+357 96 030922
info@marketpublishers.com

Automotive Smart Display Market –Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Display Technology (LCD, TFT-LCD, Others), By Vehicle Type (Passenger Car, Commercial Vehicle), By Display Size (Less Than 5 Inches, 5 to 10 Inches, More Than 10 Inches), By Region & Competition, 2020-2030F

https://marketpublishers.com/r/ACC34A196AEEEN.html
Date: January 2025
Pages: 182
Price: US$ 4,500.00 (Single User License)
ID: ACC34A196AEEEN

Abstracts

The Global Automotive Smart Display market was valued at USD 13.68 Billion in 2024 and is expected to reach USD 21.48 Billion by 2030 with a CAGR of 7.81% during the forecast period. The Automotive Smart Display Market is growing due to increasing demand for advanced in-car infotainment systems, offering features like navigation, entertainment, and connectivity. Enhanced user interfaces with touch, voice, and gesture controls are driving innovation. The rise of electric and autonomous vehicles also accelerates the need for more sophisticated display systems to provide critical information and driver assistance. For instance, global electric vehicle (EV) sales surged by 49% in the first half of 2023, reaching 6.2 million units. EVs now account for 16% of global light vehicle sales, with China leading at 55% of the market share. Europe and the U.S. followed, showing strong growth, especially in the latter's 97% year-on-year increase. Tesla and BYD dominate global sales, with Tesla's Model Y leading, and BYD witnessing impressive sales growth. The overall market has to grown by almost 39% in 2023, reinforcing the EV sector's transformative momentum.

Opportunities lie in integrating augmented reality (AR) and artificial intelligence (AI) for improved user experience and safety. However, challenges include high production cost, compatibility with various vehicle platforms, and concerns over driver distraction. Maintaining data security and ensuring seamless integration with multiple devices

+357 96 030922
info@marketpublishers.com

remain critical challenges for manufacturers. For instance,

Key Market Drivers

Rising Demand for In-Car Infotainment Systems

The shift toward more connected, feature-rich infotainment systems is one of the primary drivers of the Automotive Smart Display Market. Consumers expect their vehicles to provide the same technological convenience as smartphones and smart homes, such as navigation, media control, and real-time updates. In response to this, automakers are equipping vehicles with advanced smart displays that integrate entertainment, navigation, and safety systems into a single, seamless user interface. This shift is further driven by the adoption of connected car technologies, with infotainment systems now serving as a hub for integrating smartphones, voice assistants, and third-party applications. These displays are becoming more sophisticated, offering larger screens, better resolution, and enhanced touch response, all aimed at improving the overall user experience. As infotainment becomes a standard feature across various vehicle segments, the demand for automotive smart displays continues to rise, further propelling the market growth.

Integration of Advanced Driver Assistance Systems (ADAS)

The rapid advancements in automotive safety technologies are pushing the demand for automotive smart displays. Modern vehicles are increasingly equipped with Advanced Driver Assistance Systems (ADAS), which include features like lane-keeping assist, adaptive cruise control, and collision warnings. To provide real-time information and feedback, these systems rely on large, high-resolution displays that can show critical data in an intuitive, easily readable format. The integration of ADAS with smart displays enhances safety by allowing drivers to receive alerts and warnings through dynamic, interactive displays. With the rise of semi-autonomous and fully autonomous vehicles, the need for smarter, more interactive displays that offer both driving and navigation assistance becomes even more crucial, contributing to the market’s growth. For instance, India is set to transition into the 'smartphone era' for cars in 2025, with vehicles featuring 5G M2M connectivity and advanced AI technologies. 22% of consumers are willing to invest in smart devices to enhance their vehicle experience, and 55% have shown interest in smart/connected cars. Starting in 2025, cars priced USD 24,000 and above will be equipped with 5G connectivity, on-device GenAI, and cloud applications, enabling real-time data processing. This shift is supported by a growing market, with automotive chipset revenues surpassing USD 1.5 billion, led by

+357 96 030922
info@marketpublishers.com

Qualcomm and MediaTek. Key features will include in-vehicle entertainment, maintenance apps, and enhanced safety systems, becoming mainstream in India's automotive sector.

Consumer Demand for Personalized and Intuitive User Interfaces

Consumers are increasingly demanding personalized, user-centric experiences in their vehicles, particularly in terms of in-car technology. Smart displays offer automakers an opportunity to provide a more personalized experience by adapting the interface to the preferences of the driver, such as custom layouts, theme settings, and personalized shortcuts. The growing focus on intuitive user interfaces, which allow for voice commands, touch interactions, and even gesture controls, is driving the demand for advanced automotive displays. By seamlessly integrating with smartphones, smart home devices, and other connected systems, automotive smart displays enable drivers and passengers to enjoy a more convenient and integrated experience. The increasing expectation of a 'smart' car environment is pushing manufacturers to prioritize these innovations, thus driving the market forward.

