

# **Automotive Test Equipment Market by Product (Engine, Chassis, and Transmission Dynamometer, Vehicle Emission, Wheel Alignment, & Fuel Injection Pump Tester), End Market, Vehicle, Application, Advance Technology, and Region - Global Forecast to 2025**

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## **Abstracts**

“Strict government regulations regarding fuel efficiency and carbon emissions and an increase in sales of passenger cars and commercial vehicles have driven the automotive test equipment market globally.”

The global automotive test equipment market size is estimated to grow from USD 3.0 billion in 2020 at a CAGR of 4.1% to reach USD 3.7 billion by 2025. Increased advancements in the test equipment technology will boost the automotive test equipment market. However, maintaining a balance between high accuracy, performance, quality, and cost act as a hurdle for the growth of the automotive test equipment market.

“Improved performance of the PC/laptop equipment, in terms of processing power and storage, is expected to drive the PC/laptop-based equipment market.”

PC/Laptop based testing equipment is primarily a hardware and software bundle, covering all the necessary cables, hardware, and software. These PC-based systems are boasted with an extremely rich feature-set, such as the capability to plot and log sensor data, calculate fuel efficiency, estimate horsepower, and torque.

Main highlights of this segment

Large, easy-to-read display; capable of displaying graphs, fuel maps, and digital gauges in full color.

Unlimited processing power: For calculating and graphing real-time parameters on-the-fly, without any lag.

Gigabytes of storage: Worth of data recording capability.

A wide selection of diagnostic software that can be easily updated

“OEM R&D/technical center market is projected to grow fastest during the forecast period.”

Heavy investments by vehicle manufacturers in research and development for the automobile technologies are contributing to the growth of the test equipment market. To offer high-quality products and features in the vehicles, the automakers make various automotive components that undergo testing processes to comply with the standards as per the regulations. This factor makes the R&D centers of vehicle manufacturers a major testing hub for the assessment of several automotive mechanisms and advanced technologies. Hence, the OEM R&D/technical center market of the automotive test equipment market, by the end market type, is projected to grow the fastest.

“North America is expected to record the second largest market during the forecast period.”

Asia Pacific is estimated to be the largest automotive market, followed by North America and Europe. North America is home to leading vehicle manufacturers such as Ford Motors, General Motors, and Tesla. The North American automotive industry has witnessed rapid development because of favorable policies adopted by the governments in the manufacturing sector. The US is estimated to account for the largest share of the North American automotive test equipment market during the forecast period. The US automotive industry is highly inclined toward innovation, technology, and the development of high-performance and fuel-efficient vehicles. Factors such as stringent emission norms and rising demand for vehicle dynamics are expected to propel the automotive test equipment market in North America.

In-depth interviews were conducted with CEOs, marketing directors, other innovation and technology directors, and executives from various key organizations operating in

the automotive test equipment market.

By Company Type: OEM - 45% Tier I - 30%, Tier II - 15%, and Tier III - 10%,

By Designation: C Level Executives - 35%, Directors - 25%, and Others - 40%

By Region: North America - 30%, Europe - 20%, Asia Pacific - 35%, Rest of the World- 15%

The automotive test equipment market comprises of major manufacturers such as ABB (Switzerland), Bosch (Germany), Horiba (Japan), Honeywell (US), Delphi (UK), and Siemens (Germany).

#### Research Coverage:

The market study covers the automotive test equipment market across different segments. It aims at estimating the market size and future growth potential of this market across different segments such as by product type, vehicle type, application type, end market type, and region. 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 information on the closest approximations of the revenue numbers for the overall automotive test equipment market and the subsegments. 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.

## Contents

### 1 INTRODUCTION

#### 1.1 OBJECTIVES OF THE STUDY

#### 1.2 MARKET DEFINITION

#### 1.3 MARKET SCOPE

##### 1.3.1 INCLUSIONS & EXCLUSIONS

TABLE 1 INCLUSIONS & EXCLUSIONS FOR AUTOMOTIVE TEST EQUIPMENT MARKET

##### 1.3.2 MARKETS COVERED

FIGURE 1 AUTOMOTIVE TEST EQUIPMENT MARKET: MARKET SEGMENTATION

##### 1.3.3 YEARS CONSIDERED IN THE STUDY

#### 1.4 CURRENCY

#### 1.5 PACKAGE SIZE

#### 1.6 LIMITATION

#### 1.7 STAKEHOLDERS

#### 1.8 SUMMARY OF CHANGES

FIGURE 2 MNM DOWNGRADES ITS FORECAST OF AUTOMOTIVE TEST EQUIPMENT MARKET

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

FIGURE 3 RESEARCH METHODOLOGY MODEL

FIGURE 4 RESEARCH METHODOLOGY MODEL

#### 2.2 SECONDARY DATA

#### 2.3 PRIMARY DATA

FIGURE 5 BREAKDOWN OF PRIMARY INTERVIEWS

##### 2.3.1 SAMPLING TECHNIQUES & DATA COLLECTION METHODS

##### 2.3.2 PRIMARY PARTICIPANTS

#### 2.4 MARKET SIZE ESTIMATION

##### 2.4.1 BOTTOM-UP APPROACH

FIGURE 6 GLOBAL AUTOMOTIVE TEST EQUIPMENT MARKET SIZE: BOTTOM-UP APPROACH

##### 2.4.2 TOP-DOWN APPROACH

FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY FOR THE AUTOMOTIVE TEST EQUIPMENT MARKET: TOP-DOWN APPROACH

FIGURE 8 AUTOMOTIVE TEST EQUIPMENT MARKET: RESEARCH DESIGN &

## METHODOLOGY

### 2.4.3 ASSUMPTIONS

## 2.5 MARKET BREAKDOWN AND DATA TRIANGULATION

### FIGURE 9 DATA TRIANGULATION

## 2.6 ASSUMPTIONS

## 3 EXECUTIVE SUMMARY

### FIGURE 10 AUTOMOTIVE TEST EQUIPMENT: MARKET OUTLOOK

### FIGURE 11 AUTOMOTIVE TEST EQUIPMENT MARKET: MARKET DYNAMICS

FIGURE 12 PASSENGER CAR SEGMENT IS PROJECTED TO HAVE THE LARGEST SHARE IN THE AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE

