

Automotive Side Window Sunshades Market Forecasts to 2030 – Global Analysis By Product (Roller/Retractable, Suction-Cup, Magnetic, Static Cling and Other Products), Vehicle Type (Passenger Vehicles, Light Commercial Vehicles and Heavy Commercial Vehicles), Material, Installation Type, Vehicle Class, Sales Channel and By Geography

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Abstracts

According to Statistics MRC, the Global Automotive Side Window Sunshades Market is accounted for \$4.40 billion in 2024 and is expected to reach \$12.36 billion by 2030 growing at a CAGR of 18.8% during the forecast period. Automobile side window sunshades are necessary add-ons made to improve passenger comfort and safeguard car interiors. High-quality materials, like mesh or reflective textiles, are commonly used to make these sunshades, which efficiently block damaging UV rays and lessen heat accumulation inside cars. They reduce sun glare, making driving safer and more enjoyable, particularly on lengthy trips or in hotter climates. Automotive side window sunshades are simple to install and remove and come in a variety of designs, such as retractable, magnetic, and clip-on styles.

According to the European Automobile Manufacturers Association (ACEA) notes that the European Union's automotive industry contributes significantly to the economy, with vehicle production valued at €1.5 trillion in 2022.

Market Dynamics:

Driver:

Enhanced knowledge of UV protection

Consumer awareness of the negative effects of prolonged exposure to UV rays has increased significantly. Long-term exposure to sunlight while driving can cause skin damage, accelerate skin aging, and increase the risk of skin cancer. Additionally, UV rays can cause interior materials like leather and plastics to fade and crack, which lowers the vehicle's aesthetic appeal and resale value. Side window sunshades serve as a protective barrier, effectively filtering UV rays and protecting both passengers and interiors. As a result, their adoption has increased, particularly among health-conscious consumers and families with children.

Restraint:

Challenges with advanced vehicle designs compatibility

Advanced features like integrated sunshades or pre-installed window tinting are becoming more common in modern cars, especially in high-end models. The market for aftermarket sunshades is constrained by these factory-fitted alternatives, which lessen the need for them. Moreover, manufacturers may find it difficult to create universal sunshades that fit perfectly due to the intricate window shapes and designs of modern cars. Although they solve this problem, custom-fit sunshades are frequently more expensive, which further limits their appeal to consumers on a tight budget.

Opportunity:

Growing interest in electric vehicles (EVs)

There is a significant opportunity for the sunshade market due to the growing global adoption of electric vehicles. Energy efficiency is a top priority for EV manufacturers and users, and by keeping cabin temperatures lower, sunshades can significantly lessen the energy load on climate control systems. Additionally, manufacturers have the chance to create sunshades especially for EV models, with custom-fit options or cutting-edge materials that complement EV manufacturers' sustainability objectives, as the EV market expands, especially in regions like Europe, North America, and China.

Threat:

Intensive competition in the market

The market for side window sunshades for cars is very fragmented, with many regional and international companies selling a variety of goods. Manufacturers' profit margins are impacted by the aggressive pricing tactics and frequent product discounts brought on by this fierce competition. The dominance of well-known brands and the existence of inexpensive local manufacturers make it extremely difficult for smaller or new players to gain traction in the market. Furthermore, operating costs and market risks are raised by the ongoing need to innovate and differentiate products in order to remain competitive.

Covid-19 Impact:

The COVID-19 pandemic affected the market for side window sunshades for cars in different ways. In the beginning, the market was severely disrupted by the suspension of vehicle production, disruptions in the supply chain, and a decline in consumer expenditure on nonessential automotive accessories. Lockdowns and economic uncertainty also reduced demand, especially in areas where the pandemic had a significant impact. But as events unfolded, the market recovered, propelled by a greater emphasis on using private vehicles to avoid public transit and heightened awareness of comfort and hygiene in cars.

