

# Global Automotive Display Market - Forecasts from 2019 to 2024

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## Abstracts

The global automotive displays market is projected to grow at a CAGR of 6.21% during the forecast period, reaching a total market size of US\$11.395 billion in 2024 from US\$7.936 billion in 2018. Automotive Displays are used widely in automobiles for a variety of purposes. These displays can provide information, navigation and other details to the driver while driving thus making the driving process easier, safer and efficient.

Automotive Displays can be classified on the basis of display type, application, and screen size. Automotive displays come in some basic variants such as TFT-LCD, OLED, AMOLED and others. While TFT-LCD is commonly used, the other types are also gaining popularity slowly and are coming in some higher models. These displays can be used for applications such as advanced instrument cluster displays, centre stack touchscreen displays, rear-seat entertainment touchscreen displays and others. There are many screen sizes also in which these displays are available like 3"-5", 6"-10" and more than 10". Normally 3'-5" display sizes are used in smart rear-view mirrors, rear-seat entertainment units, etc. whereas 6"-10" displays are used in centre stack display modules, advanced instrument clusters, rear-seat entertainment, etc. and the more than 10" are used for premium and autonomous or semi-autonomous cars.

The key players are involved in bringing better technologies and advancements in this industry. For example, HIMAX Technologies has launched its new product, which is a flexible OLED display and its controller for BOE Technology Group Co, Ltd which is one of the largest display manufacturers in China. Another company Continental AG has partnered with Leia to develop a 3-D light field automotive display to show 3-D information around vehicles. Robert Bosch GmbH is in the process of developing a new

dual-view automotive display unit enabling the driver to engage in navigation and entertainment at the same time.

As the demand for better technologies is rising to improve the driver-vehicle interaction and driving experience so that people can enjoy a comfortable and safer drive, the global automotive displays market is poised to grow significantly during the forecast period.

### By Display Type

On the basis of display type, the global automotive displays market is segmented as TFT-LCD, OLED, AMOLED, and others. TFT-LCD type holds a notable amount of share in the market owing to the fact that these types of displays are less expensive and are used in many lower-end cars and can tolerate more adverse temperatures than LEDs, OLEDs and AMOLEDs.

### By Application

On the basis of application, the global automotive displays market is segmented as advanced instrument cluster displays, centre stack touchscreen displays, rear-seat entertainment displays and others. Centre stack displays hold a significant amount of share in the market due to the rising demand in navigation and driver vehicle interaction systems and centre stack touchscreen displays being used in many vehicles.

### By Screen Size

On the basis of screen size, the global automotive displays market is segmented as 3"-5", 6"-10" and more than 10". 3"-5" hold a notable amount of share in the market owing to the fact that these types of screens are incorporated in mostly every car which has a rear-view camera or smart rear-view mirror or provisions for rear-seat entertainment.

### By Vehicle Type

On the basis of vehicle type, the global automotive displays market is segmented as passenger vehicles, light commercial vehicles, heavy commercial vehicles. Passenger vehicles hold a significant amount of share in the market due to the increasing production and demand for passenger vehicles and better driver-vehicle interaction systems.

## By Sales Channel

On the basis of Sales Channel, global automotive displays market is segmented as OEMs and aftermarket. OEMs hold a notable amount of share in the market due to the fact that most of the vehicles produced come with some type of displays fitted to make the interaction with the vehicle easier.

## By Geography

By geography global automotive displays market is segmented as North America, Europe, Middle East & Africa, Asia-Pacific, and South America. Asia-Pacific holds a significant amount of share in the market owing to the fact that the demand and production of vehicles is more in this region.

## Competitive Landscape

The global automotive displays market is competitive owing to the presence of well-diversified international, regional and local players. The competitive landscape details strategies, products, and investments being done by key players in different technologies and companies to boost their market presence.

## Segmentation

The global automotive displays market has been segmented by display type, application, screen size, vehicle type, sales channel, and geography.

### By Display Type

TFT-LCD

OLED

AMOLED

Others

### By Application

Advanced Instrument Cluster Display

Centre Stack Touchscreen Display

Rear Seat Entertainment Touchscreen Display

Others

By Screen Size

3"-5"

6"-10"

More than 10"

By Vehicle Type

Passenger Vehicle

Light Commercial Vehicle

Heavy Commercial Vehicle

By Sales Channel

OEMs

Aftermarket

By Geography

North America

USA

Canada

Mexico

## South America

Brazil

Argentina

Others

## Europe

Germany

France

United Kingdom

Spain

Others

## Middle East and Africa

Saudi Arabia

Israel

UAE

Others

## Asia Pacific

China

Japan

South Korea

India

Others

\*NOTE: The report will be delivered in 3 working days.

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