

Automotive Head-up Display (HUD) Market by HUD Type (Windshield & Combiner), Application (Premium, Luxury & Mid Segment Cars), and by Geography (Asia-Oceania, Europe, North America & RoW) - Industry Trends and Forecast to 2021

<https://marketpublishers.com/r/AD557587B15EN.html>

Date: April 2016

Pages: 139

Price: US\$ 5,650.00 (Single User License)

ID: AD557587B15EN

Abstracts

The automotive head up display market is projected to grow at a CAGR of 21.67% from 2016 to 2021, to reach a market size of USD 1.33 billion by 2021. Key factors supplementing the growth of this market include the increased spending capacity of middle class consumers, growing demand for enhanced comfort and safety features, and increasing vehicle production.

“Combiner head up displays estimated to dominate the market”

The combiner head up display segment is projected to grow at the highest CAGR during the forecast period. The market for combiner head up displays is projected to grow from 103.8 thousand units in 2016 to 348.5 thousand units by 2021. This growth can be attributed to the ergonomic characteristics and low cost of combiner head up display technology. Owing to these characteristics, it is primarily incorporated in mid-segment cars, especially in emerging automotive markets such as China and India, where mid-segment car sales are high. This trend is estimated to continue during the forecast period.

“Asia-Oceania: Fastest-growing market for automotive head up displays”

The Asia-Pacific region is estimated to dominate the automotive head up display market, and is projected to grow at the highest CAGR during forecast period. Asia-Pacific houses leading mid-segment car manufacturers such as Hyundai Motor

Company (South Korea), Honda Motor Co. Ltd. (Japan), Toyota Motor Corporation (Japan), and Nissan Motor Corporation (Japan). Technological advancements have led to head up displays being slowly incorporated in mid-segment cars and being increasingly adopted in the premium car segment.

The study contains insights provided by various industry experts, ranging from material suppliers to Tier-1 companies and OEMs. The break-up of the primaries is as follows:

By Company Type – OEM - 20%, Tier-1 - 50%, Tier-2 - 22%, and Others - 8%

By Designation - C level - 45%, D level - 28%, and Others - 27%

By Region - North America - 15%, Europe - 33%, and Asia-Pacific - 52%

The automotive head up display market is dominated by a few globally established players, such as Nippon Seiki (Germany), Continental AG (Germany), Denso Corporation (Japan), Delphi Automotive PLC (U.K.), and Visteon Corporation (U.S.). Key growth strategies adopted by these players include new product development and expansion.

Reasons to Buy the Report:

This report contains various levels of analysis, including an industry analysis (industry trends, Porter's Five Forces, and market ranking analysis), supply chain analysis, and company profiles, which together comprise and discuss the basic views on the emerging and high-growth segments of the automotive head up display market, competitive landscape, high-growth regions and countries, government initiatives, and market dynamics such as drivers, restraints, opportunities, and challenges.

The report enables new entrants/smaller firms as well as established firms to understand the market better, and would thereby help them acquire a larger market share. Firms purchasing the report could use any one or a combination of the below-mentioned four strategies (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 market for automotive head up displays across regions

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

Market Diversification: Detailed information about untapped markets, investments, new products, and recent developments in the global automotive head up display market

Competitive Assessment: In-depth assessment of strategies, products, and manufacturing capabilities of leading players in the global automotive head up display market

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 STAKEHOLDERS
- 1.5 LIMITATIONS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
- 2.2 SECONDARY DATA
 - 2.2.1 KEY SECONDARY SOURCES
 - 2.2.2 KEY DATA FROM SECONDARY SOURCES
- 2.3 PRIMARY DATA
 - 2.3.1 SAMPLING TECHNIQUES AND DATA COLLECTION METHODS
 - 2.3.2 PRIMARY PARTICIPANTS
- 2.4 FACTOR ANALYSIS
 - 2.4.1 INTRODUCTION
 - 2.4.2 DEMAND SIDE ANALYSIS
 - 2.4.2.1 Impact of GDP on total vehicle sales
 - 2.4.2.2 Urbanization Vs. passenger cars per 1,000 people
 - 2.4.2.3 Infrastructure: Roadways
- 2.5 MARKET SIZE ESTIMATION
- 2.6 DATA TRIANGULATION
- 2.7 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE AUTOMOTIVE HEAD UP DISPLAY MARKET, 2016–2021
- 4.2 AUTOMOTIVE HEAD UP DISPLAY MARKET SHARE (2016) & CAGR, BY REGION

