

NVH Testing Market by Application (Impact Hammer Testing and Powertrain NVH Testing, Sound Intensity Measurement and Sound Quality Testing, Product Vibration Testing), Type (Hardware, Software), Vertical and Region- Global Forecast to 2028

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Abstracts

The NVH testing market is projected to reach USD 3.0 billion by 2028 from USD 2.2 billion in 2023, at a CAGR of 6.3% from 2023 to 2028. The major factors driving the market growth of the NVH testing market include stringent government regulations to reduce noise pollution, the growing need for NVH testing in the automotive vertical, and the growing adoption of automated condition monitoring solutions for smart factories. Moreover, the emergence of new application areas for NVH testing solutions, the development of advanced sensor technologies, and the shift toward electric vehicles are expected to provide ample growth opportunities for market players in the NVH testing market.

Data Acquisition Systems is expected to account for the largest market share in NVH testing hardware market during the forecast period

Data acquisition systems are used in NVH testing to gather data from different sensors and equipment, such as microphones, accelerometers, tachometers, and other devices that measure noise, vibration, and other factors.

Signal Analysis Software is expected to account for the largest market share in software segment during the forecast period

Signal analysis software is used to analyze and interpret data collected during NVH testing, including vibration signals, acoustics signals, and other data. The software

offers tools to analyze signals in both the time and frequency domains, including spectral analysis and signal filtering. Moreover, the software provides visualization options in graphs, charts, and 3D animations, enabling users to easily identify trends and patterns in the data.

North America is expected to account for the largest market share during the forecast period

The region is witnessing an increasing adoption of autonomous and electric vehicles, which in turn is driving the NVH testing market. Furthermore, the increasing focus on renewable energy and the presence of established aerospace & defense companies in the region are expected to provide growth opportunities for players in the NVH testing market.

Asia Pacific is expected to account for the highest CAGR during the forecast period

The Asia Pacific region is the world's largest automotive production hub, with China, Japan, India, and South Korea among the top ten global producers. The Asia Pacific region is also a leader in electric vehicle (EV) production and adoption. Increased vehicle production is a major factor driving the demand for NVH testing in Asia Pacific.

The break-up of profile of primary participants in the NVH testing market

By Company Type: Tier 1 – 50%, Tier 2 – 30%, Tier 3 – 20%

By Designation Type: C Level – 35%, Director Level – 30% , Others – 35%

By Region Type: North America – 40%, Europe – 25%, Asia Pacific – 20%, Rest of the World – 15%

The major players of NVH testing market are National Instruments Corporation (US), Siemens Digital Industries Software (US), Br&el & Kjr (Denmark), Axiometrix Solutions (US), and HEAD acoustics GmbH (Germany) among others.

Research Coverage

The report segments the NVH testing market and forecasts its size based on type, application, vertical, and region. The report also provides a comprehensive review of

drivers, restraints, opportunities, and challenges influencing the market growth. The report also covers qualitative aspects in addition to the quantitative aspects of the market.

Reasons to buy the report:

The report will help the market leaders/new entrants in this market with information on the closest approximate revenues for the overall NVH testing market and related segments. This report will help stakeholders understand the competitive landscape and gain more insights to strengthen their position in the market 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, opportunities, and challenges.

The report provides insights on the following pointers:

Analysis of key drivers (stringent government regulations to reduce noise pollution, growing need for NVH testing in automotive vertical, growing adoption of automated condition monitoring for smart factories), restraints (availability of rental NVH testing equipment, reliability issues in prediction capabilities of NVH solutions, lack of skilled workforce), opportunities (emergence of new applications for NVH testing, development of advanced sensor technologies, shift toward electric vehicles), and challenges (difficulty in selecting NVH testing equipment, integration of NVH systems with other systems, high retrofitting costs for incorporating NVH solutions) influencing the growth of the NVH testing market)

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

Market Development: Comprehensive information about lucrative markets – the report analyses the NVH testing market across varied regions

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the NVH testing market

Competitive Assessment: In-depth assessment of market shares, growth strategies and product offerings of leading players like National Instruments

Corporation (US), Siemens Digital Industries Software (US), Br el & Kj er (Denmark), Axiometrix Solutions (US), HEAD acoustics GmbH (Germany).

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*Details on Business Overview, Products Offered, Recent Developments, MnM View, Right to win, Strategic choices made, Weaknesses and competitive threats might not be captured in case of unlisted companies.

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