

# **Automotive Ambient Lighting Market by IC & Electric Vehicle (BEV, FCEV, PHEV), Application (Footwell, Door, Dashboard, Center Console), Passenger Car (C, D, E & F), Aftermarket (Country & Application (Interior & Exterior)) - Global Forecast to 2027**

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## **Abstracts**

The automotive ambient lighting market size is projected to reach USD 6.2 billion by 2027 from an estimated USD 3.8 billion in 2022, at a CAGR of 10.6% from 2022 to 2027. The key factors driving the market growth include increasing penetration of ambient lighting in low to mid-segment vehicles, inclination toward luxury, and increasing vehicle production. The improving economic condition of developing regions such as Asia Oceania has boosted the market for premium vehicles, which are equipped with ambient lighting.

“The footwell segment for automotive ambient lighting segment is expected to hold a dominant share throughout the forecast period as most of OEMs offer automotive ambient lighting in Footwell as standard feature”

Footwell segment is estimated to hold the largest market share during the forecast period. The penetration of footwell ambient lighting is higher as compared to other applications. It is available in most of top variants of C and D segment vehicles. In E segment vehicles, footwell ambient lighting is offered as a standard feature. Ambient lighting is also available as a package, certain applications such as footwells and doors are the most basic features. Hence, the penetration of ambient lighting is expected to increase in line with the increasing penetration of footwell ambient lighting in lower to mid-range cars in the future.

“Fuel Cell Electric vehicles (FCEV) is anticipated to grow at the fastest rate owing to

government support in various form to promote these vehicles”

FCEVs is projected to register higher growth rate for ambient lighting market among all electric vehicles owing to the government initiatives for the development of fuel cell technology and infrastructure are also. For instance, in 2017, the Korean government offered a subsidy of USD 24,000 for FCEV purchases. The aggressive incentive plan is designed to have 9,000 FCEVs on South Korean roads in 2020. In April 2017, the Federal Government of Canada announced a funding of USD 1.6 million to Hydrogenics to build two hydrogen fueling stations in the Greater Toronto Area. In Germany, the government plans to build a national network of 400 hydrogen refueling stations by 2025 to promote FCEV sales in the country. Governments are also incentivizing OEMs to develop hydrogen infrastructure to support fuel cell technology. For instance, Hyundai is working with governments and other sources around the world to open more hydrogen refueling stations. The Korean government plans to have 100 stations operating nationally in 2020 and more than double that number by 2025. These efforts would prompt market growth of FCEVs which in turn results in higher growth of ambient lighting market in these vehicles

“North America is anticipated to be the second-largest market for automotive ambient lighting in 2022 ”

North America is projected to hold the second-largest share of the automotive ambient lighting market by 2027 as the North American automotive industry is one of the most advanced industries in the world. The North American Free Trade Agreement (NAFTA) has fostered the growth of the automotive industry in the region. The US, which is largest market for automotive ambient lighting has gradually shifted focus from incandescent lighting systems such as Halogen to Xenon and now to inorganic and organic LEDs. In recent years, local automotive OEMs such as Ford Motors, General Motors, and Fiat-Chrysler have increased production, particularly of pickup trucks and SUVs, which dominate the market. Most of their vehicle models are offered with ambient lighting feature. According to MarketsandMarkets Analysis, the D-segment vehicles experienced a lucrative production growth of ~6.0% between 2017 and 2021 in North America The increased production of mid-range vehicles installed with ambient lighting would boost the demand for the automotive ambient lighting market in the region.

In-depth interviews were conducted with CXOs, VPs, directors from business development, marketing, product development/innovation teams, independent consultants, and executives from various key organizations operating in this market.

By Company Type –OEM - 30%, Tier-1 - 55%, and Tier 2 – 29%

By Designation - C level - 50%, D-level - 40%, and Others - 10%

By Region – Asia Pacific - 40%, North America - 30%, Europe - 20%, and RoW – 10%

The key players in the ambient lighting market are profiled in the study. These include Hella (Germany), Valeo S.A. (France), ams OSRAM (Austria), Grupo Antolin (Spain), Koito Manufacturing Co., Ltd. (Japan), Signify (Philips Lighting) (Netherlands) and Stanley Electric Co., Ltd. (Japan).

#### Research Coverage:

The ambient lighting market for automotive is segmented by application, passenger car, electric vehicles, and aftermarket. For ICE and electric vehicles, considered components such as dashboards, footwell, doors, center console, and others (armrest, headliners, and seats). As ambient lighting is available in C and above segment cars, covered passenger car segments - C, D, E, and F-segment. In this study, also covered alternate fuel vehicles (BEV, FCEV, and PHEV) and aftermarket lighting applications (Interior and exterior).

