

# North America Automotive Head-Up Display Market (2016-2022)

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## Abstracts

The technological advancements in the form of automotive Head-Up display technology adopted by the automakers enable the drivers to remotely access numerous details such as oil level or tire pressure, alerts about the distance between two vehicles among other. Incorporating advanced display technology in the vehicle can dynamically upgrade the functionality of the vehicle as a whole.

General Motors introduced its first vehicle equipped with automotive Head-Up display in North America way back in 1988, but it was a failure due to high cost and technology concerns. However, today more than 30 percent of the company's vehicles sold in North America is equipped with the technology. Rising need for information paired with 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 Head-Up display system also known as 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 North American Automotive Head-Up Display market is segmented based on technology and vehicle type. Adoption of this technology in the luxury car segment dominated the market with maximum share in terms of revenue in 2014. 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 U.S., Canada, Mexico and rest of North America.

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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