially in developing economies where ICE vehicles remain dominant due to infrastructure limitations for electric vehicles. This allows auto dimming mirror manufacturers to tap into a broad, diverse market.

Breakup by Region:

- North America
 - United States
 - Canada
- Asia-Pacific
 - China
 - Japan
 - India
 - South Korea
 - Australia
 - Indonesia
 - Others
- Europe
 - Germany
 - France
 - United Kingdom
 - Italy
 - Spain
 - Russia
 - Others
- Latin America

Brazil
Mexico
Others
Middle East and Africa

North America leads the market, accounting for the largest auto dimming mirror market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

The North American market for auto dimming mirrors is experiencing robust growth, driven by stringent vehicle safety regulations in the region. Organizations are progressively emphasizing the importance of reducing glare for nighttime driving, indirectly stimulating the market. Second, consumer preferences in North America lean toward larger vehicles, such as SUVs and pickup trucks, which often come equipped with more advanced features, including auto dimming mirrors.

In addition, the region's strong economy and higher disposable incomes make these premium features more accessible to the average consumer. Additionally, North America has a mature automotive market, with a high rate of vehicle ownership and a corresponding demand for aftermarket upgrades, including auto dimming mirrors. These multiple drivers coalesce to make North America a significant market for the growth of the auto dimming mirror industry.

Competitive Landscape:

The key players are investing heavily in R&D. They are working on developing mirrors with advanced features such as integrated displays, navigation systems, and compatibility with other vehicle technologies. Along with this, companies are acquiring or merging with smaller entities or complementary businesses to expand their product offerings and market reach. With consumers seeking personalized experiences, some companies are offering customization options. This allows vehicle owners to choose mirrors with specific features tailored to their individual needs or preferences. In addition, strategic partnerships with automobile manufacturers are common. These alliances help in integrating the product variant as standard or optional features in new

vehicle models. As sustainability becomes a growing concern, some companies are developing product variants using eco-friendly materials and energy-efficient technologies. Furthermore, brands are leveraging digital platforms, including social media and online advertising, to reach a broader audience.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Ficosa International SA (Panasonic Corporation)
FLABEG AUTOMOTIVE GLASS GROUP GMBH
Gentex Corporation
Honda Lock Mfg. Co. Ltd. (Honda Motor Company Ltd)
Konview Electronics Corporation Limited
Magna International Inc.
Murakami Corporation
SAMVARDHANA MOTHERSON GROUP
Shenzhen Germid Co. Ltd.
TOKAIRIKA CO., LTD.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Recent Developments:

In February 2023, Magna International Inc. announced plans to expand operations across Ontario, Canada, by spending more than \$470 million. A new battery enclosures facility has been added in Brampton as part of the expansion to serve OEM programmes including the Ford F-150 Lightning.

In August 2021, Honda Lock Mfg. Co. Ltd. (Honda Motor Company Ltd) announced its entry into the Indian SUV market. The Japanese automaker's portfolio in India languished when the CR-V was terminated a while back due to a lack of availability in the well-liked and lucrative SUV market.

In May 2021, Gentex Corporation started the distribution of its Bluetooth-enabled automatic-dimming mirror with HomeLink integrated buttons to Volkswagen (VWoA), which can control a variety of radio frequency (RF) and cloud-based smart home gadgets.

Key Questions Answered in This Report

1. What was the size of the global auto dimming mirror market in 2022?
2. What is the expected growth rate of the global auto dimming mirror market during 2023-2028?
3. What are the key factors driving the global auto dimming mirror market?
4. What has been the impact of COVID-19 on the global auto dimming mirror market?
5. What is the breakup of the global auto dimming mirror market based on the application?
6. What is the breakup of the global auto dimming mirror market based on the vehicle type?
7. What is the breakup of the global auto dimming mirror market based on the fuel type?
8. What are the key regions in the global auto dimming mirror market?
9. Who are the key players/companies in the global auto dimming mirror market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL AUTO DIMMING MIRROR MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY APPLICATION

- 6.1 Inside Rear-View Mirror
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Outside Rear-View Mirror
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY VEHICLE TYPE