The study also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

#### Key Benefits of Buying the Report:

The report will help the market leaders/new entrants in this market with the information on the closest approximations of the revenue numbers for the overall automotive ambient lighting market and the sub-segments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

## Contents

### 1 INTRODUCTION

#### 1.1 OBJECTIVES OF THE STUDY

#### 1.2 MARKET DEFINITION

##### 1.2.1 INCLUSIONS & EXCLUSIONS

TABLE 1 INCLUSIONS & EXCLUSIONS FOR AUTOMOTIVE AMBIENT LIGHTING MARKET

#### 1.3 MARKET SCOPE

##### 1.3.1 MARKETS COVERED

FIGURE 1 MARKET SEGMENTATION: AUTOMOTIVE AMBIENT LIGHTING MARKET

##### 1.3.2 AUTOMOTIVE AMBIENT LIGHTING MARKET, BY REGION

##### 1.3.3 YEARS CONSIDERED FOR THE STUDY

#### 1.4 CURRENCY

#### 1.5 LIMITATIONS

#### 1.6 STAKEHOLDERS

#### 1.7 SUMMARY OF CHANGES

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

FIGURE 2 AUTOMOTIVE AMBIENT LIGHTING MARKET: RESEARCH

FIGURE 3 RESEARCH METHODOLOGY MODEL

#### 2.2 SECONDARY DATA

2.2.1 KEY SECONDARY SOURCES FOR BASE NUMBERS (VEHICLE PRODUCTION AND PARC DATA)

##### 2.2.2 KEY SECONDARY SOURCES FOR MARKET SIZING

###### 2.2.2.1 Key data from secondary sources

##### 2.2.3 PRIMARY DATA

FIGURE 4 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

###### 2.2.3.1 Sampling techniques & data collection methods

###### 2.2.3.2 Primary participants

#### 2.3 MARKET SIZE ESTIMATION

FIGURE 5 RESEARCH METHODOLOGY: HYPOTHESIS BUILDING

##### 2.3.1 BOTTOM-UP APPROACH

FIGURE 6 GLOBAL AUTOMOTIVE AMBIENT LIGHTING MARKET SIZE: BOTTOM-UP APPROACH

## FIGURE 7 AUTOMOTIVE AMBIENT LIGHTING MARKET: RESEARCH DESIGN & METHODOLOGY

2.3.2 FACTOR ANALYSIS FOR MARKET SIZING: DEMAND AND SUPPLY SIDES

2.4 FACTOR ANALYSIS

2.5 MARKET BREAKDOWN & DATA TRIANGULATION

FIGURE 8 DATA TRIANGULATION

2.6 RESEARCH ASSUMPTIONS

2.7 RISK ASSESSMENT AND RANGES

TABLE 2 AUTOMOTIVE AMBIENT LIGHTING MARKET: RISK ASSESSMENT AND RANGES

2.8 RESEARCH LIMITATIONS

## 3 EXECUTIVE SUMMARY

3.1 INTRODUCTION

3.2 PRE- VS POST-COVID-19 SCENARIO

FIGURE 9 PRE- & POST-COVID-19 SCENARIO: AUTOMOTIVE AMBIENT LIGHTING MARKET SIZE, 2018–2027 (USD MILLION)

TABLE 3 AUTOMOTIVE AMBIENT LIGHTING OE MARKET SIZE: PRE- VS. POST-COVID-19 SCENARIO, 2018–2027 (USD MILLION)

3.3 REPORT SUMMARY

FIGURE 10 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY COMPONENT, 2022 VS. 2027 (USD MILLION)

## 4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN AUTOMOTIVE AMBIENT LIGHTING OE MARKET

FIGURE 11 GROWING DEMAND FOR LUXURY VEHICLES, OPTIMIZED INTERIOR LIGHTING, AND CONSUMER PREFERENCE FOR PERSONALIZED FEATURES DRIVE MARKET

4.2 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY COMPONENT

FIGURE 12 FOOTWELL ESTIMATED TO HOLD MAXIMUM MARKET SHARE IN

### 2022 (USD MILLION)

4.3 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY PASSENGER CAR SEGMENT

FIGURE 13 D SEGMENT ESTIMATED TO HOLD LARGEST MARKET SHARE IN

2022

4.4 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY COMPONENT

FIGURE 14 DASHBOARD PROJECTED TO REGISTER FASTEST GROWTH RATE DURING FORECAST PERIOD

4.5 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY VEHICLE TYPE

FIGURE 15 BEV PROJECTED TO LEAD ELECTRIC VEHICLE AMBIENT LIGHTING MARKET DURING FORECAST PERIOD

4.6 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION

FIGURE 16 INTERIOR PROJECTED TO LEAD AFTERMARKET FOR AMBIENT LIGHTING DURING FORECAST PERIOD

4.7 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY REGION

FIGURE 17 ASIA PACIFIC PROJECTED TO LEAD AFTERMARKET FOR AMBIENT LIGHTING DURING FORECAST PERIOD

4.8 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION

FIGURE 18 ASIA PACIFIC ESTIMATED TO ACCOUNT FOR LARGEST SHARE OF AUTOMOTIVE AMBIENT LIGHTING MARKET IN 2022

## **5 MARKET OVERVIEW**

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 19 AUTOMOTIVE AMBIENT LIGHTING MARKET: MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Increasing sale of ultra-luxurious vehicles