(USD MILLION), 2016–2021

5 TECHNOLOGICAL OVERVIEW

5.1 INTRODUCTION

5.2 CURRENT TECHNOLOGIES IN AUTOMOTIVE HUD MARKET

5.2.1 WINDSHIELD HEAD UP DISPLAY TECHNOLOGY & COMBINER HEAD UP DISPLAY TECHNOLOGY

5.3 UPCOMING TECHNOLOGIES IN AUTOMOTIVE HUD MARKET

5.3.1 AUGMENTED REALITY HEAD UP DISPLAY TECHNOLOGY

6 MARKET OVERVIEW

6.1 INTRODUCTION

6.2 MARKET SEGMENTATION

6.2.1 AUTOMOTIVE HEAD UP DISPLAY MARKET

6.2.1.1 Automotive head up display market, by region

6.2.1.2 Automotive head up display market, by application

6.2.1.3 Automotive head up display market, by HUD type

6.3 MARKET DYNAMICS

6.3.1 DRIVERS

6.3.1.1 Increasing demand for premium & luxury passenger cars in developed as well as developing economies

6.3.1.2 Increasing awareness for safety features among consumers and ease of data accessibility

6.3.2 RESTRAINTS

6.3.2.1 Scope for improvement in features such as luminance, brightness and power consumption

6.3.2.2 Higher cost of windshield HUD

6.3.3 OPPORTUNITIES

6.3.3.1 Reduced cost of HUD would create an opportunity in the mid-segment cars application

6.3.4 CHALLENGES

6.3.4.1 High storage space requirement for augmented reality HUD

6.4 VALUE CHAIN ANALYSIS

6.5 PORTER'S FIVE FORCES ANALYSIS

6.5.1 THREAT OF NEW ENTRANTS

6.5.1.1 Presence of established market players

6.5.2 THREAT FROM SUBSTITUTES

6.5.2.1 Aftermarket devices

6.5.3 BARGAINING POWER OF SUPPLIERS

6.5.3.1 Increasing number of models with HUD

6.5.3.2 Backward integration

6.5.4 BARGAINING POWER OF BUYERS

6.5.4.1 Increasing number of suppliers

6.5.5 INTENSITY OF COMPETITIVE RIVALRY

6.5.5.1 Number of competitors in the market

7 AUTOMOTIVE HEAD UP DISPLAY MARKET, BY HUD TYPE

7.1 INTRODUCTION

7.2 WINDSHIELD PROJECTED

7.2.1 ASIA-PACIFIC

7.2.2 NORTH AMERICA

7.2.3 EUROPE

7.2.4 ROW

7.3 COMBINER PROJECTED

7.3.1 ASIA-PACIFIC

7.3.2 NORTH AMERICA

7.3.3 EUROPE

7.3.4 ROW

8 AUTOMOTIVE HEAD UP DISPLAY MARKET, BY APPLICATION

8.1 INTRODUCTION

8.2 PREMIUM CAR HUD MARKET

8.2.1 ASIA-PACIFIC

8.2.2 NORTH AMERICA

8.2.3 EUROPE

8.2.4 ROW

8.3 LUXURY CAR HUD MARKET

8.3.1 ASIA-PACIFIC

8.3.2 NORTH AMERICA

8.3.3 EUROPE

8.3.4 ROW

8.4 MID SEGMENT CAR HUD MARKET

8.4.1 ASIA-PACIFIC

8.4.2 NORTH AMERICA

8.4.3 EUROPE

8.4.4 ROW

9 AUTOMOTIVE HEAD UP DISPLAY MARKET, BY REGION

9.1 INTRODUCTION