(USD MILLION)

### 3.1 PRE-COVID-19 AND POST-COVID IMPACT ON THE AUTOMOTIVE TEST EQUIPMENT MARKET

TABLE 2 AUTOMOTIVE TEST EQUIPMENT MARKET, PRE-COVID-19 AND POST-COVID-19 SCENARIO, 2016-2025, (USD MILLION)

### 3.2 COVID-19 IMPACT ON THE AUTOMOTIVE TEST EQUIPMENT MARKET

## 4 PREMIUM INSIGHTS

### 4.1 ATTRACTIVE OPPORTUNITIES IN THE AUTOMOTIVE TEST EQUIPMENT MARKET

FIGURE 13 TECHNOLOGICAL ADVANCEMENTS AND THE GROWTH OF THE AUTOMOTIVE INDUSTRY ARE EXPECTED TO DRIVE THE AUTOMOTIVE TEST EQUIPMENT MARKET

### 4.2 AUTOMOTIVE TEST EQUIPMENT MARKET IN ASIA PACIFIC, BY PRODUCT AND BY COUNTRY

FIGURE 14 WHEEL ALIGNMENT TESTER SEGMENT AND CHINA IS PROJECTED TO BE THE LARGEST IN THE AUTOMOTIVE EQUIPMENT MARKET, BY PRODUCT TYPE

AND IN COUNTRY LEVEL, BY VALUE

### 4.3 AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY

FIGURE 15 THE INDIAN MARKET IS EXPECTED TO WITNESS THE HIGHEST GROWTH DURING THE FORECAST PERIOD OF 2020-2025 (BY VALUE)

### 4.4 AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE

FIGURE 16 THE PASSENGER CAR SEGMENT IS PROJECTED TO ACCOUNT FOR THE LARGEST MARKET SHARE IN 2025, BY VALUE

#### 4.5 AUTOMOTIVE TEST EQUIPMENT MARKET, BY APPLICATION TYPE

FIGURE 17 PC/LAPTOP BASED AUTOMOTIVE TEST EQUIPMENT IS ESTIMATED TO DOMINATE THE MARKET, BY VALUE

#### 4.6 AUTOMOTIVE TEST EQUIPMENT MARKET, BY END MARKET TYPE

FIGURE 18 AUTHORIZED SERVICE CENTER MARKET IS PROJECTED TO DOMINATE THE AUTOMOTIVE TEST EQUIPMENT MARKET, BY VALUE

### 5 MARKET OVERVIEW

#### 5.1 INTRODUCTION

TABLE 3 IMPACT OF MARKET DYNAMICS

#### 5.2 MARKET DYNAMICS

FIGURE 19 AUTOMOTIVE TEST EQUIPMENT MARKET DYNAMICS

##### 5.2.1 DRIVERS

5.2.1.1 Increasing electric vehicle production and autonomous vehicle testing

FIGURE 20 ELECTRIC VEHICLE SALES (2018 VS. 2019)

