Automotive Windshield Market by Glass Type (Laminated and Tempered), Material Type (Thermoset and Thermoplastic), Position (Front and Rear), Vehicle Type (PCs, LCVs, and HCVs), Electric Vehicle Type (HEVs, BEVs, and PHEVs), and Region - Global Forecast to 2025

Abstracts

Increasing passenger car production in emerging economies to fuel the demand for the automotive windshield market

The global automotive windshield market is projected to grow at a CAGR of 6.28% from USD 14.27 billion in 2017 to reach USD 23.24 billion by 2025. The major factors driving the growth of the market include the growing vehicle production and the increasing use of windshields for the latest display technologies. On the other hand, the fluctuating prices of glass raw material create a challenge to the growth of the automotive windshield market. Whereas, the use of solar reflective windshield and the use of windshield for augmented reality application are expected to create opportunities for the growth of automotive windshields.

Increasing use of solar reflective glass for windshields and safety concerns among people to drive the automotive windshield market for the laminated glass segment

The laminated glass segment in the automotive windshield market is estimated to account for the largest share, by service segment, in 2017. Various digital systems such as GPS tracking systems, remote diagnostics system, fuel management system, and driver information system are provided as a standard feature in trucks by OEMs. Hence, the growth of the laminated glass segment for the automotive windshield market is

expected to be driven by the increasing use of laminated glasses, particularly front windshields, especially in Asian countries, such as India and China, where there are more chances of road mishaps. Laminated glasses are not only safe but also offer protection against harmful ultraviolet (UV) rays coming from the sun. Automotive windshield manufacturers such as Asahi Glass (Japan), Saint-Gobain (France), Xinyi (China), and Fuyao Glass (China) supplies laminated windshield for carmakers such as Bentley (UK), Mercedes (Germany), BMW (Germany), Audi (Germany), General Motors (US), Toyota (Japan), Volkswagen (Germany), Ford (US), Chrysler (US), Nissan (Japan), Honda (Japan), Hyundai (South Korea), Fiat (Italy), Volvo (Sweden), and Land Rover (UK).

Thermoplastic material to remain predominant during the forecast period

The thermoplastic material market is estimated to hold the largest share of the global automotive windshield in 2017. The segment is estimated to grow at a significant CAGR and is expected to remain the largest market during the forecast period. The growth of the thermoplastic material segment is driven by the increasing use of laminated safety glass for the manufacturing front windshields.

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

By Company Type: Tier 1: 55%, Tier 2: 20%, Tier 3: 25%

By Designation: C level: 55%, Manager level: 25%, Others: 20%

By Region: North America: 10%, Europe: 20%, Asia Pacific: 40%, RoW: 30%

Major players profiled in the report are:

Asahi Glass (Japan)

Saint-Gobain (France)

Xinyi Glass (China)

Fuyao Glass (China)

Nippon Sheet Glass (Japan)

Vitro (Mexico)

Central Glass (Japan)

Dura Automotive (US)

Shenzhen Automobile (China)

Sisecam (Turkey)

Guardian Industries (US)

Magna (Canada)

Research Coverage:

The report segments the automotive windshield market and forecasts its size, by volume and value, on the basis of region (Asia Pacific, Europe, North America, and RoW), windshield position (front windshield and rear windshield), glass type (laminated glass and tempered glass), material type (thermoset and thermoplastic) , vehicle type (Passenger Car (PC), Light Commercial Vehicle (LCV), and Heavy Commercial Vehicle (HCV)), and electric vehicle (HEV, BEV, and PHEV). The qualitative analysis of advanced features is also provided.

Reasons to Buy the Report:

This report contains various levels of analysis, including industry analysis, industry trends, and company profiles, which together comprise and discuss the basic views on the emerging and high growth segments of the automotive windshield market, high-growth regions and countries, government initiatives, and market dynamics such as drivers, restraints, opportunities, and challenges.

The report enables new entrants and smaller firms as well as established firms to understand the market better to help them to 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 into the following points:

Market Penetration: The report offers comprehensive information about the automotive windshield market and the top 12 players in the market.

Product Development/Innovation: The report provides detailed insights into upcoming technologies, R&D activities, and new product launches in the automotive windshield market.

Market Development: The report offers comprehensive information about automotive windshield market. The report analyzes the automotive windshield market for automotive across regions and provides comprehensive information about lucrative emerging markets.

Market Diversification: The report provides exhaustive information about new products, untapped regional markets, recent developments, and investments in the automotive windshield market.

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