9.2 ASIA-PACIFIC

9.3 NORTH AMERICA

9.4 EUROPE

9.5 ROW

10 COMPETITIVE LANDSCAPE

10.1 MARKET RANKING: AUTOMOTIVE HEAD UP DISPLAY

10.2 AGREEMENTS/JOINT VENTURES/SUPPLY CONTRACTS/PARTNERSHIPS & OTHERS

10.3 EXPANSIONS

10.4 NEW PRODUCT LAUNCHES/DEVELOPMENT

10.5 MERGERS & ACQUISITION

11 COMPANY PROFILES

(Company at a Glance, Business Overview, Products Offered, Key Strategy, Recent Developments, SWOT Analysis & MNM View)*

11.1 INTRODUCTION

11.2 DENSO CORPORATION

11.3 CONTINENTAL AG

11.4 NIPPON SEIKI CO., LTD

11.5 DELPHI AUTOMOTIVE PLC

11.6 VISTEON CORPORATION

11.7 ROBERT BOSCH GMBH

11.8 MICROVISION INC.

11.9 BMW AG

11.10 GENERAL MOTORS COMPANY

11.11 YAZAKI CORPORATION

11.12 PANASONIC CORPORATION

*Details on company at a glance, recent financials, Products offered, strategies & insights, & recent developments might not be captured in case of unlisted companies.

12 APPENDIX

12.1 INSIGHTS OF INDUSTRY EXPERTS

12.2 DISCUSSION GUIDE

12.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

12.4 RELATED REPORTS

12.5 AVAILABLE CUSTOMIZATIONS

12.5.1 COMPANY INFORMATION

List Of Tables

LIST OF TABLES

Table 1 AUTOMOTIVE HEAD UP DISPLAY MARKET, BY TYPE, 2014-2021
(THOUSAND UNITS)

Table 2 AUTOMOTIVE HEAD UP DISPLAY MARKET, BY TYPE, 2014-2021 (USD
MILLION)

Table 3 AUTOMOTIVE WINDSHIELD PROJECTED HUD MARKET SIZE, BY REGION,
2014-2021 (THOUSAND UNITS)

Table 4 AUTOMOTIVE WINDSHIELD PROJECTED HUD MARKET SIZE, BY REGION,
2014-2021 (USD MILLION)

Table 5 ASIA-PACIFIC: AUTOMOTIVE WINDSHIELD PROJECTED HUD MARKET
SIZE, BY COUNTRY, 2014-2021 (THOUSAND UNITS)

Table 6 ASIA-PACIFIC: AUTOMOTIVE WINDSHIELD PROJECTED HUD MARKET
SIZE, BY COUNTRY, 2014-2021 (USD MILLION)

Table 7 NORTH AMERICA: AUTOMOTIVE WINDSHIELD PROJECTED HUD MARKET
SIZE, BY COUNTRY, 2014-2021 (THOUSAND UNITS)

Table 8 NORTH AMERICA: AUTOMOTIVE WINDSHIELD PROJECTED HUD MARKET
SIZE, BY COUNTRY, 2014-2021 (USD MILLION)

Table 9 EUROPE: AUTOMOTIVE WINDSHIELD PROJECTED HUD MARKET SIZE,
BY COUNTRY, 2014-2021 (THOUSAND UNITS)

Table 10 EUROPE: AUTOMOTIVE WINDSHIELD PROJECTED HUD MARKET SIZE,
BY COUNTRY, 2014-2021 (USD MILLION)

Table 11 ROW: AUTOMOTIVE WINDSHIELD PROJECTED HUD MARKET SIZE, BY
COUNTRY, 2014-2021 (THOUSAND UNITS)

Table 12 ROW: AUTOMOTIVE WINDSHIELD PROJECTED HUD MARKET SIZE, BY
COUNTRY, 2014-2021 (USD MILLION)