5.2.1.2 Increasing electronic architecture in modern vehicles

5.2.1.3 Rise in stringent emissions norms to prevent environmental impact

FIGURE 21 GLOBAL PASSENGER CAR EMISSION LEGISLATION,

5.2.1.4 Technological advancements in automotive test equipment

##### 5.2.2 RESTRAINTS

5.2.2.1 High cost of advanced technology equipment

5.2.2.2 Lack of trained workforce for advanced test equipment

5.2.2.3 Lack of R&D facilities for automotive test equipment

##### 5.2.3 OPPORTUNITIES

5.2.3.1 Analyzing real-time vehicle data and simulation testing

5.2.3.2 Increased demand for high-performance vehicles

5.2.3.3 Growing demand for onboard diagnostic tools

##### 5.2.4 CHALLENGES

5.2.4.1 Maintaining a balance between high cost & performance of test equipment

#### 5.3 REGULATORY OVERVIEW

5.3.1 VEHICLE TESTING REGULATION

5.3.2 ENGINE TESTING REGULATION

5.3.3 REGULATIONS/ACTIVITIES UNDERTAKEN TO REDUCE GREENHOUSE GAS EMISSIONS FROM PASSENGER CARS AND TRUCKS

5.3.4 REGULATIONS FOR SMOG, SOOT, AND OTHER AIR POLLUTION FROM PASSENGER CARS & TRUCKS

5.3.5 REGULATIONS FOR GREENHOUSE GAS EMISSIONS FROM COMMERCIAL TRUCKS & BUSES

### 5.3.6 REGULATIONS FOR SMOG, SOOT, AND OTHER AIR POLLUTION FROM COMMERCIAL TRUCKS & BUSES

## 6 COVID – 19 IMPACT

### 6.1 INTRODUCTION TO COVID-19

### 6.2 COVID-19 HEALTH ASSESSMENT

FIGURE 22 COVID-19: THE GLOBAL PROPAGATION

FIGURE 23 COVID-19 PROPAGATION: SELECT COUNTRIES

### 6.3 COVID-19 ECONOMIC ASSESSMENT

FIGURE 24 REVISED GDP FORECASTS FOR SELECT G20 COUNTRIES IN 2020

### 6.4 COVID-19 ECONOMIC IMPACT—SCENARIO ASSESSMENT

FIGURE 25 CRITERIA IMPACTING THE GLOBAL ECONOMY

FIGURE 26 SCENARIOS IN TERMS OF RECOVERY OF THE GLOBAL ECONOMY

#### 6.4.1 COVID-19 IMPACT ANALYSIS ON THE GLOBAL AUTOMOTIVE INDUSTRY

TABLE 4 IMPACT OF COVID-19 ON THE AUTOMOTIVE INDUSTRY

TABLE 5 IMPACT OF COVID-19 ON THE LARGE AUTOMOTIVE MARKET

#### 6.4.2 IMPACT OF COVID-19 ON THE AUTOMOTIVE TEST EQUIPMENT MARKET

##### 6.4.2.1 Scenario analysis

##### 6.4.2.1.1 Most likely scenario

TABLE 6 AUTOMOTIVE TEST EQUIPMENT MARKET (MOST LIKELY), BY REGION, 2016-2025 (USD MILLION)

##### 6.4.2.1.2 Optimistic scenario

TABLE 7 AUTOMOTIVE TEST EQUIPMENT MARKET (OPTIMISTIC), BY REGION, 2016–2025 (USD MILLION)

##### 6.4.2.1.3 Pessimistic scenario

TABLE 8 AUTOMOTIVE TEST EQUIPMENT MARKET (PESSIMISTIC), BY REGION, 2016–2025 (USD MILLION)

## 7 INDUSTRY TRENDS

### 7.1 OVERVIEW

### 7.2 TECHNOLOGICAL OVERVIEW

#### 7.2.1 ECU TESTING

#### 7.2.2 SIMULATION TESTING

#### 7.2.3 ADAS TESTING

#### 7.2.4 BATTERY TESTING

### 7.3 VALUE CHAIN ANALYSIS

FIGURE 27 VALUE CHAIN ANALYSIS (2020)



7.3.1 PLANNING AND REVISING FUNDS

7.3.2 AUTOMOTIVE TESTING EQUIPMENT SUPPLIERS

7.3.3 AUTOMOTIVE TESTING SOFTWARE AND DEVELOPMENT

7.3.4 OEM

7.4 PORTER'S FIVE FORCES ANALYSIS

FIGURE 28 HIGH BARGAINING POWER OF SELLERS OWING TO MANDATES PERTAINING TO TESTING VEHICLE PARTS AND THEIR COMPONENTS DURING ASSEMBLY

## **8 AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE**

8.1 INTRODUCTION

8.2 RESEARCH METHODOLOGY

FIGURE 29 AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2020 VS 2025 (USD MILLION)

TABLE 9 AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2016–2019 (UNITS)

TABLE 10 AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2016–2019 (USD MILLION)

TABLE 11 AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2020-2025 (UNITS)

TABLE 12 AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2020-2025 (USD MILLION)

8.3 ENGINE DYNAMOMETER

8.3.1 NORTH AMERICA IS ESTIMATED TO BE SECOND LARGEST MARKET

TABLE 13 ENGINE DYNAMOMETER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (UNITS)

TABLE 14 ENGINE DYNAMOMETER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (USD MILLION)

TABLE 15 ENGINE DYNAMOMETER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020-2025 (UNITS)

TABLE 16 ENGINE DYNAMOMETER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020-2025 (USD MILLION)

8.4 CHASSIS DYNAMOMETER

8.4.1 INCREASING REGULATIONS PERTAINING TO VEHICLE TESTING WILL PROPEL CHASSIS DYNAMOMETER MARKET

TABLE 17 CHASSIS DYNAMOMETER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (UNITS)

TABLE 18 CHASSIS DYNAMOMETER: AUTOMOTIVE TEST EQUIPMENT MARKET,



BY REGION, 2016–2019 (USD MILLION)

TABLE 19 CHASSIS DYNAMOMETER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020-2025 (UNITS)

TABLE 20 CHASSIS DYNAMOMETER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020-2025 (USD MILLION)

8.5 VEHICLE EMISSION TEST SYSTEM

8.5.1 NORTH AMERICA IS PROJECTED TO BE FASTEST GROWING MARKET

TABLE 21 VEHICLE EMISSION TEST SYSTEM: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (UNITS)

TABLE 22 VEHICLE EMISSION TEST SYSTEM: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (USD MILLION)

TABLE 23 VEHICLE EMISSION TEST SYSTEM: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020-2025 (UNITS)

TABLE 24 VEHICLE EMISSION TEST SYSTEM: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020-2025 (USD MILLION)

8.6 WHEEL ALIGNMENT TESTER

TABLE 25 WHEEL ALIGNMENT TESTER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (UNITS)

TABLE 26 WHEEL ALIGNMENT TESTER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (USD MILLION)

TABLE 27 WHEEL ALIGNMENT TESTER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020-2025 (UNITS)

TABLE 28 WHEEL ALIGNMENT TESTER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020-2025 (USD MILLION)

8.7 TRANSMISSION DYNAMOMETER

TABLE 29 TRANSMISSION DYNAMOMETER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (UNITS)

TABLE 30 TRANSMISSION DYNAMOMETER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (USD MILLION)

TABLE 31 TRANSMISSION DYNAMOMETER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020-2025 (UNITS)

TABLE 32 TRANSMISSION DYNAMOMETER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020-2025 (USD MILLION)