FIGURE 20 E & F SEGMENT VEHICLE PRODUCTION OF KEY PLAYERS, 2016–2021 (THOUSAND UNITS)

TABLE 4 PRODUCTION OF KEY E & F SEGMENT VEHICLES FOR KEY OEMS

5.2.1.2 Efforts to optimize interior lighting

5.2.1.3 Consumer inclination toward comfort & safety features

FIGURE 21 C & D SEGMENT VEHICLE PRODUCTION, 2016–2021 (THOUSAND UNITS)

5.2.1.4 Easy availability of aftermarket solutions

TABLE 5 OE-RECOMMENDED AMBIENT LIGHTING COST (USD)

TABLE 6 AFTERMARKET AMBIENT LIGHTING COST

5.2.2 RESTRAINTS

5.2.2.1 High cost of OE integration

TABLE 7 OE INTEGRATION COST (USD)

5.2.2.2 Higher cost of LED lights compared to halogen lights

FIGURE 22 COMPARATIVE GLOBAL AVERAGE PRICE OF 55W HEADLIGHTS, 2021

### 5.2.3 OPPORTUNITIES

5.2.3.1 Enhanced functionalities in lighting

5.2.3.2 Increasing use of mood lighting

#### TABLE 8 PSYCHOLOGICAL EFFECTS OF AMBIENT LIGHTING COLORS

5.2.3.3 Collaborations among automotive OEMs and lighting system manufacturers

#### TABLE 9 PARTNERSHIPS & COLLABORATIONS, 2019–2022

### 5.2.4 CHALLENGES

5.2.4.1 Possibility of driver distraction

5.2.4.2 Presence of unorganized aftermarket

5.2.4.3 Volatility of raw material prices

5.2.4.4 Increase in competition from local companies offering counterfeit/aftermarket solutions

## 5.3 PORTER'S FIVE FORCES ANALYSIS

### FIGURE 23 PORTER'S FIVE FORCES ANALYSIS: AUTOMOTIVE AMBIENT LIGHTING MARKET

#### 5.3.1 PORTER'S FIVE FORCES ANALYSIS

#### TABLE 10 PORTER'S FIVE FORCES ANALYSIS

FIGURE 24 INTENSITY OF COMPETITIVE RIVALRY IN AUTOMOTIVE AMBIENT LIGHTING MARKET IS CONSIDERED MEDIUM

#### 5.3.2 COMPETITIVE RIVALRY

FIGURE 25 LARGE NUMBER OF PLAYERS IN THE MARKET LEADS TO A HIGH DEGREE OF COMPETITION

#### 5.3.3 THREAT OF NEW ENTRANTS

FIGURE 26 DESIGN AND REGULATORY NORMS IN THIS MARKET ARE RELATIVELY LOW

#### 5.3.4 THREAT OF SUBSTITUTES

FIGURE 27 LIGHTING BEING THE INTEGRAL COMPONENT OF AUTOMOBILE VEHICLES MAKES THREAT OF SUBSTITUTES LOW

#### 5.3.5 BARGAINING POWER OF SUPPLIERS

FIGURE 28 LARGE NUMBER OF SUPPLIERS MAKES THE BARGAINING POWER OF SUPPLIERS LOW

#### 5.3.6 BARGAINING POWER OF BUYERS

FIGURE 29 SPECIFIC BUYER REQUIREMENTS AND LARGE NUMBER OF SUPPLIERS MAKES THE BARGAINING POWER OF BUYERS HIGH

## 5.4 TRENDS/DISRUPTIONS IMPACTING AUTOMOTIVE AMBIENT LIGHTING MARKET

5.4.1 INTERIOR VEHICLE DESIGN HEAVILY INFLUENCED BY AUTONOMOUS DRIVING AND NEED FOR PERSONALIZATION

5.4.2 KEY DEVELOPMENTS IN INTERIOR VEHICLE LIGHTS FOR SHARED



## MOBILITY AND SELF DRIVING VEHICLES

### 5.5 SUPPLY CHAIN ANALYSIS

#### FIGURE 30 AUTOMOTIVE AMBIENT LIGHTING MARKET: SUPPLY CHAIN ANALYSIS

##### 5.5.1 RESEARCH AND PRODUCT DEVELOPMENT EXECUTIVES

##### 5.5.2 RAW MATERIAL/COMPONENT SUPPLIERS

##### 5.5.3 ORIGINAL EQUIPMENT MANUFACTURERS

##### 5.5.4 VEHICLE MANUFACTURERS

##### 5.5.5 DISTRIBUTORS AND SALES REPRESENTATIVES

##### 5.5.6 END USERS

### 5.6 TRADE ANALYSIS

#### TABLE 11 IMPORT OF ELECTRIC LIGHTING AND VISUAL SIGNALING EQUIPMENT FOR MOTOR VEHICLES (EXCLUDING LAMPS), BY COUNTRY, 2017–2020 (USD THOUSAND)