Table 13 AUTOMOTIVE COMBINER PROJECTED HUD MARKET SIZE, BY REGION,
2014-2021 (THOUSAND UNITS)

Table 14 AUTOMOTIVE COMBINER PROJECTED HUD MARKET SIZE, BY REGION,
2014-2021 (USD MILLION)

Table 15 ASIA-PACIFIC: AUTOMOTIVE COMBINER PROJECTED HUD MARKET
SIZE, BY COUNTRY, 2014-2021 (THOUSAND UNITS)

Table 16 ASIA-PACIFIC: AUTOMOTIVE COMBINER PROJECTED HUD MARKET
SIZE, BY COUNTRY, 2014-2021 (USD MILLION)

Table 17 NORTH AMERICA: AUTOMOTIVE COMBINER PROJECTED HUD MARKET
SIZE, BY COUNTRY, 2014-2021 (THOUSAND UNITS)

Table 18 NORTH AMERICA: AUTOMOTIVE COMBINER PROJECTED HUD MARKET

SIZE, BY COUNTRY, 2014-2021 (USD MILLION)

Table 19 EUROPE: AUTOMOTIVE COMBINER PROJECTED HUD MARKET SIZE, BY COUNTRY, 2014-2021 (THOUSAND UNITS)

Table 20 EUROPE: AUTOMOTIVE COMBINER PROJECTED HUD MARKET SIZE, BY COUNTRY, 2014-2021 (USD MILLION)

Table 21 ROW: AUTOMOTIVE COMBINER PROJECTED HUD MARKET SIZE, BY COUNTRY, 2014-2021 (THOUSAND UNITS)

Table 22 ROW: AUTOMOTIVE COMBINER PROJECTED HUD MARKET SIZE, BY COUNTRY, 2014-2021 (USD MILLION)

Table 23 AUTOMOTIVE HUD MARKET SIZE, BY APPLICATION, 2014–2021 (THOUSAND UNITS)

Table 24 AUTOMOTIVE HUD MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 25 PREMIUM CAR HUD MARKET SIZE, BY REGION, 2014–2021 (THOUSAND UNITS)

Table 26 PREMIUM CAR HUD MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 27 ASIA-PACIFIC: PREMIUM CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 28 ASIA-PACIFIC: PREMIUM CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 29 NORTH AMERICA: PREMIUM CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 30 NORTH AMERICA: PREMIUM CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 31 EUROPE: PREMIUM CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 32 EUROPE: PREMIUM CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 33 ROW: PREMIUM CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 34 ROW: PREMIUM CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 35 LUXURY CAR HUD MARKET SIZE, BY REGION, 2014–2021 (THOUSAND UNITS)

Table 36 LUXURY CAR HUD MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 37 ASIA-PACIFIC: LUXURY CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 38 ASIA-PACIFIC: LUXURY CAR HUD MARKET SIZE, BY COUNTRY,

2014–2021 (USD MILLION)

Table 39 NORTH AMERICA: LUXURY CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 40 NORTH AMERICA: LUXURY CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 41 EUROPE: LUXURY CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 42 EUROPE: LUXURY CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 43 ROW: LUXURY CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 44 ROW: LUXURY CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 45 MID SEGMENT CAR HUD MARKET SIZE, BY REGION, 2014–2021 (THOUSAND UNITS)

Table 46 MID SEGMENT CAR HUD MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 47 ASIA-PACIFIC: MID SEGMENT CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 48 ASIA-PACIFIC: MID SEGMENT CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 49 NORTH AMERICA: MID SEGMENT CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 50 NORTH AMERICA: MID SEGMENT CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 51 EUROPE: MID SEGMENT CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 52 EUROPE: MID SEGMENT CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 53 ROW: MID SEGMENT CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 54 ROW: MID SEGMENT CAR HUD MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 55 AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY REGION, 2014–2021 (THOUSAND UNITS)

Table 56 AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 57 ASIA-PACIFIC: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 58 ASIA-PACIFIC: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 59 CHINA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (THOUSAND UNITS)