8.8 FUEL INJECTION PUMP TESTER

TABLE 33 FUEL INJECTION PUMP TESTER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (UNITS)

TABLE 34 FUEL INJECTION PUMP TESTER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (USD MILLION)

TABLE 35 FUEL INJECTION PUMP TESTER: AUTOMOTIVE TEST EQUIPMENT

MARKET, BY REGION, 2020-2025 (UNITS)

TABLE 36 FUEL INJECTION PUMP TESTER: AUTOMOTIVE TEST EQUIPMENT  
MARKET, BY REGION, 2020-2025 (USD MILLION)

TABLE 37 REDUCTION OF POLLUTION LEVELS FOR LIGHT DUTY VEHICLES  
OVER THE YEARS IN THE US

FIGURE 30 KEY PRIMARY INSIGHTS

## **9 AUTOMOTIVE TEST EQUIPMENT MARKET, BY APPLICATION**

9.1 INTRODUCTION

9.2 RESEARCH METHODOLOGY

FIGURE 31 AUTOMOTIVE TEST EQUIPMENT MARKET, BY APPLICATION, 2020  
VS 2025 (USD MILLION)

TABLE 38 AUTOMOTIVE TEST EQUIPMENT MARKET, BY APPLICATION,  
2016–2019 (USD MILLION)

TABLE 39 AUTOMOTIVE TEST EQUIPMENT MARKET, BY APPLICATION,  
2020-2025 (USD MILLION)

9.3 MOBILE/TABLET BASED EQUIPMENT

9.3.1 NORTH AMERICA IS ESTIMATED TO LEAD THE MARKET IN 2020

TABLE 40 MOBILE/TABLET BASED EQUIPMENT: AUTOMOTIVE TEST  
EQUIPMENT MARKET, BY REGION, 2016–2019 (USD MILLION)

TABLE 41 MOBILE/TABLET BASED EQUIPMENT: AUTOMOTIVE TEST  
EQUIPMENT MARKET, BY REGION, 2020-2025 (USD MILLION)

9.4 PC/LAPTOP BASED EQUIPMENT

9.4.1 ASIA PACIFIC REGION IS THE LARGEST AND THE FASTEST MARKET  
FOR PC/LAPTOP BASED APPLICATION

TABLE 42 PC/LAPTOP BASED EQUIPMENT: AUTOMOTIVE TEST EQUIPMENT  
MARKET, BY REGION, 2016–2019 (USD MILLION)

TABLE 43 PC/LAPTOP BASED EQUIPMENT: AUTOMOTIVE TEST EQUIPMENT  
MARKET, BY REGION, 2020-2025 (USD MILLION)

9.5 KEY PRIMARY INSIGHTS

FIGURE 32 KEY PRIMARY INSIGHTS

## **10 AUTOMOTIVE TEST EQUIPMENT MARKET, BY END MARKET**

10.1 INTRODUCTION

10.2 RESEARCH METHODOLOGY

FIGURE 33 AUTOMOTIVE TEST EQUIPMENT MARKET, BY END MARKET, 2020  
VS 2025 (USD MILLION)

TABLE 44 AUTOMOTIVE TEST EQUIPMENT MARKET, BY END MARKET, 2016–2019 (UNITS)

TABLE 45 AUTOMOTIVE TEST EQUIPMENT MARKET, BY END MARKET, 2016–2019 (USD MILLION)

TABLE 46 AUTOMOTIVE TEST EQUIPMENT MARKET, BY END MARKET, 2020–2025 (UNITS)

TABLE 47 AUTOMOTIVE TEST EQUIPMENT MARKET, BY END MARKET, 2020–2025 (USD MILLION)

### 10.3 AUTHORIZED SERVICE CENTERS

10.3.1 GROWING VEHICLE PARC IN ASIA PACIFIC WILL DRIVE AUTOMOTIVE TEST EQUIPMENT MARKET OF AUTHORIZED SERVICE CENTER

TABLE 48 AUTHORIZED SERVICE CENTERS: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (UNITS)

TABLE 49 AUTHORIZED SERVICE CENTERS: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (USD MILLION)

TABLE 50 AUTHORIZED SERVICE CENTERS: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020–2025 (UNITS)

TABLE 51 AUTHORIZED SERVICE CENTERS: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020–2025 (USD MILLION)

### 10.4 OEM ASSEMBLY PLANT

10.4.1 GROWING PRODUCTION IN CHINA AND INDIA WILL BOOST OEM ASSEMBLY PLANT'S AUTOMOTIVE TEST EQUIPMENT MARKET

TABLE 52 OEM ASSEMBLY PLANT: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (UNITS)

TABLE 53 OEM ASSEMBLY PLANT: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (USD MILLION)

TABLE 54 OEM ASSEMBLY PLANT: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020–2025 (UNITS)

TABLE 55 OEM ASSEMBLY PLANT: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020–2025 (USD MILLION)

### 10.5 OEM R&D/TECHNICAL CENTER

10.5.1 GROWING EMPHASIS ON TECHNOLOGICAL DEVELOPMENT OF TEST EQUIPMENT WILL PROPEL AUTOMOTIVE TEST EQUIPMENT MARKET FOR OEM R&D/TECHNICAL CENTER

TABLE 56 OEM R&D TECHNICAL CENTER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (UNITS)

TABLE 57 OEM R&D TECHNICAL CENTER: AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019 (USD MILLION)

TABLE 58 OEM R&D TECHNICAL CENTER: AUTOMOTIVE TEST EQUIPMENT

MARKET, BY REGION, 2020-2025 (UNITS)