Key Market Challenges

High Manufacturing and Development Cost

The development of advanced automotive smart displays involves significant investment in research and development, as well as the manufacturing of high-quality, durable components. The cost of integrating features like high-definition resolution, touch sensitivity, voice recognition, and advanced connectivity into displays can be prohibitive for automakers, especially for budget and mid-range vehicle models. Smart displays often require intricate systems to ensure they perform well under the diverse conditions experienced in vehicles, such as varying temperatures, vibrations, and lighting conditions. These high cost are often passed on to consumers, potentially limiting the adoption of these technologies in lower-priced vehicle segments. The challenge for manufacturers is to balance innovation with cost-effective production to make these displays accessible across all vehicle categories.

Driver Distraction and Safety Concerns

One of the primary challenges facing the automotive smart display market is the risk of driver distraction. As displays become larger and more interactive, there is a concern that they may divert drivers' attention away from the road. While these displays can

+357 96 030922
info@marketpublishers.com

improve the driving experience, they also have the potential to pose safety risks if not designed carefully. Features such as touchscreens, voice controls, and gesture-based interfaces may cause distractions if they are not intuitive or if they require too much interaction. The automotive industry must address these concerns by implementing safety measures like limiting certain features while driving, using haptic feedback, or designing displays that minimize driver distraction while still providing useful information. Ensuring that smart displays enhance safety without becoming a hazard is a critical challenge.

Complexity in Integration with Other Vehicle Systems

Automotive smart displays need to integrate seamlessly with various vehicle systems, including infotainment, navigation, ADAS, and climate control systems. This integration can be complex, as each system has its own set of requirements, software, and hardware specifications. The challenge lies in ensuring that these displays work harmoniously with other onboard technologies, without performance degradation or compatibility issues. As vehicles evolve toward more connected ecosystems, manufacturers need to ensure their displays are capable of supporting future software updates and integrations with emerging technologies. Any failure in integration could lead to system malfunctions or a poor user experience, which may hinder the adoption of these advanced displays.

Key Market Trends

Transition to Larger, Multi-Functional Displays

A notable trend in the automotive smart display market is the shift toward larger, more multifunctional screens that integrate multiple vehicle systems and provide more data at a glance. Instead of traditional dashboards with separate displays for navigation, media, and vehicle data, automakers are moving toward large, centralized displays that combine all these features into one unified interface. These displays typically range from 10 to 20 inches in size and feature high-definition, touch-sensitive screens that allow users to interact with a variety of features with ease. Many of these displays are becoming more curved or flexible, offering a futuristic, immersive user experience. This trend reflects a broader move toward minimalistic, high-tech vehicle interiors that prioritize digital interfaces over physical buttons and switches. For instance, At CES 2024, LG Display unveiled the world's largest automotive display a 57-inch Pillar-to-Pillar (P2P) LCD alongside a 32-inch Slidable OLED panel. These innovations aim to enhance in-vehicle experiences by providing expansive, high-resolution screens that

+357 96 030922
info@marketpublishers.com

seamlessly integrate into vehicle interiors. The 57-inch P2P LCD offers a continuous display across the vehicle's width, while the 32-inch Slidable OLED provides flexible screen positioning, allowing for dynamic adjustments to suit various user preferences. These advancements reflect LG Display's commitment to advancing automotive display technologies, offering solutions that blend functionality with aesthetic appeal.

Integration of Artificial Intelligence and Voice Assistants

The integration of artificial intelligence (AI) and voice assistant technologies is transforming the functionality of automotive smart displays. AI-powered systems can learn driver preferences and behaviors over time, offering a more personalized and efficient user experience. For instance, smart displays can adjust settings like climate control or seat positioning based on previous interactions, or suggest routes and entertainment options based on past habits. Voice assistants, such as Amazon’s Alexa or Google Assistant, are becoming integral to smart displays, allowing drivers to interact with the vehicle without taking their hands off the wheel or eyes off the road. This trend is pushing the boundaries of user experience by making car interactions more intuitive, hands-free, and personalized. For instance, In 2024, numerous automotive manufacturers have integrated artificial intelligence (AI) into their vehicles, enhancing safety, performance, and user experience. Tesla continues to lead with its Full Self-Driving (FSD) software, enabling advanced autonomous driving capabilities. Mercedes-Benz has introduced the MBUX Hyperscreen, an AI-powered infotainment system that offers personalized user experiences. Volkswagen has integrated ChatGPT into its IDA voice assistant, allowing drivers to access a vast range of information through natural language processing. XPeng Motors launched the P7+ electric SUV, featuring an AI-defined in-car operating system that promotes a smart driving experience. Lucid Motors has enhanced its vehicles with an in-vehicle voice assistant powered by integrated generative AI, providing interactive and intuitive controls. These advancements reflect the automotive industry's commitment to incorporating AI technologies, making vehicles smarter, safer, and more connected.

