

# **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**

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## **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

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