TABLE 59 OEM R&D TECHNICAL CENTER: AUTOMOTIVE TEST EQUIPMENT  
MARKET, BY REGION, 2020-2025 (USD MILLION)

10.6 KEY PRIMARY INSIGHTS

FIGURE 34 KEY PRIMARY INSIGHTS

## **11 AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE**

11.1 INTRODUCTION

11.2 RESEARCH METHODOLOGY

FIGURE 35 AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2018  
VS 2025 (USD MILLION)

TABLE 60 AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE,  
2016–2019 (UNITS)

TABLE 61 AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE,  
2016-2019 (USD MILLION)

TABLE 62 AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE,  
2020-2025 (UNITS)

TABLE 63 AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE,  
2020-2025 (USD MILLION)

11.3 PASSENGER CAR

11.3.1 INCREASING PASSENGER CAR PRODUCTION IN COUNTRIES IN ASIA  
PACIFIC REGION WILL DRIVE THE MARKET

TABLE 64 PASSENGER CAR: AUTOMOTIVE TEST EQUIPMENT MARKET, BY  
REGION, 2016–2019 (UNITS)

TABLE 65 PASSENGER CAR: AUTOMOTIVE TEST EQUIPMENT MARKET, BY  
REGION, 2016–2019 (USD MILLION)

TABLE 66 PASSENGER CAR: AUTOMOTIVE TEST EQUIPMENT MARKET, BY  
REGION, 2020-2025 (UNITS)

TABLE 67 PASSENGER CAR: AUTOMOTIVE TEST EQUIPMENT MARKET, BY  
REGION, 2020-2025 (USD MILLION)

11.4 COMMERCIAL VEHICLE

11.4.1 LIGHT COMMERCIAL VEHICLE

11.4.2 HEAVY COMMERCIAL VEHICLE

TABLE 68 COMMERCIAL VEHICLE: AUTOMOTIVE TEST EQUIPMENT MARKET,  
BY REGION, 2016–2019 (UNITS)

TABLE 69 COMMERCIAL VEHICLE: AUTOMOTIVE TEST EQUIPMENT MARKET,  
BY REGION, 2016–2019 (USD MILLION)

TABLE 70 COMMERCIAL VEHICLE: AUTOMOTIVE TEST EQUIPMENT MARKET,

BY REGION, 2020-2025 (UNITS)

TABLE 71 COMMERCIAL VEHICLE: AUTOMOTIVE TEST EQUIPMENT MARKET,  
BY REGION, 2020-2025 (USD MILLION)

11.5 KEY PRIMARY INSIGHTS

FIGURE 36 KEY PRIMARY INSIGHTS

## **12 AUTOMOTIVE TEST EQUIPMENT MARKET, BY ADVANCE TECHNOLOGY**

12.1 INTRODUCTION

12.2 ADAS TESTING

12.3 ECU TESTING

12.4 DATA LOGGER

12.5 SIMULATION TESTING

12.5.1 CRASH IMPACT SIMULATION

12.5.2 AUTONOMOUS DRIVING SIMULATOR

12.6 EV TESTING

12.6.1 INVERTER ANALYZER AND REPAIR EQUIPMENT

12.6.2 BATTERY ANALYZER AND REPAIR EQUIPMENT

TABLE 72 SOME OF THE KEY STANDARDS FOR TESTING BATTERY ELECTRIC  
VEHICLES

12.6.3 BATTERY THERMAL MANAGEMENT SYSTEM

12.6.4 MOTOR ANALYZER AND REPAIR EQUIPMENT

TABLE 73 STANDARDS FOR ELECTRIC VEHICLE MOTOR TESTING

## **13 AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION**

13.1 INTRODUCTION

FIGURE 37 ASIA PACIFIC IS ESTIMATED TO HOLD THE LARGEST MARKET  
SHARE

IN AUTOMOTIVE TEST EQUIPMENT MARKET IN 2020

FIGURE 38 AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020 VS  
2025 (USD MILLION)

TABLE 74 AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019  
(UNITS)

TABLE 75 AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020–2025  
(UNITS)

TABLE 76 AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2016–2019  
(USD MILLION)

TABLE 77 AUTOMOTIVE TEST EQUIPMENT MARKET, BY REGION, 2020–2025

(USD MILLION)

## 13.2 ASIA PACIFIC

FIGURE 39 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET SNAPSHOT

TABLE 78 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2016–2019 (UNITS)

TABLE 79 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2020–2025 (UNITS)

TABLE 80 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 81 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 82 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 83 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 84 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 85 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

TABLE 86 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2016–2019 (UNITS)

TABLE 87 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2020–2025 (UNITS)

TABLE 88 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2016–2019 (USD MILLION)

TABLE 89 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2020–2025 (USD MILLION)

TABLE 90 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2016–2019 (UNITS)

TABLE 91 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2020–2025 (UNITS)

TABLE 92 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2016–2019 (USD MILLION)

TABLE 93 ASIA PACIFIC: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2020–2025 (USD MILLION)

### 13.2.1 IMPACT OF COVID-19 ON THE ASIA PACIFIC MARKET

#### 13.2.2 CHINA

13.2.2.1 High automotive production in China is driving the automotive test equipment market



TABLE 94 CHINA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 95 CHINA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 96 CHINA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 97 CHINA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

### 13.2.3 INDIA

13.2.3.1 Rise in foreign investments due to enhanced FDI policies expected to foster the Indian automotive market in the coming years

TABLE 98 INDIA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 99 INDIA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 100 INDIA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 101 INDIA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

### 13.2.4 JAPAN

13.2.4.1 Increasing adoption of electric vehicles in Japan expected to hamper vehicle emission system and engine dynamometer market in Japan

