

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

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Abstracts

Consumers' interest in high-tech vehicles is increasing with the awareness and promotional activities of Automotive Head-Up Displays in Middle East, Latin America and Africa. Automotive Head-Up Displays offer a wide range of features including navigation system, safety and providing surrounding information to the drivers. Government initiative pertaining to value added services are becoming integral part of the Automotive Head-Up Displays market in this region. LAMEA is expected to adopt connectivity services owing to the improving disposable income in people of the region and growing technological awareness.

Companies operating in the region are focusing on providing value added features to customers at affordable rates. Brazil and South Africa have a high rate of car thefts, following which Brazil has introduced a program called SIMRAV to monitor and control crimes related to car theft.

The LAMEA 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 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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