7.1 Passenger Vehicle

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Commercial Vehicle

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY FUEL TYPE

8.1 ICE

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Hybrid

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Electric

8.3.1 Market Trends

8.3.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

- 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Ficosa International SA (Panasonic Corporation)

14.3.1.1 Company Overview

- 14.3.1.2 Product Portfolio
- 14.3.2 FLABEG AUTOMOTIVE GLASS GROUP GMBH
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
- 14.3.3 Gentex Corporation
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
- 14.3.4 Honda Lock Mfg. Co. Ltd. (Honda Motor Company Ltd)
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
- 14.3.5 Konview Electronics Corporation Limited
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
- 14.3.6 Magna International Inc.
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.6.3 Financials
 - 14.3.6.4 SWOT Analysis
- 14.3.7 Murakami Corporation
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.7.3 Financials
- 14.3.8 SAMVARDHANA MOTHERSON GROUP
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
- 14.3.9 Shenzhen Germid Co. Ltd.
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
- 14.3.10 TOKAIRIKA CO LTD.
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
 - 14.3.10.3 Financials

List Of Tables

LIST OF TABLES

Table 1: Global: Auto Dimming Mirror Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Auto Dimming Mirror Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 3: Global: Auto Dimming Mirror Market Forecast: Breakup by Vehicle Type (in Million US\$), 2023-2028

Table 4: Global: Auto Dimming Mirror Market Forecast: Breakup by Fuel Type (in Million US\$), 2023-2028

Table 5: Global: Auto Dimming Mirror Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Auto Dimming Mirror Market: Competitive Structure

Table 7: Global: Auto Dimming Mirror Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Auto Dimming Mirror Market: Major Drivers and Challenges

Figure 2: Global: Auto Dimming Mirror Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Auto Dimming Mirror Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Auto Dimming Mirror Market: Breakup by Application (in %), 2022

Figure 5: Global: Auto Dimming Mirror Market: Breakup by Vehicle Type (in %), 2022

Figure 6: Global: Auto Dimming Mirror Market: Breakup by Fuel Type (in %), 2022

Figure 7: Global: Auto Dimming Mirror Market: Breakup by Region (in %), 2022

Figure 8: Global: Auto Dimming Mirror (Inside Rear-View Mirror) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Auto Dimming Mirror (Inside Rear-View Mirror) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Auto Dimming Mirror (Outside Rear-View Mirror) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Auto Dimming Mirror (Outside Rear-View Mirror) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Auto Dimming Mirror (Passenger Vehicle) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Auto Dimming Mirror (Passenger Vehicle) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Auto Dimming Mirror (Commercial Vehicle) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Auto Dimming Mirror (Commercial Vehicle) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Auto Dimming Mirror (ICE) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Auto Dimming Mirror (ICE) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Auto Dimming Mirror (Hybrid) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Auto Dimming Mirror (Hybrid) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Auto Dimming Mirror (Electric) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Auto Dimming Mirror (Electric) Market Forecast: Sales Value (in

Million US\$), 2023-2028

Figure 22: North America: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: North America: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: United States: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: United States: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Canada: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Canada: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Asia-Pacific: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Asia-Pacific: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: China: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: China: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Japan: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Japan: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: India: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: India: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: South Korea: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: South Korea: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Australia: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Australia: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Indonesia: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Indonesia: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Others: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Others: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Europe: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Europe: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Germany: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Germany: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: France: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: France: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: United Kingdom: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: United Kingdom: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Italy: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Italy: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Spain: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Spain: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Russia: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Russia: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Others: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Others: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Latin America: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Latin America: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Brazil: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Brazil: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Mexico: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Mexico: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Others: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Others: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Middle East and Africa: Auto Dimming Mirror Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Middle East and Africa: Auto Dimming Mirror Market: Breakup by Country (in %), 2022

Figure 70: Middle East and Africa: Auto Dimming Mirror Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Global: Auto Dimming Mirror Industry: SWOT Analysis

Figure 72: Global: Auto Dimming Mirror Industry: Value Chain Analysis

Figure 73: Global: Auto Dimming Mirror Industry: Porter's Five Forces Analysis

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