

India Automotive Acoustic Engineering Services Market By Vehicle Type (Passenger Car, Light Commercial Vehicle, Medium & Heavy Commercial Vehicle), By Propulsion Type (ICE and Electric), By Application (Drivetrain, Powertrain, Body & Structure, Interior, and Others), By Software (Calibration, Signal Analysis, Simulation, Vibration, and Others), By Offering (Physical Acoustic Testing, Virtual Acoustic Testing), By Process (Designing, Development, and Testing), By Region, Competition, Forecast and Opportunities, 2029

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Abstracts

India Automotive Acoustic Engineering Services Market is expected to grow at a greater CAGR in the forecast period due to the increasing trend toward less noise and advanced vehicles.

India Automotive Acoustic Engineering Services Market Scope

The scope of the automotive acoustic engineering services market encompasses various aspects related to the design and implementation of acoustic solutions in the automobile industry. Acoustic engineering plays an important role in ensuring that vehicles meet the desired noise and vibration standards, providing a comfortable and pleasant driving experience for the passengers. Furthermore, the scope of automotive acoustic engineering services is majorly driven by an increasing focus on vehicle refinement, customer comfort, and regulatory standards. Moreover, the automotive

acoustic engineering services market is anticipated to increase in the coming years.

India Automotive Acoustic Engineering Services Market Overview

The performance of vehicles is essential to the automobile business. The demand for comfort, electrification, autonomous driving, and noise reduction encourages automobile manufacturers to assess every component of their vehicles for potential weight and space savings. The technique of minimizing noise from various car components so that it has no adverse impact on the environment within and outside of the vehicle is referred to as automotive acoustic engineering. The rising adoption of high-end, low-noise automobiles has contributed to the significant rise of the automotive acoustic engineering services industry, which has in turn contributed to the market's expansion.

These acoustic engineering services are also proving to be cost-effective with the development of cutting-edge technology, improving the comfort and functionality of the vehicle. Additionally, the introduction of electronic vehicles has increased demand for automotive acoustic engineering services in India as these vehicles produce much less noise due to the lack of mechanical engine components.

India Automotive Acoustic Engineering Services Market Drivers

The automotive industry has connected to numerous diverse sectors and is recognized as one of the major drivers of economic growth. Several customers want to commute in automobiles that are comfortable and luxurious. The need for automotive acoustic engineering services in the Indian market is rising as a result of the demand for improved acoustic environments both inside and outside of the vehicle. Additionally, secondary noises including tire, roof, and exterior panel noises contribute to inner cabin noise that can be decreased by using acoustic engineering services. Government initiatives have contributed to the rise of automotive acoustic engineering services for electric vehicles, which will expand the industry in the upcoming years. The market for automotive acoustic engineering services will see an increase in demand by 2028 as a result of the aforementioned considerations.

India Automotive Acoustic Engineering Services Market Challenge

Due to higher quality materials and less market penetration, the cost of making and maintaining automobile acoustic components is comparably high. Further, Acoustic engineering service providers operating revenue is also impacted by pricing

fluctuations. Additionally, uncertain global markets affect the penetration of acoustic engineering services since they may not be able to control rising costs, expenses, and profits as a result of fluctuating prices and delays in advancement. Furthermore, the changing supply and demand situation is impeding the expansion of the sector. Moreover, As technology progresses the cost of the automotive acoustic engineering services market is anticipated to decrease, and an increase in demand is expected in upcoming years.

India Automotive Acoustic Engineering Services Market Trends

The Indian government set high standards for electric vehicles (EV) as well as targets for cutting diesel and petrol engines' carbon emissions significantly by 2030. Additionally, as a result, the nation is moving towards switching to electric vehicles. Electric vehicles require higher acoustic engineering standards in the interior of vehicles due to fewer moving parts in vehicles. The market for automotive acoustic engineering services is anticipated to grow in the years to come as a result of these advances. Additionally, electric car sales in India reached one million units in 2022, an increase of about 206% from 2021. As a result, there is an increase in the market's need for acoustic engineering services. In addition, it is projected that the market for automotive acoustic engineering services would expand at a significant rate in the next years due to the high demand for electric vehicles and the expanding automobile sector.

Company Insights

In 2021, Autoneum and Free Field Technologies (FFT) collaborated to incorporate Autoneum's proven acoustic simulation methods for vehicle acoustics into FFT's leading modeling software, Actran, creating new standards in CAE design of noise, vibration, harshness (NVH) and data exchange.

In 2020, Autoneum launched cutting-edge technology for sustainable vehicle acoustics ATLAS – short for “Airborne Transmission Loss Analysis System” which measures the acoustic insulation and transmission loss of components such as carpets, inner dashes, and floor insulators.

Hyundai, a South Korean automaker, and HARMAN International, a US-based division of Samsung Electronics Co., introduced the Road-Noise Active Noise Control (RANC) system in February 2020 as the first active system for reducing road noise in the world. It reduces cabin noise by filtering out unwanted noise produced by the tires and road surfaces when the vehicle is in motion.

Adler Pelzer Group and STS Group AG have a contract for the full sale of STS Group AG's Acoustics section in 2020. STS Group AG is a global system provider for the automobile industry.

India Automotive Acoustic Engineering Services Market Opportunities

As the automobile industry continues to evolve, the demand for acoustic engineering services is expected to grow providing opportunities for specialized service providers in the market. There are several opportunities for growth and development in automotive acoustic engineering services in India. For instance, increasing demand for vehicle refinement, customer expectations for vehicle comfort, and quieter vehicles continue to rise as technology progresses. This creates opportunities for service providers to offer their expertise to increase their network in the fast-growing market. Additionally, rapid increases in electric vehicles provide greater opportunities for emerging players to enter the market and build service networks.

