

China Automotive Acoustic Engineering Services Market By Vehicle Type (Passenger Car, Commercial Vehicle), By Propulsion Type (ICE, Electric, Others), By Application Type (Drivetrain, Powertrain, Body & Structure, Interior, Others), By Offering (Physical Acoustic Testing, Virtual Acoustic Testing), By Process (Designing, Development, Testing), By Region, Competition Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

China Automotive Acoustic Engineering Services Market was valued at USD 682.11 Million in 2024 and is expected to reach USD 999.79 Million by 2030 with a CAGR of 6.58% during the forecast period. The Asia-Pacific Semi & Fully Autonomous Vehicle Market is expanding rapidly due to advancements in AI, machine learning, and sensor technologies, which are enhancing vehicle automation. Growth drivers include increasing demand for enhanced safety features, regulatory support, and investments from key automotive manufacturers and tech companies. The trend towards vehicle electrification and the integration of autonomous systems with electric vehicles is accelerating the market's expansion. Opportunities lie in partnerships between automotive and tech companies to innovate in autonomous vehicle technologies. Challenges such as high development costs, regulatory hurdles, and consumer acceptance remain significant obstacles. Concerns about cybersecurity and infrastructure readiness continue to impact market growth. For instance, China's vehicle sales grew 12% to a record 30.09 million units in 2023, surpassing a 3% growth target.

The rise was attributed to higher global demand, particularly for Chinese electric vehicles, fierce competition among automakers, and a recovery in commercial vehicle demand. With 30.09 million units sold, China remains the world's largest automobile seller, with overseas shipments growing 58% to 4.91 million units. China could potentially outstrip top exporter Japan, which is forecast to ship 4.3 million units.

Market Drivers

Rapid Growth of the Automotive Industry

China has become the world's largest automotive market, with a robust domestic industry and a growing consumer base. The sheer volume of vehicles being produced and sold in China is a major driver of the Automotive Acoustic Engineering Services Market. As the automotive industry expands, there is a heightened focus on enhancing vehicle comfort, including noise reduction. Consumers in China increasingly demand quieter and more comfortable vehicles, driving the need for acoustic engineering services to achieve these goals.

Consumer Demand for Quieter Vehicles

Chinese consumers have become more discerning when it comes to the quality of their vehicles. Noise levels in vehicles, particularly in premium and luxury segments, are a significant consideration. Consumers associate a quiet and comfortable cabin environment with higher quality and superior driving experiences. As a result, automakers and manufacturers are investing in acoustic engineering to reduce noise, vibration, and harshness (NVH) levels, which is a key selling point for vehicles in the Chinese market.

Key Market Challenges

Integration of EV and Hybrid Technologies

The rapid adoption of electric vehicles (EVs) and hybrid vehicles in China presents a unique and fascinating challenge for acoustic engineers. As EVs operate silently, it brings to light previously unnoticed noises within the vehicle cabin, making achieving the desired level of acoustic comfort a complex task. To tackle this challenge, innovative approaches such as active noise cancellation systems and the utilization of advanced soundproofing materials are necessary. By seamlessly integrating these cutting-edge technologies, acoustic engineering service providers strive to not only enhance the

acoustic comfort but also maintain energy efficiency, creating a harmonious and eco-friendly driving experience for EV enthusiasts.

Key Market Trends

Electric Vehicle (EV) Acoustics

One prominent trend in the China Automotive Acoustic Engineering Services Market is the growing focus on the acoustics of electric vehicles (EVs). As China leads the global shift toward electrification, automakers are investing heavily in EV development. Unlike traditional internal combustion engine vehicles, EVs operate almost silently, which can accentuate other noise sources within the vehicle, such as tire noise, wind noise, and component vibrations.

Acoustic engineers are working to ensure that EVs offer a quiet and comfortable cabin environment. This includes the development of advanced active noise cancellation systems, soundproofing materials, and vibration control technologies. The goal is to provide EV drivers and passengers with a serene driving experience while meeting stringent noise regulations.

Key Market Players

Siemens AG

Robert Bosch GmbH

Continental AG

Bertrandt AG

Schaeffler Engineering GmbH

Autoneum Management Ltd.

Catalyst Acoustics Group

AVL List GmbH

EDAG Engineering Group AG

FEV Group GmbH

Report Scope:

In this report, the China Automotive Acoustic Engineering Services Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

China Automotive Acoustic Engineering Services Market, By Vehicle Type:

Passenger Car

Commercial Vehicle

China Automotive Acoustic Engineering Services Market, By Propulsion Type:

ICE

Electric

Others

China Automotive Acoustic Engineering Services Market, By Application Type:

Drivetrain

Powertrain

Body & Structure

Interior

Others

China Automotive Acoustic Engineering Services Market, By Offering:

Physical Acoustic Testing

Virtual Acoustic Testing

China Automotive Acoustic Engineering Services Market, By Process:

Designing

Development

Testing

China Automotive Acoustic Engineering Services Market, By Region:

East

North East

South Central

Southwest

North

North West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the China Automotive Acoustic Engineering Services Market.

Available Customizations:

China Automotive Acoustic Engineering Services 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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