

Automotive Shielding Market by Shielding (Heat, EMI), Heat Application (Engine, Turbocharger, Battery Management, Fuel Tank), EMI Application (ACC, ECU, LDW, BSD, AEB, FCW, DMS), Material Type, Vehicle (PC, LCV, HCV), and Region - Global Forecast to 2025

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Abstracts

“The increasing focus on compliance with the automotive EMC standards is driving the growth of the automotive shielding market.”

The global automotive shielding market size is projected to grow from USD 20.2 billion in 2020 to USD 24.7 million by 2025, at a CAGR of 4.1%. The market is driven by automotive EMC standards and rigorous test procedures employed by the OEMs to avoid failures of electronics-based critical safety systems. Automotive EMC standards are regulated by authorities such as International Standards Organization (ISO), SAE International, International Electrotechnical Commission (IEC), and others. These authorities have set EMC standards to limit the radiation levels from vehicle electronics. Thus, automotive OEMs and tier 1 component manufacturers are investing heavily to assess the EMC levels while designing vehicles and other electronic components. For instance, Mercedes-Benz inaugurated its EMC test facility called Mercedes Benz Technology Centre (MTC) in Sindelfingen, Germany, in 2019 with an investment of USD 56 million.

The OEM plans to consider multiple EMC tests before the approval of any vehicle. Rigorous test procedures and stringent test standards would encourage superior EMC materials in the coming years. In addition, EMC (electromagnetic compatibility) has become a key prerequisite for major automotive technologies such as connectivity, shared mobility, autonomous driving, and electric drivetrain. Vehicles are now equipped with microprocessors, cameras, ultrasonic sensors, and radars. These electronics are

often confined in small spaces.

Systems such as infotainment, GPS module, transmitters, and cameras are sources of electromagnetic interference. As convenience and advanced safety features rely on the real-time exchange of data, severe electromagnetic interference can lead to loss of function of a critical system. In addition, electric and hybrid vehicles use high voltage electricals such as batteries, DC-DC converters, inverters, electric motors, and other subsystems that emit electromagnetic fields. Asia Pacific is estimated to lead the automotive shielding market due to its huge vehicle production volume, followed by Europe and North America.

“Demand for EMI shielding in advanced electronics in connectivity and driving assistance functions is likely to drive the growth of the automotive shielding market during the forecast period.”

With advancements in technology, the number of electronic components in a vehicle has increased, which in turn has driven the market for automotive shielding. Electronics and embedded systems control various mechanical and electrical functions in a vehicle and thus play a vital role in automotive technology. The increased number of electronic components can be attributed to the growing demand for comfort and safety features in a vehicle, which accentuates the need for complex electronic circuitry.

Heat shields are installed between the engine compartment and the vehicle cabin to prevent the heat generated by the engine and exhaust system from affecting these electronic systems. Apart from heat shields, EMI shields also help to secure a smooth connection between the electronic components. EMI shielding reduces electromagnetic interference among the electronic components. Thus, the growing number of electronic components in a vehicle is expected to drive the automotive shielding market.

In addition, automotive OEMs and Tier 1 partners have invested considerable resources in developing next-generation connected vehicles. IoT devices, ultrasonic sensors, and high-definition cameras are now common in premium sedans and SUVs. For instance, in January 2020, Audi introduced its Traffic Light Information service in Rhine, Germany, the second city in Europe after Ingolstadt. The system primarily comprises of two major features - Green Light Optimized Speed Advisory (GLOSA) and Time-to-Green. An Audi vehicle would send its real-time traffic data to approximately 150 traffic signals, and the system will suggest speed advisory and countdown for green lights. According to the company, the system would improve convenience for drivers, increase traffic safety, and encourage an economical style of driving. Such systems would

require superior EMI shielding for sensors and on-board computers to avoid any interference with other electronics.

“Europe is estimated to play a major role in the automotive shielding market during the forecast period.”

Europe is estimated to be the second-largest market in the automotive shielding market. The growth of the automotive shielding industry in this region can be attributed to technological advancements such as the use of high-mobility logistics trucks for their enhanced capabilities. Europe has stringent emission regulations to tackle rising emission levels. Government mandates for increasing fuel efficiency of vehicles and the use of advanced safety features have led to the growth of the automotive shielding market. The region is home to leading manufacturers such as Renault, PSA Group, Volkswagen, BMW, Volvo, and Daimler.

According to the European Automobile Manufacturers Association (ACEA), Europe accounted for 23.2% of the global vehicle production in 2018. The European automotive market registered growth for the past six years despite the recent global automotive slowdown. It has witnessed an increasing demand for passenger cars equipped with advanced electrical and electronics components. The market growth is also driven by the presence of automotive heat shield manufacturers such as ElingKlinger, Lydall, Carcoustics, and Morgan Advanced Materials.

By Company Type: OEMs - 19%, Tier 1 – 53%, and Tier 2 - 28%,

By Designation: CXOs - 22%, Directors - 37%, and Others* - 41%

By Region: North America - 35%, Europe - 32%, Asia Pacific - 27%, LATAM - 4%, and Rest of the World- 2%

*Others include sales, marketing, and product managers.

The automotive shielding market comprises major manufacturers and service providers such as Tenneco Inc (US), Laird (UK), Henkel (Germany), Dana Incorporated (US), and Morgan Advanced Materials (UK), 3M (US), Parker Hannifin (Chomerics) (US), and KGS KITAGAWA INDUSTRIES CO (Japan).

Research Coverage:

Automotive Shielding Market by Shielding (Heat, EMI), Heat Application (Engine, Turbocharger, Battery Manageme...

The study covers the automotive shielding market across various segments. It aims at estimating the market size and future growth potential of this market across different segments such as heat application, EMI application, shielding type, material type, vehicle type, and region. The study also includes an in-depth competitive analysis of key players in the market, along with their company profiles, key observations related to product and business offerings, recent developments, and acquisitions.

Key Benefits of Buying the Report:

The report will help leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall automotive shielding market. 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 with information on key market drivers, restraints, challenges, and opportunities.

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