#### TABLE 12 EXPORT OF ELECTRIC LIGHTING AND VISUAL SIGNALING EQUIPMENT FOR MOTOR VEHICLE (EXCLUDING LAMPS), BY COUNTRY, 2017–2020 (USD THOUSAND)

### 5.7 TECHNOLOGY ANALYSIS

### 5.8 AUTOMOTIVE AMBIENT LIGHTING MARKET SCENARIO

#### FIGURE 31 AUTOMOTIVE AMBIENT LIGHTING MARKET SCENARIO, 2018–2027 (USD MILLION)

##### 5.8.1 MOST LIKELY/REALISTIC SCENARIO

#### TABLE 13 REALISTIC SCENARIO: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2027 (USD MILLION)

##### 5.8.2 HIGH COVID-19 IMPACT SCENARIO

#### TABLE 14 HIGH COVID-19 IMPACT SCENARIO: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2027 (USD MILLION)

##### 5.8.3 LOW COVID-19 IMPACT SCENARIO

#### TABLE 15 LOW COVID-19 IMPACT SCENARIO: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2027 (USD MILLION)

### 5.9 AVERAGE SELLING PRICE (ASP) TREND ANALYSIS

#### TABLE 16 AVERAGE PRICES OF AUTOMOTIVE AMBIENT LIGHTING SYSTEM, 2019-2021

### 5.10 PATENT ANALYSIS

### 5.11 CASE STUDY ANALYSIS

##### 5.11.1 USE CASE 1: LED HEADLAMPS DESIGN

##### 5.11.2 USE CASE 2: BMW GROUP AND LIGHTING ENGINEERING GROUP AT ILMENAU UNIVERSITY

##### 5.11.3 USE CASE 3: INFLUENCE OF AMBIENT LIGHTING IN A VEHICLE INTERIOR



## ON THE DRIVER'S PERCEPTIONS

### 5.12 REGULATORY LANDSCAPE

TABLE 17 NORTH AMERICA: AMBIENT LIGHTING/VEHICLE LIGHTING REGULATIONS

TABLE 18 EUROPE: AMBIENT LIGHTING/VEHICLE LIGHTING REGULATIONS

TABLE 19 ASIA PACIFIC: AMBIENT LIGHTING/VEHICLE LIGHTING REGULATIONS

### 5.13 REGULATORY BODIES/GOVERNMENT AGENCIES

TABLE 20 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 21 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 22 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

### 5.14 CONFERENCES AND EVENTS

5.14.1 AUTOMOTIVE AMBIENT LIGHTING MARKET: DETAILED LIST OF UPCOMING CONFERENCES & EVENTS

## **6 RECOMMENDATIONS FROM MARKET SANDMARKETS**

6.1 ASIA PACIFIC: POTENTIAL MARKET FOR AMBIENT LIGHTING MANUFACTURERS TO FOCUS ON

6.2 ADVANCED LIGHTING SOLUTIONS WITH EFFICIENT TECHNOLOGIES NEED OF THE FUTURE

6.3 CONCLUSION

## **7 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY COMPONENT**

### 7.1 INTRODUCTION

7.1.1 RESEARCH METHODOLOGY

7.1.2 ASSUMPTIONS

7.1.3 INDUSTRY INSIGHTS: BY COMPONENT & REGION

FIGURE 32 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY COMPONENT, 2022 VS. 2027 (USD MILLION)

TABLE 23 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY COMPONENT, 2018–2021 (THOUSAND UNITS)

TABLE 24 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY COMPONENT, 2022–2027 (THOUSAND UNITS)

TABLE 25 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY COMPONENT, 2018–2021 (USD MILLION)

TABLE 26 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY COMPONENT, 2022–2027 (USD MILLION)

#### 7.2 DASHBOARD

TABLE 27 DASHBOARD: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 28 DASHBOARD: AUTOMOTIVE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 29 DASHBOARD: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, 2018–2021 (USD MILLION)

TABLE 30 DASHBOARD: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, 2022–2027 (USD MILLION)

#### 7.3 DOOR

TABLE 31 DOOR: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 32 DOOR: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 33 DOOR: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 34 DOOR: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (USD MILLION)

#### 7.4 CENTER CONSOLE

TABLE 35 CENTER CONSOLE: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 36 CENTER CONSOLE: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 37 CENTER CONSOLE: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, 2018–2021 (USD MILLION)

TABLE 38 CENTER CONSOLE: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, 2022–2027 (USD MILLION)

#### 7.5 FOOTWELL

TABLE 39 FOOTWELL: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 40 FOOTWELL: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 41 FOOTWELL: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 42 FOOTWELL: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (USD MILLION)