The Roller/Retractable segment is expected to be the largest during the forecast period

The market for car side window sunshades is expected to be largest share by the roller/retractable segment. This dominance is ascribed to its user-friendliness, elegant appearance, and capacity for adjustable shading, all of which make it a consumer favorite. Retractable or roller sunshades combine functionality and convenience, providing the option to partially or completely block sunlight as needed. From sedans to SUVs, these sunshades fit a wide range of car models, and their premium look and longevity add to their allure. Furthermore, the growing demand from consumers for fashionable and multipurpose car accessories fuels this market's expansion.

The Mesh segment is expected to have the highest CAGR during the forecast period

In the market for car side window sunshades, the mesh segment is anticipated to grow at the highest CAGR. The growing demand for long-lasting, lightweight, and breathable materials that efficiently block UV rays while maintaining airflow and visibility is what is causing this growth. Because they create a comfortable environment in cars, especially in hotter climates, mesh sunshades are very popular. Their attractiveness is further increased by the fact that they work with a variety of attachment systems, including suction cups and static cling. Moreover, the demand for mesh-based sunshades is also

being driven by growing consumer awareness of the safety and comfort of car interiors, setting up this market for strong growth in the years to come.

Region with largest share:

Due to its enormous volume of automobile production and sales, especially in nations like China, India, and Japan, the Asia Pacific region is anticipated to hold the largest share of the market for side window sunshades for automobiles. The region's dominance has been largely attributed to its high population density, rising disposable income, and expanding demand for passenger cars. Furthermore, many parts of the region have hot, sunny weather, which makes sunshades necessary to protect car interiors and improve passenger comfort. Asia Pacific's dominant position in the market is further cemented by the existence of a robust manufacturing base, the availability of reasonably priced goods, and an increasing emphasis on vehicle customization.

Region with highest CAGR:

The North American region in the automotive side window sunshades market is anticipated to hold the highest CAGR during the forecast period. High demand for luxury and high-end cars, which frequently have cutting-edge comfort features like side window sunshades, is driving the market in this area. Moreover, market expansion is supported by consumers' growing desire for vehicle customization and sun protection. North America's high growth rate in this market is a result of the presence of significant automakers and suppliers in the United States and Canada, as well as a growing emphasis on interior comfort and vehicle aesthetics.

Key players in the market

Some of the key players in Automotive Side Window Sunshades market include Honda Motor Co. Ltd., Macauto Industrial Co. Ltd., BOS GmbH and Co. KG, Volvo AB, Toyota Motor Corporation, Inalfa Roof Systems Group B.V., Covercraft Industries, LLC, Volkswagen, Hubei Shuanghuan Science And Technology Co. Ltd., Daimler AG, Car Shades, LLC, Inteva Products LLC, Autofurnish Trading Pvt Ltd, Hauck GmbH & Co. KG and Webasto Group.

Key Developments:

In October 2024, Volvo Group and Daimler Truck have entered into a binding agreement to establish a 50/50 joint venture aimed at developing a software-defined

vehicle platform for heavy-duty commercial vehicles. This collaboration aims to propel the industry's transformation by setting a new standard in software-defined capabilities.

In September 2024, Toyota Motor Corporation (Toyota) and the BMW Group (BMW) signed an agreement to strengthen collaboration in the hydrogen sector, with a view to creating a hydrogen society and achieving overall carbon neutrality. Both companies will work together on the development of fuel cells system and the improvement of infrastructure.

In April 2024, Honda Motor Co., Ltd. announced that the company has reached a basic agreement with Asahi Kasei Corporation on collaboration for the production of battery separators for automotive batteries in Canada. The two companies will begin detailed discussions with the goal to establish a joint venture company before the end of 2024.

Products Covered:

Roller/Retractable

Suction-Cup

Magnetic

Static Cling

Other Products

Vehicle Types Covered:

Passenger Vehicles

Light Commercial Vehicles

Heavy Commercial Vehicles

Materials Covered:

Fabric

Mesh

Plastic

Other Materials

Installation Types Covered:

Clip-On

Adhesive

Magnetic

Static Cling

Vehicle Classes Covered:

Entry-Level

Mid-Range

Luxury/ Premium

Sales Channels Covered:

OEM

Aftermarket

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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