TABLE 102 JAPAN: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 103 JAPAN: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 104 JAPAN: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 105 JAPAN: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

### 13.2.5 SOUTH KOREA

13.2.5.1 Wheel alignment tester is projected to lead South Korean market

TABLE 106 SOUTH KOREA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 107 SOUTH KOREA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 108 SOUTH KOREA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 109 SOUTH KOREA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY



**VEHICLE TYPE, 2020–2025 (USD MILLION)****13.3 EUROPE**

FIGURE 40 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET SNAPSHOT

TABLE 110 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2016–2019 (UNITS)

TABLE 111 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2020–2025 (UNITS)

TABLE 112 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 113 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 114 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 115 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 116 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 117 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

TABLE 118 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2016–2019 (UNITS)

TABLE 119 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2020–2025 (UNITS)

TABLE 120 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2016–2019 (USD MILLION)

TABLE 121 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2020–2025 (USD MILLION)

TABLE 122 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2016–2019 (UNITS)

TABLE 123 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2020–2025 (UNITS)

TABLE 124 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2016–2019 (USD MILLION)

TABLE 125 EUROPE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2020–2025 (USD MILLION)

**13.3.1 IMPACT OF COVID-19 ON THE EUROPE AUTOMOTIVE TEST EQUIPMENT MARKET****13.3.2 IMPACT OF COVID-19 ON THE EUROPE PASSENGER CAR MARKET****13.3.3 IMPACT OF COVID-19 ON THE EUROPE COMMERCIAL VEHICLE MARKET**

#### 13.3.4 FRANCE

13.3.4.1 Vehicle emission test system is projected to grow at the highest rate

TABLE 126 FRANCE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 127 FRANCE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 128 FRANCE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 129 FRANCE: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

#### 13.3.5 GERMANY

13.3.5.1 Increasing R&D activities in Germany expected to drive the automotive test equipment market

TABLE 130 GERMANY: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 131 GERMANY: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 132 GERMANY: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 133 GERMANY: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

#### 13.3.6 ITALY

13.3.6.1 Passenger car segment estimated to lead the market

TABLE 134 ITALY: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 135 ITALY: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 136 ITALY: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 137 ITALY: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

#### 13.3.7 SPAIN

13.3.7.1 Increasing vehicle exports expected to boost automotive test equipment market

TABLE 138 SPAIN: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 139 SPAIN: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 140 SPAIN: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE

TYPE, 2016–2019 (USD MILLION)

TABLE 141 SPAIN: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE

TYPE, 2020–2025 (USD MILLION)

13.3.8 UK

13.3.8.1 Demand for premium cars expected to propel the automotive test equipment market in the UK

TABLE 142 UK: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 143 UK: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 144 UK: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 145 UK: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

13.4 NORTH AMERICA

FIGURE 41 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET SNAPSHOT

TABLE 146 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2016–2019 (UNITS)

TABLE 147 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2020–2025 (UNITS)

TABLE 148 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 149 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 150 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 151 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 152 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 153 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

TABLE 154 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2016–2019 (UNITS)

TABLE 155 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2020–2025 (UNITS)

TABLE 156 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2016–2019 (USD MILLION)

TABLE 157 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2020–2025 (USD MILLION)

TABLE 158 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2016–2019 (UNITS)

TABLE 159 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2020–2025 (UNITS)

TABLE 160 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2016–2019 (USD MILLION)

TABLE 161 NORTH AMERICA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2020–2025 (USD MILLION)

#### 13.4.1 IMPACT OF COVID-19 ON THE NORTH AMERICA MARKET

##### 13.4.2 CANADA

13.4.2.1 Growing light commercial vehicle production in Canada expected to fuel the automotive test equipment market for commercial vehicles

TABLE 162 CANADA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 163 CANADA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 164 CANADA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 165 CANADA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

##### 13.4.3 MEXICO

13.4.3.1 Low labor cost is the key driver for the increasing number of automotive plants in the country

TABLE 166 MEXICO: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 167 MEXICO: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 168 MEXICO: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 169 MEXICO: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

##### 13.4.4 US

13.4.4.1 Stringent emission norms expected to drive the automotive test equipment market in the short term

TABLE 170 US: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 171 US: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE,

2020–2025 (UNITS)

TABLE 172 US: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 173 US: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

13.5 ROW

FIGURE 42 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2018 VS 2025 (USD MILLION)

TABLE 174 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2016–2019 (UNITS)

TABLE 175 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2020–2025 (UNITS)

TABLE 176 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2016–2019 (USD MILLION)

TABLE 177 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY COUNTRY, 2020–2025 (USD MILLION)

TABLE 178 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 179 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 180 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 181 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

TABLE 182 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2016–2019 (UNITS)

TABLE 183 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2020–2025 (UNITS)

TABLE 184 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2016–2019 (USD MILLION)

TABLE 185 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY PRODUCT TYPE, 2020–2025 (USD MILLION)

TABLE 186 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2016–2019 (UNITS)

TABLE 187 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2020–2025 (UNITS)

TABLE 188 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET CHANNEL TYPE, 2016–2019 (USD MILLION)

TABLE 189 ROW: AUTOMOTIVE TEST EQUIPMENT MARKET, BY MARKET

## CHANNEL TYPE, 2020–2025 (USD MILLION)

### 13.5.1 BRAZIL

13.5.1.1 The passenger car segment estimated to lead the Brazilian market

TABLE 190 BRAZIL: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 191 BRAZIL: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 192 BRAZIL: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 193 BRAZIL: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