#### 7.6 OTHERS

TABLE 43 OTHERS: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 44 OTHERS: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 45 OTHERS: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 46 OTHERS: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (USD MILLION)

## **8 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY PASSENGER CAR SEGMENT**

### **8.1 INTRODUCTION**

#### **8.1.1 RESEARCH METHODOLOGY**

#### **8.1.2 ASSUMPTIONS**

#### **8.1.3 INDUSTRY INSIGHTS: BY PASSENGER CAR & REGION**

FIGURE 33 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY PASSENGER CAR SEGMENT, 2022 VS. 2027 (USD MILLION)

TABLE 47 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY PASSENGER CAR SEGMENT, 2018–2021 (THOUSAND UNITS)

TABLE 48 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY PASSENGER CAR SEGMENT, 2022–2027 (THOUSAND UNITS)

TABLE 49 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY PASSENGER CAR, 2018–2021 (USD MILLION)

TABLE 50 AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY PASSENGER CAR, 2022–2027 (USD MILLION)

### **8.2 C SEGMENT**

TABLE 51 C SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 52 C SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 53 C SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 54 C SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (USD MILLION)

### **8.3 D SEGMENT**

TABLE 55 D SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 56 D SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY

REGION, 2022–2027 (THOUSAND UNITS)

TABLE 57 D SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 58 D SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (USD MILLION)

8.4 E SEGMENT

TABLE 59 E SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 60 E SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 61 E SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 62 E SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (USD MILLION)

8.5 F SEGMENT

TABLE 63 F SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 64 F SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 65 F SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 66 F SEGMENT: AUTOMOTIVE AMBIENT LIGHTING OE MARKET, BY REGION, 2022–2027 (USD MILLION)

## **9 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY COMPONENT**

9.1 INTRODUCTION

9.1.1 RESEARCH METHODOLOGY

9.1.2 ASSUMPTIONS

9.1.3 INDUSTRY INSIGHTS: BY COMPONENT

FIGURE 34 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY COMPONENT, 2022 VS. 2027 (USD MILLION)

TABLE 67 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY COMPONENT, 2018–2021 (THOUSAND UNITS)

TABLE 68 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY COMPONENT, 2022–2027 (THOUSAND UNITS)

TABLE 69 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY COMPONENT, 2018–2021 (USD MILLION)

TABLE 70 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY COMPONENT,

2022–2027 (USD MILLION)

## 9.2 DASHBOARD

TABLE 71 DASHBOARD: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 72 DASHBOARD: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 73 DASHBOARD: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 74 DASHBOARD: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (USD MILLION)

## 9.3 DOOR

TABLE 75 DOOR: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 76 DOOR: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 77 DOOR: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 78 DOOR: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (USD MILLION)

## 9.4 CENTER CONSOLE

TABLE 79 CENTER CONSOLE: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 80 CENTER CONSOLE: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 81 CENTER CONSOLE: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 82 CENTER CONSOLE: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (USD MILLION)

## 9.5 FOOTWELL

TABLE 83 FOOTWELL: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 84 FOOTWELL: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 85 FOOTWELL: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 86 FOOTWELL: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (USD MILLION)

## 9.6 OTHERS

TABLE 87 OTHERS: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY

REGION, 2018–2021 (THOUSAND UNITS)

TABLE 88 OTHERS: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 89 OTHERS: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 90 OTHERS: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (USD MILLION)

## **10 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY VEHICLE TYPE**

### 10.1 INTRODUCTION

#### 10.1.1 RESEARCH METHODOLOGY

#### 10.1.2 ASSUMPTIONS

#### 10.1.3 INDUSTRY INSIGHTS: BY VEHICLE TYPE& REGION

FIGURE 35 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY VEHICLE TYPE, 2022 VS. 2027 (USD MILLION)

TABLE 91 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY VEHICLE TYPE, 2018–2021 (THOUSAND UNITS)

TABLE 92 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY VEHICLE TYPE, 2022–2027 (THOUSAND UNITS)

TABLE 93 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY VEHICLE TYPE, 2018–2021 (USD MILLION)

TABLE 94 ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY VEHICLE TYPE, 2022–2027 (USD MILLION)

### 10.2 BEV

TABLE 95 BEV: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 96 BEV: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 97 BEV: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 98 BEV: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (USD MILLION)

### 10.3 PHEV

TABLE 99 PHEV: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 100 PHEV: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 101 PHEV: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION,

2018–2021 (USD MILLION)

TABLE 102 PHEV: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (USD MILLION)

10.4 FCEV

TABLE 103 FCEV: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (THOUSAND UNITS)

TABLE 104 FCEV: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (THOUSAND UNITS)

TABLE 105 FCEV: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 106 FCEV: ELECTRIC VEHICLE AMBIENT LIGHTING MARKET, BY REGION, 2022–2027 (USD MILLION)

