

# Automotive AHSS Market: Trends, Opportunities and Competitive Analysis

<https://marketpublishers.com/r/AFD9E09689FDEN.html>

Date: May 2022

Pages: 255

Price: US\$ 4,850.00 (Single User License)

ID: AFD9E09689FDEN

## Abstracts

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### Automotive AHSS Market Trends and Forecast

The future of the global automotive AHSS (advanced high strength steel) market looks promising with opportunities in the passenger cars and light commercial vehicles. The global automotive AHSS market is expected to reach an estimated \$32.9 billion by 2027 with a CAGR of 9.9% from 2021 to 2027. The major drivers for this market are increasing vehicle production, reduction in fuel consumption, lower cost of AHSS materials than other lightweight materials, and stringent government regulations regarding CO2 emissions.

### Emerging Trends in the Automotive AHSS Market

Emerging trends, which have a direct impact on the dynamics of the industry, include the introduction of pre-oxidation for galvanizing AHSS and development of third generation AHSS. ArcelorMittal SA, ThyssenKrupp AG, POSCO, SSAB AB, and AK Steel are the major AHSS suppliers in the global automotive AHSS market.

A total of 93 figures / charts and 73 tables are provided in this 255 -page report to help in your business decisions. Sample figures with some insights are shown below. To learn the scope of, benefits, companies researched and other details of automotive AHSS market report download the report brochure.

### Automotive AHSS Market by Segments

Lucintel forecasts that passenger car segment will remain the largest segment, and it is also expected to witness the highest growth over the forecast period. The study includes trends and forecast for the global automotive AHSS market by product type, vehicle type, application and region, as follows:

Automotive AHSS Market by Product Type [Value (\$ Million) and Volume (Million lbs) from 2016 to 2027]:

Dual Phase Steel

Martensitic Steel

Boron Steel

TRIP Steel

Others

Automotive AHSS Market by Vehicle Type [Value (\$ Million) and Volume (Million lbs) from 2016 to 2027]:

Passenger Cars

Light Commercial Vehicle

Automotive AHSS Market by Application [Value (\$ Million) and Volume (Million lbs) from 2016 to 2027]:

Body and Closures

Suspensions

Bumper and Intrusion Beams

Others

Automotive AHSS Market by Region [Value (\$ Million) and Volume (Million lbs) from 2016 to 2027]:

North America

- o United States

- o Canada

- o Mexico

Europe

- o United Kingdom

- o Russia

- o France

- o Germany

- o Spain

Asia Pacific

- o India

- o China

- o Japan

- o Indonesia

- o South Korea

Rest of the World

o Brazil

o Argentina

### List of Automotive AHSS Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies automotive AHSS companies cater increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the automotive AHSS companies profiled in this report includes.

ArcelorMittal SA

ThyssenKrupp AG

POSCO

SSAB AB

AK Steel

### Automotive AHSS Market Insights

Lucintel forecasts that AHSS for passenger cars will remain the largest end use segment and it is also expected to witness the highest growth over the forecast period due to increasing production of small, compact, and luxury cars and increasing penetration of AHSS material per car to reduce the carbon emission and to increase fuel efficiency.

Europe will remain the largest region and it is also expected to witness the highest growth over the forecast period due to the increasing use of lightweight materials content per vehicle coupled with stringent government regulations to reduce the carbon emission.

## Features of the Global Automotive AHSS Market

**Market Size Estimates:** Global automotive AHSS market size estimation in terms of value (\$M) and volume (million lbs) shipment.

**Trend and Forecast Analysis:** Market trends (2015-2020) and forecast (2022-2027) by various segments.

**Segmentation Analysis:** Global automotive AHSS market size by various segments, such as by product type, application, and vehicle. in terms of value and volume.

**Regional Analysis:** Global automotive AHSS market breakdown by North America, Europe, Asia Pacific, and Rest of the World.

**Growth Opportunities:** Analysis of growth opportunities in different segments by a type and regions for the global automotive AHSS market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape of the global automotive AHSS market.

**Analysis of competitive intensity of the industry based on Porter's Five Forces model**

## FAQ

**Q1. What is the automotive AHSS market size?**

**Answer:** The global automotive AHSS market is expected to reach an estimated \$32.9 billion by 2027.

**Q2. What is the growth forecast for automotive AHSS market?**

**Answer:** The automotive AHSS market is expected to grow at a CAGR of 9.9% from 2021 to 2027.

Q3. What are the major drivers influencing the growth of the automotive AHSS market?

Answer: The major drivers for this market are increasing vehicle production, reduction in fuel consumption, lower cost of AHSS materials than other lightweight materials, and stringent government regulations regarding CO2 emissions.

Q4. What are the major vehicle types or end use industries for automotive AHSS?

Answer: Passenger car segment is the major segment by vehicle type for automotive AHSS.

Q5. What are the emerging trends in automotive AHSS market?

Answer: Emerging trends, which have a direct impact on the dynamics of the industry, include the introduction of pre-oxidation for galvanizing AHSS and the development of third generation AHSS. .

Q6. Who are the key automotive AHSS companies?

Answer: Some of the key automotive AHSS companies are as follows:

ArcelorMittal SA

ThyssenKrupp AG

POSCO

SSAB AB

AK Steel

Q7. Which automotive AHSS vehicle type segment will be the largest in future?

Answer: Lucintel forecasts that AHSS for passenger cars will remain the largest end use segment and it is also expected to witness the highest growth over the forecast period due to increasing production of small, compact, and luxury cars and increasing penetration of AHSS material per car to reduce the carbon emission and to increase fuel efficiency.

Q8: In automotive AHSS market, which region is expected to be the largest in next 5 years?

Answer: Europe will remain the largest region and it is also expected to witness the highest growth over the forecast period due to the increasing use of lightweight materials content per vehicle coupled with stringent government regulations to reduce the carbon emission.

Q9. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1 What are some of the most promising growth opportunities for the global automotive AHSS market by product type (Dual phase steel, Martensitic Steel, Boron steel, TRIP and Others), vehicle type (Passenger cars and Light commercial vehicle), application (Body and Closures, Suspensions, Bumper and Intrusion Beams and Others) and region (North America, Europe, Asia Pacific, and Rest of the World)?

Q.2 Which segments will grow at a faster pace and why?

Q.3 Which region will grow at a faster pace and why?

Q.4 What are the key factors affecting market dynamics? What are the drivers and challenges, and business risks in this market?

Q.5 What are the business risks and competitive threats in this market?

Q.6 What are the emerging trends in this market and the reasons behind them?

Q.7 What are some of the changing demands of customers in the market?

Q.8 What are the new developments in the market and which companies are leading these developments?

Q.9 Who are the major players in this market? What strategic initiatives are being taken by key players for business growth?

Q.10 What are some of the competing products in this market and how big of a threat do they pose for loss of market share by product substitution?

Q.11 What M&A activity has occurred in the last five years?



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