### 13.5.2 RUSSIA

13.5.2.1 Passenger car segment is projected to grow at the highest rate

TABLE 194 RUSSIA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (UNITS)

TABLE 195 RUSSIA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (UNITS)

TABLE 196 RUSSIA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2016–2019 (USD MILLION)

TABLE 197 RUSSIA: AUTOMOTIVE TEST EQUIPMENT MARKET, BY VEHICLE TYPE, 2020–2025 (USD MILLION)

## 14 COMPETITIVE LANDSCAPE

### 14.1 MARKET EVALUATION FRAMEWORK

FIGURE 43 MARKET EVALUATION FRAMEWORK

### 14.2 OVERVIEW

### 14.3 MARKET RANKING ANALYSIS

FIGURE 44 KEY DEVELOPMENTS BY LEADING PLAYERS IN THE AUTOMOTIVE TEST EQUIPMENT MARKET, 2017-2020

### 14.4 MARKET EVALUATION FRAMEWORK REVENUE ANALYSIS OF TOP 5 PLAYER

FIGURE 45 TOP 5 PLAYERS HAVE DOMINATED THE MARKET IN LAST 3 YEARS

### 14.5 COMPETITIVE LEADERSHIP MAPPING

#### 14.5.1 STARS

#### 14.5.2 EMERGING LEADERS

#### 14.5.3 PERVASIVE

#### 14.5.4 EMERGING COMPANIES

FIGURE 46 AUTOMOTIVE TEST EQUIPMENT MARKET (GLOBAL):



**COMPETITIVE LEADERSHIP MAPPING, 2020****14.6 WINNERS VS. LOSERS****14.7 COMPETITIVE SCENARIO****14.7.1 NEW PRODUCT DEVELOPMENTS**

TABLE 198 NEW PRODUCT DEVELOPMENTS, 2017-2020

**14.7.2 EXPANSIONS**

TABLE 199 EXPANSIONS, 2017-2020

**14.7.3 PARTNERSHIPS/SUPPLY CONTRACTS/COLLABORATIONS/  
JOINT VENTURES/AGREEMENTS**TABLE 200 PARTNERSHIPS/SUPPLY CONTRACTS/COLLABORATIONS/JOINT  
VENTURES/ AGREEMENTS, 2017-2020**14.7.4 MERGERS & ACQUISITIONS**

TABLE 201 MERGERS &amp; ACQUISITIONS, 2017-2020

**15 COMPANY PROFILES****15.1 KEY PLAYERS**(Business overview, Products offered, Recent Developments, SWOT analysis, MNM  
view)\***15.1.1 ROBERT BOSCH GMBH**

FIGURE 47 ROBERT BOSCH GMBH: COMPANY SNAPSHOT

TABLE 202 ROBERT BOSCH GMBH: PRODUCTS OFFERED

TABLE 203 ROBERT BOSCH GMBH: NEW PRODUCT DEVELOPMENTS

FIGURE 48 ROBERT BOSCH GMBH: SWOT ANALYSIS

**15.1.2 SIEMENS**

FIGURE 49 SIEMENS: COMPANY SNAPSHOT

TABLE 204 SIEMENS: PRODUCTS OFFERED

TABLE 205 NEW PRODUCT DEVELOPMENTS/EXPANSIONS

FIGURE 50 SIEMENS: SWOT ANALYSIS

**15.1.3 DELPHI TECHNOLOGIES**

FIGURE 51 DELPHI TECHNOLOGIES: COMPANY SNAPSHOT

FIGURE 52 DELPHI: SWOT ANALYSIS

**15.1.4 CONTINENTAL AG**

FIGURE 53 CONTINENTAL AG: COMPANY SNAPSHOT

FIGURE 54 CONTINENTAL: SWOT ANALYSIS

**15.1.5 VECTOR INFORMATIK GMBH**

FIGURE 55 VECTOR INFORMATIK: SWOT ANALYSIS

**15.1.6 HONEYWELL INTERNATIONAL INC**

FIGURE 56 HONEYWELL INTERNATIONAL INC: COMPANY SNAPSHOT



#### 15.1.7 ABB

FIGURE 57 ABB: COMPANY SNAPSHOT

#### 15.1.8 SOFTING AG

FIGURE 58 SOFTING AG: COMPANY SNAPSHOT

#### 15.1.9 HORIBA, LTD.

FIGURE 59 HORIBA, LTD.: COMPANY SNAPSHOT

#### 15.1.10 SGS SA

FIGURE 60 SGS: COMPANY SNAPSHOT

#### 15.1.11 ACTIA GROUP

FIGURE 61 ACTIA GROUP: COMPANY SNAPSHOT

\*Details on Business overview, Products offered, Recent Developments, SWOT analysis, MNM view might not be captured in case of unlisted companies.

### 15.2 OTHER REGIONAL KEY PLAYERS

#### 15.2.1 ASIA PACIFIC

##### 15.2.1.1 Autel

##### 15.2.1.2 Ampro Testing Machines

##### 15.2.1.3 NSM Solutions

##### 15.2.1.4 Sinfonia

##### 15.2.1.5 Denso

#### 15.2.2 EUROPE

##### 15.2.2.1 DSA Daten- und Systemtechnik

##### 15.2.2.2 Ipetronik

##### 15.2.2.3 Racelogic

##### 15.2.2.4 MAHA Maschinenbau Haldenwang

##### 15.2.2.5 Rohde-Schwarz

##### 15.2.2.6 TUV SUD

##### 15.2.2.7 EM TEST

##### 15.2.2.8 AVL

#### 15.2.3 NORTH AMERICA

##### 15.2.3.1 Fluke

##### 15.2.3.2 Moog

##### 15.2.3.3 Sierra Instruments

##### 15.2.3.4 PTM Electronics

##### 15.2.3.5 MTS

##### 15.2.3.6 Intertek

## 16 ADJACENT & RELATED MARKETS

FIGURE 62 AUTOMOTIVE TEST EQUIPMENT ECOSYSTEM AND

*Automotive Test Equipment Market by Product (Engine, Chassis, and Transmission Dynamometer, Vehicle Emission,...*