## **11 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION**

### 11.1 INTRODUCTION

11.1.1 RESEARCH METHODOLOGY

11.1.2 ASSUMPTIONS

11.1.3 INDUSTRY INSIGHTS: AFTERMARKET, BY APPLICATION

FIGURE 36 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022 VS. 2027 (USD MILLION)

TABLE 107 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 108 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 109 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 110 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

### 11.2 INTERIOR

TABLE 111 INTERIOR: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY REGION, 2018–2021 (MILLION UNITS)

TABLE 112 INTERIOR: AMBIENT LIGHTING AFTERMARKET, BY REGION, 2022–2027 (MILLION UNITS)

TABLE 113 INTERIOR: AMBIENT LIGHTING AFTERMARKET, BY REGION, 2018–2021 (MILLION USD)

TABLE 114 INTERIOR: AMBIENT LIGHTING AFTERMARKET, BY REGION, 2022–2027 (MILLION USD)

### 11.3 EXTERIOR



TABLE 115 EXTERIOR: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY REGION, 2018–2021 (MILLION UNITS)

TABLE 116 EXTERIOR: AMBIENT LIGHTING AFTERMARKET, BY REGION, 2022–2027 (MILLION UNITS)

TABLE 117 EXTERIOR: AMBIENT LIGHTING AFTERMARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 118 EXTERIOR: AMBIENT LIGHTING AFTERMARKET, BY REGION, 2022–2027 (USD MILLION)

## **12 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY REGION**

### 12.1 INTRODUCTION

#### 12.1.1 RESEARCH METHODOLOGY

#### 12.1.2 ASSUMPTIONS

#### 12.1.3 INDUSTRY INSIGHTS: AFTERMARKET, BY APPLICATION

FIGURE 37 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, 2022 VS. 2027 (USD MILLION)

TABLE 119 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY REGION, 2018–2021 (MILLION UNITS)

TABLE 120 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY REGION, 2022–2027 (MILLION UNITS)

TABLE 121 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 122 AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY REGION, 2022–2027 (USD MILLION)

### 12.2 NORTH AMERICA

FIGURE 38 NORTH AMERICA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET SNAPSHOT

TABLE 123 NORTH AMERICA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2018–2021 (MILLION UNITS)

TABLE 124 NORTH AMERICA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2022–2027 (MILLION UNITS)

TABLE 125 NORTH AMERICA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 126 NORTH AMERICA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2022–2027 (USD MILLION)

#### 12.2.1 US

TABLE 127 US: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 128 US: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 129 US: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 130 US: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

#### 12.2.2 CANADA

TABLE 131 CANADA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 132 CANADA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 133 CANADA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 134 CANADA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

#### 12.2.3 MEXICO

TABLE 135 MEXICO: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 136 MEXICO: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 137 MEXICO: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 138 MEXICO: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

#### 12.3 EUROPE

FIGURE 39 EUROPE: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, 2022 VS. 2027 (USD MILLION)

TABLE 139 EUROPE: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2018–2021 (MILLION UNITS)

TABLE 140 EUROPE: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2022–2027 (MILLION UNITS)

TABLE 141 EUROPE: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 142 EUROPE: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2022–2027 (USD MILLION)

##### 12.3.1 GERMANY

TABLE 143 GERMANY: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 144 GERMANY: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY

APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 145 GERMANY: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 146 GERMANY: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

#### 12.3.2 UK

TABLE 147 UK: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 148 UK: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 149 UK: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 150 UK: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

#### 12.3.3 FRANCE

TABLE 151 FRANCE: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 152 FRANCE: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 153 FRANCE: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 154 FRANCE: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

#### 12.3.4 ITALY

TABLE 155 ITALY: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 156 ITALY: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 157 ITALY: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 158 ITALY: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

#### 12.3.5 SPAIN

TABLE 159 SPAIN: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 160 SPAIN: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 161 SPAIN: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 162 SPAIN: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

#### 12.4 ASIA PACIFIC

FIGURE 40 ASIA PACIFIC: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET SNAPSHOT

TABLE 163 ASIA PACIFIC: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2018–2021 (MILLION UNITS)

TABLE 164 ASIA PACIFIC: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2022–2027 (MILLION UNITS)

TABLE 165 ASIA PACIFIC: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 166 ASIA PACIFIC: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2022–2027 (USD MILLION)

##### 12.4.1 CHINA

TABLE 167 CHINA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 168 CHINA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 169 CHINA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 170 CHINA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

##### 12.4.2 JAPAN

TABLE 171 JAPAN: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 172 JAPAN: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 173 JAPAN: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 174 JAPAN: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

##### 12.4.3 SOUTH KOREA

TABLE 175 SOUTH KOREA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 176 SOUTH KOREA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 177 SOUTH KOREA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 178 SOUTH KOREA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET,

BY APPLICATION, 2022–2027 (USD MILLION)

#### 12.4.4 INDIA

TABLE 179 INDIA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 180 INDIA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 181 INDIA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 182 INDIA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

