

Global Pillar-to-Pillar(P2P) Display Market Growth 2026-2032

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Abstracts

The global Pillar-to-Pillar(P2P) Display market size is predicted to grow from US\$ 805 million in 2025 to US\$ 1920 million in 2032; it is expected to grow at a CAGR of 13.5% from 2026 to 2032.

The Pillar-to-Pillar (P2P) display is an innovative display device designed to create an immersive experience. It breaks through traditional limitations by extending the display area across the entire width of the vehicle, ensuring a continuous visual experience for all passengers inside the car. It takes the form of an integrated screen that seamlessly connects the two A-pillars of the vehicle, eliminating the gaps between traditional multiple screens and creating a continuous and fluid visual space. With a width exceeding one meter, it serves as the visual centerpiece inside the vehicle, capable of vividly and clearly presenting a wealth of information such as navigation, entertainment content, and vehicle status. Currently, this display has been installed in multiple vehicle models, and it is expected that more vehicles will adopt it in the future, bringing a better experience for drivers and passengers.

In 2025, global Pillar-to-Pillar(P2P) Display production reached approximately 329 k units with an average global market price of around US\$2500 per unit.

Pillar-to-Pillar (P2P) Display, a key component for enhancing automotive intelligent experience, is witnessing innovations and developments across multiple dimensions. Automakers such as BMW have adopted horizon panoramic display technology, which projects information onto the black coating beneath the windshield through ultra-close-range projection head-up display, achieving large-area, high-precision, and wide-field display effects that effectively replace traditional instrument panels. In addition, the emergence of automotive A-pillar visibility and sight assistance systems uses cameras

to display blind-spot images in real time, helping drivers intuitively obtain road condition information and improving driving safety. Toyota's A-pillar see-through technology creates a see-through effect through in-car embedded screens and exterior cameras, further resolving the A-pillar blind spot issue. The transparent A-pillar technology featured in Hozon U employs flexible OLED screens and intelligent software algorithms to realize transparent visualization of the A-pillar, and is integrated with eyebrow tracking algorithms to ensure accurate perspective angles of the display. These technological advancements have not only diversified market options but also brought new opportunities to the industry. Meanwhile, driven by the growth of the new energy vehicle and premium vehicle markets, the market demand for P2P full-vehicle displays will continue to expand, boosting industry revenue and profit growth.

LP Information, Inc. (LPI) ' newest research report, the "Pillar-to-Pillar(P2P) Display Industry Forecast" looks at past sales and reviews total world Pillar-to-Pillar(P2P) Display sales in 2025, providing a comprehensive analysis by region and market sector of projected Pillar-to-Pillar(P2P) Display sales for 2026 through 2032. With Pillar-to-Pillar(P2P) Display sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Pillar-to-Pillar(P2P) Display industry.

This Insight Report provides a comprehensive analysis of the global Pillar-to-Pillar(P2P) Display landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Pillar-to-Pillar(P2P) Display portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Pillar-to-Pillar(P2P) Display market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Pillar-to-Pillar(P2P) Display and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Pillar-to-Pillar(P2P) Display.

This report presents a comprehensive overview, market shares, and growth opportunities of Pillar-to-Pillar(P2P) Display market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Touch Screen

Non-touch Screen

Segmentation by Size:

40-inch

57-inch

Others

Segmentation by Structural Design:

Integrated

Others

Segmentation by Application:

Passenger Vehicle

Commercial Vehicle

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Marelli

Continental AG

Visteon

Valeo

Corning

AGC

LG Electronics

Harman (Samsung)

FORVIA SE

Denso

Hyundai Mobis

Bosch

TIANMA Microelectronics

JDI

Huizhou Desay SV Automotive

BOE Technology Group

Shenzhen Tianma Microelectronics

Key Questions Addressed in this Report

What is the 10-year outlook for the global Pillar-to-Pillar(P2P) Display market?

What factors are driving Pillar-to-Pillar(P2P) Display market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Pillar-to-Pillar(P2P) Display market opportunities vary by end market size?

How does Pillar-to-Pillar(P2P) Display break out by Type, by Application?

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