

Automotive HUD Market by Technology (2D HUD, AR HUD, 3D HUD), HUD Type (Combiner, Windshield), Offering (Hardware, Software), Vehicle Class, Level of Autonomy, Vehicle Type, Propulsion Type, EV Type and Region - Global Forecast to 2030

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Abstracts

The global automotive HUD market size is projected to grow from USD 1.2 billion in 2024 to USD 2.4 billion by 2030, at a CAGR of 12.3%. Increasing awareness of vehicle safety and a steady increase in demand for luxury and high-end cars, particularly in emerging markets, is expected to boost the revenue growth of the automotive HUD market during the forecast period. The rising demand for connected vehicles and the desire for an enhanced in-vehicle experience are also key factors anticipated to drive market growth.

“The windshield HUD segment is estimated to grow at a significant CAGR during the forecast period.”

The windshield HUD segment is anticipated to develop at a notable CAGR. In near future, there will likely be a rise in demand for windshield HUDs since they provide more information than combiner HUDs. Furthermore, during the projection period, the windshield HUD segment is anticipated to rise due to the integration of augmented reality technology. Due to the rising demand for premium vehicles with cutting-edge in-vehicle safety systems, the high installation rate of windshield HUDs in mid-segment vehicles, and the growing demand for advanced in-vehicle technology in advanced markets like China and Japan, Asia Pacific is predicted to become the largest market for windshield HUDs by 2030.

“Economy Car segment is likely to be the fastest growing segment in the automotive

HUD market during the forecast period.”

The economy car segment is the fastest growing in the automotive HUD market, while the luxury car segment is projected to be the largest during the forecast period. In 2023, Cherry (China) introduced its Exceed Stellar models in China, featuring AR HUDs. Both Mercedes-Benz and Volkswagen also offer AR HUDs in their car models, which display navigation functions with arrows guiding drivers through turns and exit ramps.

Continental AG (Germany) is also collaborating with BMW to integrate AR capabilities into a vehicle HUD system, which is expected to debut in premium cars. Models that offer HUDs as standard equipment include the Cadillac LYRIQ, Mazda Carol Hybrid, BMW 7 Series, Volvo XC90, Chevrolet Corvette Stingray, Mazda Mazda3, Lexus RX, Jaguar XF, Mercedes-Benz C-Class, and MINI Cooper.

“North America shows high growth potential for automotive HUD market.”

In the US and Canada, the high disposable income of consumers has led to increased vehicle demand. There is a growing consumer preference for in-vehicle safety and comfort electronics. In response to this rising demand, numerous North American OEMs now include infotainment and navigation units as standard features in mid-range and premium passenger vehicles. Premium vehicles are equipped with advanced applications, such as HUDs integrated with ADAS functions. The escalating demand for these in-vehicle features propels the need for advanced display technologies in vehicles. As the prices of display applications decrease, these displays are becoming more affordable for mid-range vehicles. Increasingly, premium vehicles are expected to adopt augmented reality HUDs that integrate various ADAS functions. The region is anticipated to become the largest luxury car market, resulting in a high demand for advanced safety features and technologies such as augmented reality.

In-depth interviews were conducted with CEOs, marketing directors, other innovation and technology directors, and executives from various key organizations operating in the automotive HUD market. The break-up of the primaries is as follows:

By Company Type: Automotive HUD Manufacturers – 60%, OEMs – 20%, and Tier 2 –20%,

By Designation: CXOs– 23%, Manager – 43%, and Executives – 34%

By Region: North America – 30%, Europe – 45%, and Asia Pacific – 25%

The automotive HUD market comprises major manufacturers such as Nippon Seiki Co. Ltd. (Japan), Continental AG (Germany), DENSO Corporation (Japan), Panasonic Holdings Corporation (Japan), Foryou Corporation (China), Yazaki Corporation (Japan), and Valeo (France), etc.

Research Coverage:

The study covers the automotive HUD market across various segments. It aims at estimating the market size and future growth potential of this market across different segments such as HUD type, technology, vehicle class, offering, vehicle type, EV type, propulsion type, level of autonomy, and region. The study also includes an in-depth competitive analysis of key market players, their company profiles, key observations related to product and business offerings, recent developments, and acquisitions.

This research report categorizes Automotive HUD Market by HUD Type (Windshield HUD, and Combiner HUD), Technology (2D HUD, 3D HUD, and AR HUD), Offering (Hardware, and Software), Vehicle Type (Passenger Cars, and Commercial Vehicles), Vehicle Class (Mid-Segment Cars, Luxury Cars, and Economy Cars), Level of Autonomy (Non-autonomous Cars, Semi-autonomous Cars, and Autonomous Cars), Propulsion Type (ICE vehicles and Electric Vehicles), EV Type (BEVs, PHEVs, HEVs and FCEVs), and Region (Asia Pacific, Europe, and North America).

The report's scope covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the automotive HUD market. A detailed analysis of the key industry players provides insights into their business overview, solutions, and services; key strategies; contracts, partnerships, agreements, new product & service launches, mergers and acquisitions, and recent developments associated with the automotive HUD market. This report covers a competitive analysis of SMEs/startups in the automotive HUD market ecosystem.

Reasons to buy this report:

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

and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (Increasing awareness about passenger and vehicle safety, demand for enhanced in-vehicle experience, rising demand for connected vehicles, steady growth in demand for luxury and high-end segment cars, mainly in emerging markets), restraints (Requirement for greater space in automotive cockpits, lack of luminance and high-power consumption), opportunities (Increasing demand for semi-autonomous vehicles, rising penetration of electric vehicles, introduction of portable HUDs at lower prices in low and middle-segment cars, increasing investment in automotive head-up displays), and challenges (Optical Challenges in head-up display systems, integration with existing infrastructure) influencing the growth of the automotive HUD market

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the automotive HUD market

Market Development: Comprehensive information about lucrative markets – the report analyses the automotive HUD market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the automotive HUD market

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Nippon Seiki Co. Ltd. (Japan), Continental AG (Germany), DENSO Corporation (Japan), Panasonic Holdings Corporation (Japan), and Foryou Corporation (China), among others in the automotive HUD market

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