#### 12.5 ROW

FIGURE 41 ROW: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2022 VS. 2027 (USD MILLION)

TABLE 183 ROW: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2018–2021 (MILLION UNITS)

TABLE 184 ROW: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2022–2027 (MILLION UNITS)

TABLE 185 ROW: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 186 ROW: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY COUNTRY, 2022–2027 (USD MILLION)

#### 12.5.1 RUSSIA

TABLE 187 RUSSIA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 188 RUSSIA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 189 RUSSIA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 190 RUSSIA: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

#### 12.5.2 BRAZIL

TABLE 191 BRAZIL: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (MILLION UNITS)

TABLE 192 BRAZIL: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (MILLION UNITS)

TABLE 193 BRAZIL: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 194 BRAZIL: AUTOMOTIVE AMBIENT LIGHTING AFTERMARKET, BY APPLICATION, 2022–2027 (USD MILLION)

## **13 COMPETITIVE LANDSCAPE**

### **13.1 OVERVIEW**

#### **13.2 AUTOMOTIVE AMBIENT LIGHTING MARKET SHARE ANALYSIS, 2021**

##### **FIGURE 42 AUTOMOTIVE AMBIENT LIGHTING MARKET SHARE, 2021**

##### **TABLE 195 AUTOMOTIVE AMBIENT LIGHTING MARKET SHARE, 2021**

### **13.3 REVENUE ANALYSIS OF TOP LISTED/PUBLIC PLAYERS**

#### **FIGURE 43 REVENUE ANALYSIS OF TOP LISTED/PUBLIC PLAYERS, 2021**

### **13.4 COMPETITIVE EVALUATION QUADRANT**

#### **13.4.1 TERMINOLOGY**

#### **13.4.2 STAR**

#### **13.4.3 EMERGING LEADERS**

#### **13.4.4 PERVASIVE**

#### **13.4.5 PARTICIPANTS**

##### **TABLE 196 AUTOMOTIVE AMBIENT LIGHTING MARKET: COMPANY PRODUCT FOOTPRINT, 2021**

##### **TABLE 197 AUTOMOTIVE AMBIENT LIGHTING MARKET: COMPANY APPLICATION FOOTPRINT, 2021**

##### **TABLE 198 AUTOMOTIVE AMBIENT LIGHTING MARKET: COMPANY REGION FOOTPRINT, 2021**

##### **FIGURE 44 AUTOMOTIVE AMBIENT LIGHTING MARKET: COMPETITIVE EVALUATION MATRIX, 2021**

### **13.5 COMPETITIVE SCENARIO**

#### **13.5.1 NEW PRODUCT DEVELOPMENTS**

##### **TABLE 199 NEW PRODUCT DEVELOPMENTS, 2019–2022**

#### **13.5.2 EXPANSIONS**

##### **TABLE 200 EXPANSIONS, 2019–2022**

#### **13.5.3 DEALS**

##### **TABLE 201 DEALS, 2018–2022**

### **13.6 KEY PLAYER STRATEGIES/RIGHT TO WIN, 2018–2022**

##### **TABLE 202 COMPANIES ADOPTED NEW PRODUCT DEVELOPMENTS AND EXPANSIONS AS KEY GROWTH STRATEGIES, 2018–2021**

### **13.7 COMPANY EVALUATION QUADRANT: SME PLAYERS IN AUTOMOTIVE AMBIENT LIGHTING MARKET**

#### **13.7.1 STAR**

#### **13.7.2 EMERGING LEADERS**

#### **13.7.3 PERVASIVE**

#### **13.7.4 PARTICIPANTS**



## FIGURE 45 COMPETITIVE EVALUATION MATRIX: AUTOMOTIVE AMBIENT LIGHTING MARKET: SME PLAYERS

### 14 COMPANY PROFILES

#### 14.1 AUTOMOTIVE AMBIENT LIGHTING MARKET - KEY PLAYERS

(Business overview, Products offered, Recent developments, Product launches, MNM Views, Key strengths/right to win, Strategic choices made, and Weaknesses and competitive threats)\*

