

# **Top Five Global Automotive Sensor Companies: Performance, Strategies, and Competitive Analysis, March 2013**

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## **Abstracts**

According to this report, with good opportunities for growth anticipated in the global market for automotive sensors, the industry is estimated to reach in annual revenue \$18.8 billion in 2017. The global automotive sensors industry is consolidated industry and involves automotive vehicle manufacturers and automotive component suppliers as its major customers.

With good opportunities for growth anticipated in the global market for automotive sensors, the industry is estimated to reach in annual revenue \$18.8 billion in 2017. The global automotive sensors industry is consolidated industry and involves automotive vehicle manufacturers and automotive component suppliers as its major customers.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the industry and presents its findings in Top Five Global Automotive Sensor Companies: Performance, Strategies, and Competitive Analysis. The report provides detailed insight into the performance of the top five automotive sensor companies across the world. The analysis highlights the companies that are performing the best among the peer group, and in which areas, and therefore clarifies leading performance standards and the strengths and weaknesses of companies covered.

The industry is largely driven by growth in the sales of vehicles that are served with various sensor applications. These applications are segmented as engine and transmission, safety and security, body applications, chassis applications, and driver support. The US, Europe and Asia Pacific (APAC), specifically China, India, and Japan, are found the major regions attaining global growth for sensors in automotive

applications. In this study, Lucintel profiles the following five companies with competitive assessments:

Continental AG

Delphi Automotive PLC

Denso Corporation

Honeywell International Inc.

TRW Automotive Holdings Corp.

During 2005-2011, the growth was highest in APAC, driven by greater recognition of sensor benefits in India, ensuring economies of scale and improving production growth.

This study is intended to provide industry leaders with a competitive benchmarking of the worlds top five automotive sensor companies. The study provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. The report helps current suppliers realistically assess their capabilities and strategies, vis-a-vis leading competitors. It is designed to provide executives with strategically significant competitor information, analysis, and insight, critical to the development and implementation of effective marketing and sales plans.

This market report is an indispensable reference guide for materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global automotive sensor industry. In todays chaotic economy, you need every advantage that you can find to keep ahead in your business

In Lucintels newest competitive research study on the worlds automotive sensor, we thoroughly profile following five companies with detailed competitive assessments:

Continental AG

Delphi Automotive PLC

Denso Corporation

Honeywell International Inc.

TRW Automotive Holdings Corp.

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial & market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with automotive sensor industry. Some of the features of this multi-client market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the global automotive sensor

Regional analysis: global automotive sensor breakdown by key regions (e.g., North America, Europe, APAC and ROW)

Market trends, drivers and forecasts

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