Table 60 CHINA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 61 JAPAN: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (THOUSAND UNITS)

Table 62 JAPAN: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 63 SOUTH KOREA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (THOUSAND UNITS)

Table 64 SOUTH KOREA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 65 INDIA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (THOUSAND UNITS)

Table 66 INDIA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 67 NORTH AMERICA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 68 NORTH AMERICA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 69 U.S.: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (THOUSAND UNITS)

Table 70 U.S.: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 71 CANADA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (THOUSAND UNITS)

Table 72 CANADA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 73 EUROPE: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 74 EUROPE: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 75 GERMANY: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (THOUSAND UNITS)

Table 76 GERMANY: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 77 U.K.: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION,

2014–2021 (THOUSAND UNITS)

Table 78 U.K.: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 79 FRANCE: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (THOUSAND UNITS)

Table 80 FRANCE: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 81 ROW: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY COUNTRY, 2014–2021 (THOUSAND UNITS)

Table 82 ROW: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 83 SOUTH AFRICA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (THOUSAND UNITS)

Table 84 SOUTH AFRICA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 85 RUSSIA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (THOUSAND UNITS)

Table 86 RUSSIA: AUTOMOTIVE HEAD UP DISPLAY MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 87 AGREEMENTS/JOINT VENTURES/SUPPLY CONTRACTS/PARTNERSHIPS, 2014–2016

Table 88 EXPANSIONS, 2012-2014

Table 89 NEW PRODUCT LAUNCHES/DEVELOPMENT, 2012-2016

Table 90 MERGERS & ACQUISITION, 2013-2016

List Of Figures

LIST OF FIGURES

Figure 1 AUTOMOTIVE HEAD UP DISPLAY : MARKETS SEGMENTATION

Figure 2 RESEARCH DESIGN

Figure 3 RESEARCH METHODOLOGY

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

Figure 5 GROSS DOMESTIC PRODUCT (GDP) VS. TOTAL VEHICLE SALES

Figure 6 URBANIZATION VS. PASSENGER CAR PER 1,000 PEOPLE

Figure 7 ROAD NETWORK ANALYSIS

Figure 8 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM UP APPROACH

Figure 9 NORTH AMERICA TO ACCOUNT FOR THE LARGEST SHARE, BY VALUE, IN THE AUTOMOTIVE HUD MARKET, 2021 (USD MILLION)

Figure 10 AUTOMOTIVE HUD MARKET, BY APPLICATION, IN TERMS OF VALUE 2016 VS. 2021

Figure 11 COMBINER PROJECTED HUD TYPE IS EXPECTED TO GROW AT THE HIGHEST

CAGR FROM 2016 TO 2021

Figure 12 CHINA IS PROJECTED TO GROW AT THE HIGHEST CAGR FOR THE AUTOMOTIVE HEAD UP DISPLAY MARKET FROM 2016 TO 2020

Figure 13 U.S. LUXURY CAR SEGMENT WILL HAVE LARGEST MARKET SHARE IN THE U.S. AUTOMOTIVE HEAD UP DISPLAY MARKET IN 2021

Figure 14 AUTOMOTIVE HEAD UP DISPLAY MARKET TO GROW AT A CAGR OF 21.67%

FROM 2016 TO 2021

Figure 15 ASIA-PACIFIC PROJECTED TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 16 LUXURY CAR SEGMENT TO DOMINATE THE AUTOMOTIVE HEAD UP DISPLAY MARKET OWING TO HIGH SALES OF LUXURY CARS

Figure 17 COMBINER PROJECTED HUD MARKET TO REGISTER THE HIGHEST CAGR FROM 2016 TO 2021

Figure 18 TECHNOLOGY EVOLUTION OF HEAD UP DISPLAY

Figure 19 AUTOMOTIVE HEAD UP DISPLAY MARKET, BY APPLICATION

Figure 20 HIGHER SPACE REQUIREMENT FOR AUGMENTED REALITY HUD IS MAJOR CHALLENGE FOR THE AUTOMOTIVE HEAD UP DISPLAY MARKET