Augmented Reality (AR) Integration

Augmented reality (AR) is increasingly being incorporated into automotive smart displays to enhance driver safety and navigation. AR displays overlay digital information onto the real-world view, often using the windshield or a separate display screen. For example, navigation directions can be projected onto the windshield in real-time, guiding drivers with visual cues, while vehicle status updates, like speed or fuel efficiency, are displayed directly in the driver’s line of sight. The integration of AR into automotive

+357 96 030922
info@marketpublishers.com

displays is expected to grow, as it improves situational awareness and reduces cognitive load, making it easier for drivers to process important information quickly. This trend is especially important as vehicles move towards higher levels of automation.

Segmental Insights

Display Technology Insights

The LCD segment dominated the automotive smart display market due to its cost-effectiveness, versatility, and superior performance in delivering clear, high-quality visuals. LCDs offer a well-established and mature technology that has been extensively integrated into various vehicle systems, including infotainment, navigation, and instrument clusters. These displays provide excellent color reproduction, wide viewing angles, and high brightness, making them ideal for automotive environments where visibility and clarity are crucial, even under direct sunlight.

The widespread adoption of LCDs is driven by their adaptability to different screen sizes and configurations, from small dashboards to larger touchscreens. The ability to integrate touch functionality into LCD panels further enhances their appeal for applications like infotainment and advanced driver-assistance systems (ADAS). The technology's scalability and relatively low production cost also make it a preferred choice for automakers seeking to offer advanced, feature-rich displays at a competitive price point.

Advancements in LCD technology, such as the introduction of full HD and 4K resolution displays, have significantly boosted their appeal in the automotive market, offering sharper and more detailed visuals. The growing trend toward digitalization in vehicles, coupled with the rising demand for in-car entertainment and connectivity features, continues to drive the dominance of LCDs in the automotive smart display segment. These factors collectively ensure that LCD remains the leading technology in the market, with a strong presence in both high-end and mass-market vehicles.

Regional Insights

North America dominated the region in the automotive smart display market due to a combination of factors such as technological advancements, high consumer demand, and a strong automotive industry presence. The region is home to several leading automakers and suppliers who prioritize cutting-edge technologies, including advanced display systems for infotainment, navigation, and driver assistance. As automakers in

+357 96 030922
info@marketpublishers.com

North America focus on enhancing the in-car experience, the demand for smart displays continues to grow, with features like touchscreen interfaces, voice recognition, and integrated connectivity becoming standard in modern vehicles.

The rapid adoption of electric vehicles (EVs) and autonomous driving technologies in North America also plays a key role in driving the demand for advanced smart display solutions. These vehicles require sophisticated display systems to manage and present critical information to drivers in real-time, further fueling the market's growth. North America has a high level of consumer acceptance of new technologies, which supports the demand for smart display solutions in vehicles.

The region benefits from a well-developed infrastructure for research and development (R&D), allowing for continuous innovation in automotive technologies, including smart displays. Partnerships between technology companies and automakers have resulted in the integration of high-definition, multi-functional, and connected displays in vehicles. With the growing trend toward digitalization and in-vehicle connectivity, North America continues to lead in the adoption and integration of automotive smart display technologies.

Key Market Players

LG Electronics, Inc

Samsung Display Co., Ltd

Panasonic Corporation

Denso Corporation

Continental AG

Visteon Corporation

Yazaki group

Alpine Electronics, Inc

NXP B.V.

+357 96 030922
info@marketpublishers.com

FORVIA

Report Scope:

In this report, the Global Automotive Smart Display market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Automotive Smart Display Market, By Display Technology:

LCD

TFT-LCD

Others

Automotive Smart Display Market, By Vehicle Type:

Passenger Cars

Commercial Vehicles

Automotive Smart Display Market, By Display Size:

Less Than 5 Inches

5 to 10 Inches

More Than 10 Inches

Automotive Smart Display Market, By Region:

North America

United States

Canada

+357 96 030922
info@marketpublishers.com

Mexico

Europe & CIS

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Thailand

Australia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

+357 96 030922
info@marketpublishers.com

South America

Brazil

Argentina

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Automotive Smart Display Market.

Available Customizations:

Global Automotive Smart Display 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).

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

6. NORTH AMERICA AUTOMOTIVE SMART DISPLAY MARKET OUTLOOK

+357 96 030922
info@marketpublishers.com

7. EUROPE & CIS AUTOMOTIVE SMART DISPLAY MARKET OUTLOOK

+357 96 030922
info@marketpublishers.com

8. ASIA-PACIFIC AUTOMOTIVE SMART DISPLAY MARKET OUTLOOK

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

10. SOUTH AMERICA AUTOMOTIVE SMART DISPLAY MARKET OUTLOOK

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Automotive Smart Display Market –Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Display Technology (LCD, TFT-LCD, Others), By Vehicle Type (Passenger Car, Commercial Vehicle), By Display Size (Less Than 5 Inches, 5 to 10 Inches, More Than 10 Inches), By Region & Competition, 2020-2030F

Product link: https://marketpublishers.com/r/ACC34A196AEEEN.html

Price: US$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/ACC34A196AEEEN.html