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Car Phone Holder Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Air Vent, Suction Cup, Adhesive, CD Slot), By Sales Channel (Multi Branded Electronic Stores, Online, Hypermarkets/Supermarkets, and Others (Direct Sales, etc.)), By Region & Competition, 2021-2031F

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Abstracts

The Global Car Phone Holder Market is projected to expand from USD 1.31 Billion in 2025 to USD 1.86 Billion by 2031, reflecting a compound annual growth rate of 6.02%. These accessories are designed to secure mobile devices to dashboards, windshields, or air vents, facilitating safe, hands-free communication and navigation. This growth is primarily driven by strict government regulations requiring safe device usage, the universal dependence on smartphone-based GPS systems, and the gig economy's need for constant device access among delivery and rideshare professionals. Indicating a strong demand for aftermarket utility products, data from the Specialty Equipment Market Association reveals that United States consumers spent roughly $52.65 billion on vehicle accessories and modifications in 2024.

However, the market faces a substantial obstacle due to the widespread adoption of advanced infotainment systems like Android Auto and Apple CarPlay. Because these technologies allow drivers to mirror smartphone interfaces directly onto the vehicle?s integrated display, the necessity for physical mounting hardware is significantly reduced. As automakers increasingly standardize these connectivity features in modern vehicles, this technological evolution introduces a redundancy that could impede the future expansion of the aftermarket holder sector.

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Market Driver

Stringent hands-free driving regulations act as a primary catalyst for the car phone holder market, as legislative bodies worldwide intensify efforts to reduce traffic accidents linked to mobile device use. To comply with these safety mandates while maintaining access to navigation and communication tools, drivers are compelled to purchase mounting hardware that meets legal requirements. According to the National Highway Traffic Safety Administration's April 2024 report on 2022 motor vehicle crashes, distracted driving caused 3,308 fatalities and an estimated 289,310 injuries on United States roads. Consequently, the enforcement of penalties drives immediate consumer demand for windshield or dashboard-mounted solutions as a necessary alternative to unlawful handheld interaction.

Simultaneously, increasing global smartphone penetration has established the mobile device as the central hub for route guidance and in-vehicle infotainment, effectively superseding standalone GPS units. As consumers upgrade to larger devices, the need for robust holders to secure these electronics becomes essential for both professional drivers and casual commuters. The June 2024 Ericsson Mobility Report estimated that global smartphone subscriptions reached 6.9 billion by the end of 2023, creating a massive user base. This saturation is further amplified by the shared mobility sector; Uber Technologies, Inc. reported facilitating 2.6 billion trips in the first quarter of 2024 alone, highlighting the critical operational need for reliable phone stabilization in professional driving scenarios.

Market Challenge

The widespread integration of advanced infotainment systems constitutes a major restraint for the car phone holder market. Technologies such as Apple CarPlay and Android Auto enable users to project their smartphone interfaces directly onto the vehicle?s built-in display, allowing access to media, calls, and maps without a separate physical mount. This technological shift creates a functional redundancy; as drivers gain the ability to control their devices via voice commands or the car's native touchscreen, the practical utility of dashboard or windshield holders diminishes, thereby eroding the value proposition of aftermarket mounts for consumers buying modern automobiles.

This challenge is exacerbated by the rapid turnover of the vehicle fleet, which frequently introduces these connectivity features to the roads. According to the European Automobile Manufacturers' Association, global car sales totaled 74.6 million units in 2024, bringing a vast volume of vehicles equipped with standard screen-mirroring capabilities into the market. Consequently, the addressable customer base for phone holders is increasingly contracting to owners of older vehicle models, a trend that hampers the sector's long-term expansion potential.

Market Trends

The market is being fundamentally reshaped by the integration of Qi2 high-speed wireless charging and MagSafe-compatible magnetic mounting ecosystems. This technological convergence is driving a transition from bulky mechanical clamps to minimalist magnetic alignment pads, ensuring optimal coil positioning for rapid power delivery and thermal management. This shift creates a standardized platform where mounts can efficiently charge and secure devices simultaneously without overheating during GPS-intensive tasks. Highlighting the scale of this adoption, the Wireless Power Consortium reported in January 2025 that the Qi2 technology ecosystem had already reached over 1.5 billion devices globally, underscoring the massive installed base now compatible with these advanced magnetic solutions.

In parallel, the development of specialized mounts for EV infotainment screens is emerging as a critical response to the minimalist interior designs of modern electric vehicles. As automakers increasingly eliminate textured dashboard surfaces and traditional air vent louvers, accessory manufacturers are engineering bespoke brackets that adhere to or hook onto the back of floating central displays. This adaptation ensures device accessibility for drivers who rely on specific mobile apps not fully supported by native vehicle interfaces. This niche segment is expanding rapidly alongside the fleet; the National Automobile Dealers Association reported in July 2025 that United States battery electric vehicle sales rose by 22.7% compared to the previous month, signaling growing demand for this vehicle-specific mounting hardware.

Key Market Players

- Shenzhen DIVI Technology Co, Ltd.
- Bestrix
- Belkin International Inc.
- Scosche Industries Inc.
- MPOW Innovations Limited

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WizGear

Arkon Resources, Inc.

Kenu

TechMatte Inc.

Brodit AB

Report Scope

In this report, the Global Car Phone Holder Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Car Phone Holder Market, By Product

Air Vent

Suction Cup

Adhesive

CD Slot

Car Phone Holder Market, By Sales Channel

Multi Branded Electronic Stores

Online

Hypermarkets/Supermarkets

Others (Direct Sales

etc.)

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Car Phone Holder Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

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Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Car Phone Holder Market.

Available Customizations:

Global Car Phone Holder Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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