Figure 21 VALUE CHAIN ANALYSIS: MAJOR VALUE IS ADDED DURING THE MANUFACTURING AND ASSEMBLY PHASES

Figure 22 COMBINER PROJECTED HUD IS PROJECTED TO GROW AT THE FASTEST CAGR

FROM 2016 TO 2021

Figure 23 NORTH AMERICA IS ESTIMATED TO HAVE THE LARGEST SIZE IN 2016

Figure 24 EUROPE IS ESTIMATED TO DOMINATE THE AUTOMOTIVE COMBINER PROJECTED HUD MARKET IN 2016

Figure 25 LUXURY CAR SEGMENT ESTIMATED TO HOLD THE LARGEST SIZE IN 2015

Figure 26 PREMIUM CAR HUD MARKET GROWTH, 2016–2021

Figure 27 NORTH AMERICA PROJECTED TO GROW AT THE HIGHEST CAGR

FROM 2016 TO 2021

Figure 28 EUROPE PROJECTED TO BE THE LARGEST MARKET FOR MID SEGMENT CAR HUD BY 2021

Figure 29 CHINA TO BE THE FASTEST-GROWING MARKET FOR AUTOMOTIVE HEAD UP DISPLAYS DURING THE FORECAST PERIOD

Figure 30 CHINA ESTIMATED TO LEAD THE ASIA-PACIFIC AUTOMOTIVE HEAD UP DISPLAY MARKET

Figure 31 U.S. AUTOMOTIVE HEAD UP DISPLAY MARKET PROJECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 32 GERMANY TO DOMINATE THE EUROPEAN AUTOMOTIVE HEAD UP DISPLAY MARKET

Figure 33 COMPANIES HAVE ADOPTED NEW PRODUCT DEVELOPMENT AS THE KEY GROWTH STRATEGY DURING 2011 AND 2016

Figure 34 AUTOMOTIVE HEAD UP DISPLAY MARKET, 2015

Figure 35 MARKET EVALUATION FRAME WORK FOR PERIOD FROM 2014 TO 2016

Figure 36 BATTLE FOR MARKET SHARE: AGREEMENTS, PARTNERSHIPS, COLLABORATIONS,

& JOINT VENTURES WERE THE KEY STRATEGIES

Figure 37 REGION-WISE REVENUE MIX OF FIVE MARKET PLAYERS

Figure 38 DENSO CORPORATION: COMPANY SNAPSHOT

Figure 39 CONTINENTAL AG: COMPANY SNAPSHOT

Figure 40 NIPPON SEIKI CO., LTD: COMPANY SNAPSHOT

Figure 41 DELPHI AUTOMOTIVE PLC: COMPANY SNAPSHOT

Figure 42 VISTEON CORPORATION: COMPANY SNAPSHOT

Figure 43 ROBERT BOSCH GMBH: COMPANY SNAPSHOT

Figure 44 MICROVISION INC: COMPANY SNAPSHOT

Figure 45 BMW AG: COMPANY SNAPSHOT

Figure 46 GENERAL MOTORS COMPANY: COMPANY SNAPSHOT

Figure 47 YAZAKI CORPORATION: COMPANY SNAPSHOT

Figure 48 PANASONIC CORPORATION: COMPANY SNAPSHOT

Figure 49 MARKETSANDMARKETS KNOWLEDGE STORE SNAPSHOT

Figure 50 MARKETSANDMARKETS KNOWLEDGE STORE: AUTOMOTIVE &
TRANSPORTATION INDUSTRY SNAPSHOT

I would like to order

Product name: Automotive Head-up Display (HUD) Market by HUD Type (Windshield & Combiner), Application (Premium, Luxury & Mid Segment Cars), and by Geography (Asia-Oceania, Europe, North America & RoW) - Industry Trends and Forecast to 2021

Product link: <https://marketpublishers.com/r/AD557587B15EN.html>

Price: US\$ 5,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AD557587B15EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970