

Air Filters Market by Type (Intake & Cabin), Filter Media (Intake-Cellulose & Synthetic, Cabin-Particle & Activated Carbon), Vehicle Type (Passenger Car, LCV, HCV, & Off- Highway), Market (OE & Aftermarket), & by Region - Global Forecast to 2020

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Abstracts

The function of the intake air filter is to restrict the entry of airborne contaminants in the engine. Cellulose and synthetic are two kinds of filter media commonly used in intake air filters. Cellulose is conventional filter media and is estimated to hold the largest market share; whereas synthetic is emerging technology and is slowly gaining popularity in the market owing to its high filtration efficiency and long service life.

Cabin air filters ensure the supply of clean air in the passenger cabin. Particle filter media are commonly used in cabin air filters and are capable of removing contaminants such as dust, dirt, and pollen. The use of activated carbon in cabin air filters enables the removal of unpleasant odors and harmful exhaust fumes, which could adversely affect passenger health. Particle cabin air filters are estimated to hold the largest share in the automotive air filters market, while activated carbon air filters are projected to grow rapidly in the near future.

The global automotive air filters market is projected to grow at a promising rate. Asia-Oceania is estimated to be the largest market for automotive air filters. This can be attributed to the rising demand for automobiles in the region. Several OEMs are expanding in this region to cater to this demand. North America is projected to be the fastest-growing market for automotive air filters during the forecast period.

This report classifies and defines the global automotive air filters market size, in terms of volume and value. Market size, in terms of volume, is provided in thousand units

('000 units) from 2013 to 2020, whereas the market size, in terms of value, is provided USD Million. This report also provides qualitative data about automotive air filters.

The report includes a comprehensive review of market drivers, restraints, opportunities, challenges, and key issues in the global automotive air filters market. The key players in the market have been identified and profiled. Apart from quantitative analysis of these markets, the report also covers qualitative aspects such as value chain analysis, PEST analysis, and Porter's Five Forces analysis for the global automotive air filters market.

Reasons to Buy the Report:

This report focuses on various levels of analysis, including industry analysis (industry trends, Porters Five Forces, and PEST analysis), value chain analysis, market share analysis of top players, and company profiles. These together comprise and discuss the basic views on the emerging and high-growth segments of the automotive air filters market, competitive landscape, drivers, restraints, opportunities, challenges, high-growth regions, countries and their respective regulatory policies, and government initiatives. It also includes a separate section which provides insights about supplier data analysis.

The report would enable both, new entrants/smaller firms and established firms to understand the market, which would in turn, help them to acquire a larger market share. Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, market development, product development/innovation, market diversification, and competitive assessment) to strengthen their position in the market.

The report provides insights with reference to the following points:

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for automotive air filters across regions

Product Development/Innovation: Detailed insights into R&D activities, upcoming technologies, and new product launches in the global automotive air filters market

Market Diversification: Detailed information about untapped markets,

investments, new products, and recent developments in the global automotive air filters market

Competitive Assessment: In-depth assessment of strategies, products, manufacturing capabilities of leading players, and their market shares in the global automotive air filter market

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