## INTERCONNECTED MARKET

### 16.1 AUTOMOTIVE DIAGNOSTIC SCAN TOOLS MARKET

FIGURE 63 ASIA PACIFIC IS PROJECTED TO BE THE FASTEST-GROWING MARKET FOR AUTOMOTIVE DIAGNOSTIC SCAN TOOLS, 2020–2025

TABLE 206 AUTOMOTIVE DIAGNOSTIC SCAN TOOLS MARKET, BY REGION, 2018–2025 (USD MILLION)

### 16.2 GARAGE EQUIPMENT MARKET

FIGURE 64 GARAGE EQUIPMENT MARKET, BY REGION, 2019 VS. 2027 (USD MILLION)

TABLE 207 GARAGE EQUIPMENT MARKET, BY REGION, 2017–2027 (000' UNITS)

TABLE 208 GARAGE EQUIPMENT MARKET, BY REGION, 2017–2027 (USD MILLION)

### 16.3 AUTOMOTIVE DATA LOGGER MARKET

FIGURE 65 AUTOMOTIVE DATA LOGGER MARKET, BY REGION, 2018 VS. 2025

TABLE 209 AUTOMOTIVE DATA LOGGER MARKET SIZE, BY REGION, 2016–2025 (000' UNITS)

TABLE 210 AUTOMOTIVE DATA LOGGER MARKET SIZE, BY REGION, 2016–2025 (USD MILLION)

## 17 APPENDIX

17.1 CURRENCY EXCHANGE RATES (W.R.T. USD)

17.2 KEY INSIGHTS OF INDUSTRY EXPERTS

17.3 DISCUSSION GUIDE

17.4 KNOWLEDGESTORE: MARKETSANDMARKETS SUBSCRIPTION PORTAL

17.5 AVAILABLE CUSTOMIZATIONS

17.6 RELATED REPORTS

17.7 AUTHOR DETAILS

## About

Automotive test equipment is used for in house testing and validation of vehicles by OEMs. Automotive test equipment plays a vital role in the production and post-production phases of vehicles. The vehicle testing process comprises performance, emission, and various other tests that require different equipment to measure numerous parameters in order to detect defects or deviation from standards if any. The major test equipment used in engine and assembly plants includes engine dynamometer, chassis dynamometer, vehicle emission test system, and wheel alignment tester.

The automotive test equipment market is estimated to be valued at \$XX million in 2014. It is projected to grow at a CAGR of XX% from 2014 to 2019, to reach a value of \$XX million by 2019. Increase in vehicle manufacturing plants and expansion of existing facilities is expected to trigger the demand for automotive test equipment. The market has witnessed positive growth in developing countries due to increasing implementation of health and safety standards for vehicles, along with developed economies that already have stringent standards in practice. The automotive test equipment markets of Asia-Pacific and RoW regions are growing at a significant rate due to the increasing demand and production of vehicles in this region; whereas the European and North American markets have matured and hence the demand has become stagnant and thus, are estimated to demonstrate a moderate growth rate. However, high system costs and time consumed in vehicle testing are the some of the restraints for the automotive test equipment market.

In this report, the automotive test equipment market is segmented by product into engine dynamometer, chassis dynamometer, vehicle emission test system, and wheel alignment tester. Considering the original equipment (OE) market, engine dynamometers are installed at vehicle engine assembly plants, whereas chassis dynamometers, vehicle emission test systems, and wheel alignment testers are installed at vehicle assembly units where end-of-line testing is carried out. Chassis dynamometer is dominant over other test equipment with an OE market share of ~XX% followed by engine dynamometer in year 2014.

The automotive test equipment market in this report is also segmented by geography and by vehicle type. It focuses on test equipment used in end-of-line testing of light and heavy vehicles. The market is studied with respect to trends, opportunities, drivers, and challenges in Asia-Pacific, Europe, North America and RoW regions. Based on the vehicle type, the light vehicle segment captured the maximum market share of XX%, in

terms of value, in 2014.

The Asia-Pacific automotive test equipment market has accounted for a market share of XX% globally. This is mainly attributed to the expansions made by the automobile manufacturers at their production facilities in order to cope with the rising consumer demand as well as to stay in line with the safety norms and regulations. The rise in the market is also due to the growing focus of international as well as domestic players on the Asia-Pacific market. Moreover, the evolving policy structure in terms of health and safety regulations and lower production cost of these systems in the region are the major reasons for the high growth rate.

The factors contributing to the highest growth of the automotive test equipment market in the RoW region are increasing production capacity of light and heavy vehicles and increasing focus of tier XX suppliers and OEMs on the RoW region to enlarge their geographical network.

North America and Europe are comparatively mature markets and are projected to grow at a CAGR of XX% and XX%, respectively. Stringent emission norms and growing vehicle quality standards are the major factors fuelling the growth of automotive test equipment market in these regions.

The automotive test equipment market is dominated by many big and small players. The key players are Robert Bosch GmbH (Germany), Delphi Automotive LLP (U.K.) Siemens AG (Germany), SGS S.A. (Switzerland), and Honeywell (U.S.)

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