

Automotive Projector Headlamp Market In China For Passenger Cars 2015-2022

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Abstracts

The Chinese automotive lighting market is still price-oriented. Although halogen lights dominate the Chinese passenger vehicle scene, HIDs have gained prominence in domestic brand SUVs. The LED penetration rate in complete automotive lighting is high and at par with international level. China has seen rapid adoption of daytime running lamps (DRL) as it is closely linked with the signature styling of vehicles. The growth for LED DRLs in China comes at a time when domestic Chinese OEMs are striving for futuristic and compelling designs in order to fulfil their ambition of being successful in developed regions. As a result of this, the market penetration of DRL in China was 47% in 2016. The penetration rate of LED projector headlamp modules in the Chinese headlamp market is on the rise due to declining prices and improvement in their efficiency. The market presence of LED projector headlamps has increased following an increase in fitment from exclusively available on the premium vehicles to optionally available in the mid-range vehicles. Due to the complexity involved in designing high-power LED product segments, (high / low beam and fog light) and regulations regarding their compliance, they are mostly sourced from international manufacturers.

The projector headlamp market in the China is extremely concentrated. The global automotive lighting companies rely on their technical capability and established a relationship with the OEMs to secure new orders. Whereas, the local Chinese automotive lighting suppliers have positioned themselves in the low to mid segment of passenger vehicles and aftermarket business. However, over the past few years, some Chinese suppliers have shown the aggressive intent in acquiring clients on the back of low pricing. On the other hand, the Japanese automotive lighting suppliers like Koito, Stanley Electric and European lighting manufacturers including Hella and Valeo have monopolized the automotive lighting in a mid to high-end segment.

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