##### 14.1.1 HELLA

TABLE 203 HELLA: BUSINESS OVERVIEW

FIGURE 46 HELLA: COMPANY SNAPSHOT

TABLE 204 HELLA: DEALS

TABLE 205 HELLA: PRODUCT LAUNCHES

TABLE 206 HELLA: EXPANSIONS

##### 14.1.2 VALEO S.A.

TABLE 207 VALEO S.A.: BUSINESS OVERVIEW

FIGURE 47 VALEO S.A.: COMPANY SNAPSHOT

TABLE 208 VALEO S.A.: DEALS

TABLE 209 VALEO S.A.: PRODUCT LAUNCHES

TABLE 210 VALEO S.A.: EXPANSIONS

##### 14.1.3 GRUPO ANTOLIN

TABLE 211 GRUPO ANTOLIN: BUSINESS OVERVIEW

FIGURE 48 GRUPO ANTOLIN: COMPANY SNAPSHOT

TABLE 212 GRUPO ANTOLIN: DEALS

TABLE 213 GRUPO ANTOLIN: PRODUCT LAUNCHES

TABLE 214 GRUPO ANTOLIN: EXPANSIONS

##### 14.1.4 KOITO MANUFACTURING CO. LTD.

TABLE 215 KOITO MANUFACTURING CO. LTD.: BUSINESS OVERVIEW

FIGURE 49 KOITO MANUFACTURING CO. LTD.: COMPANY SNAPSHOT

TABLE 216 KOITO MANUFACTURING CO. LTD.: DEALS

##### 14.1.5 AMS OSRAM

TABLE 217 AMS OSRAM: BUSINESS OVERVIEW

FIGURE 50 AMS OSRAM: COMPANY SNAPSHOT

TABLE 218 AMS OSRAM: DEALS

TABLE 219 AMS OSRAM: EXPANSIONS

TABLE 220 AMS OSRAM: PRODUCT LAUNCHES

##### 14.1.6 FEDERAL MOGUL (TENNECO)

TABLE 221 FEDERAL MOGUL (TENNECO): BUSINESS OVERVIEW



FIGURE 51 FEDERAL MOGUL (TENNECO): COMPANY SNAPSHOT

TABLE 222 FEDERAL MOGUL (TENNECO): DEALS

14.1.7 TUNGSRAM GROUP

TABLE 223 TUNGSRAM GROUP: BUSINESS OVERVIEW

TABLE 224 TUNGSRAM GROUP: DEALS

14.1.8 SIGNIFY (PHILIPS LIGHTING)

TABLE 225 SIGNIFY (PHILIPS LIGHTING): BUSINESS OVERVIEW

FIGURE 52 SIGNIFY (PHILIPS LIGHTING): COMPANY SNAPSHOT

TABLE 226 SIGNIFY (PHILIPS LIGHTING): PRODUCT LAUNCHES

14.1.9 MARELLI

TABLE 227 MARELLI: BUSINESS OVERVIEW

TABLE 228 MARELLI: DEALS

TABLE 229 MARELLI: PRODUCT LAUNCHES

TABLE 230 MARELLI: EXPANSIONS

14.1.10 STANLEY ELECTRIC CO. LTD.

TABLE 231 STANLEY ELECTRIC CO. LTD.: BUSINESS OVERVIEW

FIGURE 53 STANLEY ELECTRIC CO. LTD.: COMPANY SNAPSHOT

TABLE 232 STANLEY ELECTRIC CO. LTD.: DEALS

TABLE 233 STANLEY ELECTRIC CO. LTD: PRODUCT LAUNCHES

TABLE 234 STANLEY ELECTRIC CO. LTD.: EXPANSIONS

14.1.11 ZIZALA LICHTSYSTEME GMBH

TABLE 235 ZIZALA LICHTSYSTEME GMBH: BUSINESS OVERVIEW

TABLE 236 ZIZALA LICHTSYSTEME GMBH: PRODUCT LAUNCHES

TABLE 237 ZIZALA LICHTSYSTEME GMBH: EXPANSIONS

14.2 OTHER KEY PLAYERS

14.2.1 DRAXLMAIER GROUP

14.2.2 SCHOTT

14.2.3 TOSHIBA LIGHTING AND TECHNOLOGY CORPORATION

14.2.4 PACIFIC INSIGHT

14.2.5 OSHINO LAMPS LTD.

14.2.6 TEXAS INSTRUMENTS

14.2.7 SIGMA INTERNATIONAL

14.2.8 LUMAX INDUSTRIES LTD.

14.2.9 AUTOLITE (INDIA) LTD.

14.2.10 SAMVARDHANA MOTHERSON AUTOMOTIVE SYSTEMS

\*Details on Business overview, Products offered, Recent developments, Product launches, MNM Views, Key strengths/right to win, Strategic choices made, and Weaknesses and competitive threats might not be captured in case of unlisted companies.

## 15 APPENDIX

15.1 CURRENCY & PRICING

15.2 INSIGHTS OF INDUSTRY EXPERTS

15.3 DISCUSSION GUIDE

15.4 KNOWLEDGE STORE: MARKETSDANDMARKETS' SUBSCRIPTION PORTAL

15.5 AVAILABLE CUSTOMIZATIONS

15.5.1 AUTOMOTIVE AMBIENT LIGHTING MARKET, BY PASSENGER CAR AND COUNTRY\*

15.5.2 AUTOMOTIVE AMBIENT LIGHTING MARKET, BY APPLICATION AND COUNTRY\*

15.5.3 AMBIENT LIGHTING MARKET FOR RAPID TRANSIT SYSTEM, BY REGION

15.5.3.1 North America

15.5.3.2 Europe

15.5.3.3 Asia Pacific

15.5.3.4 RoW

15.6 RELATED REPORTS

15.7 AUTHOR DETAILS

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