

# **Global Automotive Immobilizer Market by Vehicle type (Passenger Car, Light Duty Vehicle, and Medium & Heavy Duty Vehicle), by End Market (OEMs and Aftermarket), and by Region (North America, Europe, Asia-Pacific, and Rest of the World), Trend, Forecast, Competitive Analysis, and Growth Opportunity: 2016-2021**

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## **Abstracts**

This is the ONGOING report. If ordered it could be delivered in 2-3 weeks timeframe.

This report, from Stratview Research, studies the global immobilizer market in the automotive industry over the period 2010 to 2021. The report provides detailed insights on the market dynamics to enable informed business decision making and growth strategy formulation based on the opportunities present in the market.

### **The Global Immobilizer Market in the Automotive Industry: Highlights**

An engine immobilizer is an anti-theft system that comprises an electronic security device fitted to the vehicle. It prevents the engine from running unless the correct key is present. Automotive key fob is either a digital coded key or a smart key embedded with a RFID transponder which sends signals to the immobilizer control unit. The engine immobilizer is an electronic chip embedded into the ECU of the vehicle, which is activated by a key fob. If the code in the key and the immobilizer matches, the ECU activates the fuel and ignition system of the vehicle.

Rising vehicle theft has always been a concern to the government of the many countries. Countries have started implementing vehicle theft prevention regulations with

the purpose to curb the vehicle theft. Some major automobile producing countries, such as Germany and US have implemented the regulations that mandate immobilizers for all new vehicles sold. This has led to the growth of the immobilizers in the automotive industry and currently, almost 100% of the new vehicles have immobilizers either as a standard or an optional feature.

The global immobilizer market in the automotive industry promises a good growth opportunity and is expected to witness 4.4% CAGR during the forecast period of 2016 to 2021. Increasing automotive production, stringent vehicle theft prevention regulations, growing keyless entry systems market, and demand of high security vehicles are the major drivers of the global automotive immobilizer market.

Passenger car segment is expected to remain the largest immobilizers market during the forecast period. High demand of better comfort, security vehicles and increasing car production will continue to drive the demand of the immobilizers in the passenger car segment.

Asia-Pacific region will remain the growth engine of the global automotive immobilizers market in the next five years, driven by emerging economies, such as China and India. China is the world's largest automotive market with strong growth potential in the next five years. Increasing disposable income and demand of high security featured vehicles have spurred the demand for efficient security systems in this region. All the major immobilizer manufacturers are targeting the Asia-Pacific region and increasing manufacturing capacity to tap the growth potential.

The supply chain of this market comprises raw material suppliers, immobilizer system manufacturers, keyless entry system manufacturers, distributors, and Automotive OEMs. The key automotive OEMs are Toyota, Daimler, GM, Ford, Hyundai, and Chrysler.

The global automotive immobilizer market is a consolidated market. The key immobilizer manufacturers for the global automotive industry are Continental AG, Robert Bosch, Hella Group, Delphi, Valeo, TRW Automotive, Alps Electric and Mitsubishi Electric Corporation. New product development, capacity expansion and regional expansion are the key strategies adopted by the key players to gain competitive edge in the market.

## **RESEARCH METHODOLOGY**

This report offers high quality insights and is the outcome of detailed research methodology comprising extensive secondary research, rigorous primary interviews with industry stakeholders and validation and triangulation with Stratview Research's internal database and statistical tools. More than 1,000 authenticated secondary sources, such as company annual reports, fact book, press release, journals, investor presentation, white papers, patents, and articles have been leveraged to gather the data. More than 10 detailed primary interviews with the market players across the value chain in the all four regions and industry experts have been executed to obtain both the qualitative and quantitative insights.

## **REPORT FEATURES**

This report provides market intelligence in the most comprehensive way. The report structure has been kept such that it offers maximum business value. It provides critical insights on the market dynamics and will enable strategic decision making for the existing market players as well as those willing to enter the market. The following are the key features of the report:

Market structure: Overview, industry life cycle analysis, supply chain analysis

Market environment analysis: Growth drivers and constraints, Porter's five forces analysis, SWOT analysis

Market trend and forecast analysis

Market segment trend and forecast

Competitive landscape and dynamics: Market share, product portfolio, product launches, etc.

Attractive market segments and associated growth opportunities

Emerging trends of the carbon brakes market

Strategic growth opportunities for the existing and new players

Key success factors

The immobilizer market in the automotive industry is segmented into the following categories.

Global Immobilizer Market in the Automotive Industry by Vehicle Type:

Passenger Car

Light Duty Vehicles

Medium & Heavy Duty Vehicles

Global Immobilizer Market in the Automotive Industry by End Market:

OEM

Aftermarket

Global Immobilizer Market in the Automotive Industry by Region:

North America

Europe

Asia – Pacific

Rest of the World

## **REPORT CUSTOMIZATION OPTIONS**

With this detailed report, Stratview Research offers one of the following free customization options to our respectable clients:

Company Profiling

Detailed profiling of additional market players (up to 3)

SWOT analysis of key players (up to 3)

### Regional Segmentation

Current market segmentation of any one of the regions by vehicle type

### Competitive Benchmarking

Benchmarking of key players on the following parameters: Product portfolio, geographical reach, regional presence, and strategic alliances

Custom Research: Stratview research offers custom research services across the sectors. In case of any custom research requirement related to market assessment, competitive benchmarking, sourcing and procurement, target screening, and others, please send your enquiry at [sales@stratviewresearch.com](mailto:sales@stratviewresearch.com)

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