

North America Center Stack Display Market By Display Technology (TFT LCD and OLED), By Display Size (Upto 7 inch and More than 7 inch), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The North America Center Stack Display Market would witness market growth of 14.7% CAGR during the forecast period (2020-2026).

The software relevance in terms of key technology developments is increasing rapidly, as the automotive market is moving from hardware to computer-specific vehicles. Not surprisingly, players across the digital automotive value chain are seeking to capitalize on software and electronics innovations. Software companies and other players in digital technology are leaving their current level two and level three positions as level one providers to mobilize automakers.

By transitioning beyond functionality and apps into operating systems they expand their participation in 'stack' automotive technology. At the same time, traditional tier-one electronic system giants are assertively entering the original feature and app turf in the tech giants, and premium automakers moved further down the stack to secure the essence of their differentiation and technical distinction, such as operating systems, hardware abstractions and signal processing.

The market for center stack displays has been characterized by high competition due to the presence of several dominant players. Manufacturers focus on concluding certain significant contracts for inventory procurement with suppliers specifying definable products and quantities and longer delivery times. These companies have the potential to supply high quantities of components and make use of their comprehensive product line and existing contracts with OEMs without losing their quality.

Based on Display Technology, the market is segmented into TFT LCD and OLED.

Based on Display Size, the market is segmented into Upto 7 inch and More than 7 inch.

Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Alps Alpine Co., Ltd., Continental AG, Samsung Electronics Co., Ltd. (Samsung Group), Hyundai Motor Company, Panasonic Corporation, Robert Bosch GmbH, Texas Instruments, Inc., Magna International, Inc., Faurecia SA, and Visteon Corporation.

Scope of the Study

Market Segmentation:

By Display Technology

TFT LCD

OLED

By Display Size

Upto 7 inch

More than 7 inch

By Country

US

Canada

Mexico

Rest of North America

Companies Profiled

Alps Alpine Co., Ltd.

Continental AG

Samsung Electronics Co., Ltd. (Samsung Group)

Hyundai Motor Company

Panasonic Corporation

Robert Bosch GmbH

Texas Instruments, Inc.

Magna International, Inc.

Faurecia SA

Visteon Corporation

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