

Global Automotive Head-Up Display Market (2016-2022)

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Abstracts

The Automotive industry is going through a phase of digitalization. Five years down the line, vehicles would be transformed into a communication objects. The technological advancements in the form of automotive Head-Up display technology adopted by the automakers enable the drivers to remotely access numerous details related to the vehicles. The technology provides information such as oil level or tire pressure, alerts the driver about the distance between two vehicles. Incorporating advanced display technology can dynamically upgrade the functionality of cars.

General Motors introduced first automotive Head-Up display way back in 1988, but it was a failure due to high cost and technology concerns. However, today there is a growing interest from vehicle manufacturers to equip their cars with advanced display technologies including Head-Up display. Rising need for information paired with rising safety concerns in the field of automotive has necessitated the deployment of several modern display technologies. According to IHS Inc., in 2010, only 2% of the total automotive sales were equipped with HUDs, this number is expected to increase to 9% by the end of 2020. The scope of the advanced display technology in the form of automotive Head-Up display market is likely to be high in the developed countries. Asian countries on the other hand, with rising consumer awareness paired with increasing purchasing power could provide ample growth opportunity for the market.

The Global 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's 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 geographies and countries including North America (U.S., Canada, Mexico and rest of

North America), Europe (Germany, France, U.K., Russia, Italy, Spain and rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Singapore, Australia and rest of Asia-Pacific) and LAMEA (Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and rest of LAMEA).

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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