

India Automotive Accessories & Parts Market By Vehicle Type (Passenger Cars, Commercial Vehicle, Two-Wheeler), By Interior Accessories (Infotainment System, Floor Carpets and Mats, Seat Covers, Electrical Systems, Security System, Others), By Exterior Accessories (LED Lights, Alloy Wheels, Body Kits, Racks, Window Films, Covers, Crash Guards, Others), By Demand Category (OEM, Aftermarket), By Region, Competition, Opportunities & Forecast, 2020-2030F

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Abstracts

Market Overview

India's Automotive Accessories & Parts Market reached a valuation of USD 3.39 billion in 2024 and is projected to grow at a CAGR of 5.80%, reaching USD 4.75 billion by 2030. This growth is driven by increasing consumer demand for vehicle personalization and a rising number of vehicle owners across the country. As disposable incomes rise, buyers are investing in both functional and aesthetic vehicle enhancements, including infotainment systems, ambient lighting, and performance upgrades. The expanding automotive aftermarket, supported by a growing population of aging vehicles, is also bolstering demand for replacement parts. OEMs and aftermarket suppliers are actively diversifying their product portfolios to address the needs of various vehicle categories such as two-wheelers, passenger vehicles, and commercial fleets, thereby contributing to sustained market expansion.

Key Market Drivers

Surge in Vehicle Ownership Across Segments

India is experiencing a steady rise in vehicle ownership, spanning two-wheelers, passenger cars, and commercial vehicles, which in turn is boosting demand for accessories and replacement parts. Consumers are customizing their vehicles with products that enhance convenience, style, and performance—ranging from alloy wheels and infotainment systems to security features. The aftermarket is thriving as fleet operators and cab aggregators seek to improve user experience and minimize maintenance expenses. A consistently growing base of vehicle owners contributes to shortened replacement and upgrade cycles. For example, in FY 2022–23, total vehicle production in India rose to 25.93 million units from 23.04 million the previous year. Passenger vehicle sales increased by 27%, while utility vehicles saw a 34% surge. The commercial vehicle segment also expanded by 34%, largely driven by a 49% increase in medium and heavy commercial vehicles.

Key Market Challenges

Dominance of Unorganized Market Players

The widespread presence of informal vendors and unauthorized sellers hampers quality assurance and pricing consistency in the automotive accessories market. These unregulated players often provide low-cost alternatives that lack standard quality checks, posing safety and reliability issues. Their affordability appeals to budget-conscious customers, making it harder for established, organized companies to gain market share in cost-sensitive segments. The absence of regulatory oversight also facilitates the entry of counterfeit products into the supply chain, diminishing consumer confidence and impacting brand reputations.

Key Market Trends

Growth in Tech-Integrated and Smart Accessories

The increasing incorporation of smart technology into consumer lifestyles is extending into automotive accessories. Buyers now prioritize features that elevate safety, convenience, and connectivity in their vehicles. Products like IoT-enabled trackers, AI-based driver assistance devices, Bluetooth-enabled infotainment systems, and app-connected dashcams are becoming standard upgrades. As younger, tech-savvy

consumers dominate the market, their expectations align with the seamless, interconnected experiences offered by smartphones and smart homes. In response, accessory manufacturers are focusing on smart, integrated solutions that support mobile apps, voice controls, and cloud-based systems.

Key Market Players

Robert Bosch GmbH

Adient PLC

Grupo Antolin

Denso India Limited

Minda Corporation Limited

Panasonic Corporation

Faurecia

Lear Corporation

Anand Automotive Systems Limited

Alpine Company

Report Scope:

In this report, the India Automotive Accessories & Parts Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Automotive Accessories & Parts Market, By Vehicle Type:

India Automotive Accessories & Parts Market By Vehicle Type (Passenger Cars, Commercial Vehicle, Two-Wheeler),...

Passenger Cars

Commercial Vehicle

Two-Wheeler

India Automotive Accessories & Parts Market, By Interior Accessories:

Infotainment System

Floor Carpets and Mats

Seat Covers

Electrical Systems

Security System

Others

India Automotive Accessories & Parts Market, By Exterior Accessories:

LED Lights

Alloy Wheels

Body Kits

Racks

Window Films

Covers

Crash Guards

Others

India Automotive Accessories & Parts Market, By Demand Category:

OEM

Aftermarket

India Automotive Accessories & Parts Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Automotive Accessories & Parts Market.

Available Customizations:

India Automotive Accessories & Parts Market report with the given market data, TechSci Research offers customizations according to the 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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