

Asia Pacific Automotive Head-Up Display Market (2016-2022)

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Abstracts

India and China are the fastest emerging economies in the Asia-Pacific region, indicating ample growth opportunities for the development of advanced display technologies in the vehicles. China has expanded significantly in mobile connection technology, keeping customer benefits as a priority and accordingly launching advanced technologically equipped vehicles. The car manufacturers provide a number of embedded applications into a car, which ensures comfort and safety.

Increased disposable income has enabled consumers to purchase luxury goods including luxury and premium vehicles, which would contribute to an increase in the demand for vehicles equipped with advanced display system. Further, increasing vehicle ownership would offer wide growth opportunity for the industry. In 2013, vehicle ownership in Japan stood at 600 vehicles per 1,000 people, compared to 80 cars per 1,000 people in China, and 25 vehicles per 1,000 people in India. According to the Chinese government, in 2013, vehicle sales in China were 21.9 million units, an increase of 13.9% compared to 19.3 million units in 2012.

The Asia-Pacific Automotive Head-Up Display market is segmented based on technology and vehicle type. Adoption of this technology in the luxury car dominated the market with maximum share in terms of revenue. SUV on the other hand is expected to register fastest growth during the forecast period. In addition, for better understanding of the market penetration of Automotive Head-Up Display, the market is analyzed based on countries including China, Japan, India, South Korea, Singapore, Australia and rest of Asia-Pacific.

The report also highlights few prominent players operating in the Automotive Head-Up Display market. Key companies profiled in the report include Telefonica, S.A., Harman

International Industries, Incorporated, TomTom NV, MicroVision, Inc., AUDI AG, Daimler AG, Robert Bosch GmbH, Denso Corporation, Delphi Automotive Plc and Yazaki Corporation.

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