Company Profiles

Some of the major players, which are leading the India automotive acoustic engineering services market are AVL, Autoneum Holding AG, Bertrandt AG, Br?el & Kj?r, EDAG Engineering GmbH, FEV Group GmbH, HEAD acoustics GmbH, Schaeffler Engineering GmbH, Siemens Industry Software Inc, and Adler Pelzer Group.

Market Segmentation

The India automotive acoustic engineering services market is segmented by vehicle type, application, software, offering, process, and region. Based on vehicle type, the market is segmented into passenger cars, light commercial vehicles, and medium & heavy commercial vehicles. Based on the application type, it is further segmented into drivetrain, powertrain, body & structure, interior, and others. Furthermore, based on software, it is segmented into calibration, signal analysis, simulation, vibration, and others. In terms of the offering, it is divided into physical acoustic testing and virtual acoustic testing. Further, the market is also divided region-wise mainly into North, West, South, and East.

Report Scope:

In this report, the India automotive acoustic engineering services market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Automotive Acoustic Engineering Services Market, By Vehicle Type:

Passenger Cars

Light Commercial Vehicles

Medium & Heavy Commercial Vehicles

India Automotive Acoustic Engineering Services Market, By Application:

Drivetrain

Powertrain

Body & Structure

Interior

Others

India Automotive Acoustic Engineering Services Market, By Software:

Calibration

Signal Analysis

Simulation

Vibration

Others

India Automotive Acoustic Engineering Services Market, By Offering:

Physical Acoustic Testing

Virtual Acoustic Testing

India Automotive Acoustic Engineering Services Market, By Process:

Designing

Development

Testing

India Automotive Acoustic Engineering Services Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India automotive acoustic engineering services market.

Available Customizations:

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).

Contents

1. Introduction
 - 1.1. Service Overview
 - 1.2. Key Highlights of the Report
 - 1.3. Market Coverage
 - 1.4. Market Segments Covered
 - 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. IMPACT OF COVID-19 ON INDIA AUTOMOTIVE ACOUSTIC ENGINEERING SERVICES MARKET

5. INDIA AUTOMOTIVE ACOUSTIC ENGINEERING SERVICES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Vehicle Type Market Share Analysis (Passenger Cars, Light Commercial Vehicles, Medium & Heavy Commercial Vehicles)
 - 5.2.2. By Application Market Share Analysis (Drivetrain, Powertrain, Body & Structure, Interior, Others)

5.2.3. By Software Market Share Analysis (Calibration, Signal Analysis, Simulation, Vibration, Others)

5.2.4. By Offering Market Share Analysis (Physical Acoustic Testing, Virtual Acoustic Testing)

5.2.5. By Process Market Share Analysis (Designing, Development, Testing)

5.2.6. By Regional Market Share Analysis

5.2.6.1. North Market Share Analysis

5.2.6.2. West Market Share Analysis

5.2.6.3. South Market Share Analysis

5.2.6.4. East Market Share Analysis

5.3. India Automotive Acoustic Engineering Services Market Mapping & Opportunity Assessment

5.3.1. By Vehicle Type Market Mapping & Opportunity Assessment

5.3.2. By Application Market Mapping & Opportunity Assessment

5.3.3. By Software Market Mapping & Opportunity Assessment

5.3.4. By Offering Market Mapping & Opportunity Assessment

5.3.5. By Process Market Mapping & Opportunity Assessment

5.3.6. By Regional Market Mapping & Opportunity Assessment

6. INDIA PASSENGER CAR ACOUSTIC ENGINEERING SERVICES MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Application Market Share Analysis

6.2.2. By Software Market Share Analysis

6.2.3. By Offering Market Share Analysis

6.2.4. By Process Market Share Analysis

7. INDIA LIGHT COMMERCIAL VEHICLE ACOUSTIC ENGINEERING SERVICES MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Application Market Share Analysis

7.2.2. By Software Market Share Analysis

7.2.3. By Offering Market Share Analysis

7.2.4. By Process Market Share Analysis

8. INDIA MEDIUM & HEAVY COMMERCIAL VEHICLE ACOUSTIC ENGINEERING SERVICES MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Application Market Share Analysis

8.2.2. By Software Market Share Analysis

8.2.3. By Offering Market Share Analysis

8.2.4. By Process Market Share Analysis

9. PORTER'S FIVE FORCES MODEL

9.1. Competitive Rivalry

9.2. Bargaining Power of Buyers

9.3. Bargaining Power of Suppliers

9.4. Threat of New Entrants

9.5. Threat of Substitutes

10. MARKET DYNAMICS

10.1. Market Drivers

10.2. Market Challenges

11. MARKET TRENDS AND DEVELOPMENTS

12. POLICY & REGULATORY LANDSCAPE

13. INDIA ECONOMIC PROFILE

14. COMPETITIVE LANDSCAPE

14.1. Company profiles (Up To 10 Major Companies)

14.1.1. AVL

- 14.1.1.1. Company Details
- 14.1.1.2. Key Product Offered
- 14.1.1.3. Recent Development
- 14.1.1.4. Key Management Personnel
- 14.1.2. Autoneum Holding AG
 - 14.1.2.1. Company Details
 - 14.1.2.2. Key Product Offered
 - 14.1.2.3. Recent Development
 - 14.1.2.4. Key Management Personnel
- 14.1.3. Bertrandt AG
 - 14.1.3.1. Company Details
 - 14.1.3.2. Key Product Offered
 - 14.1.3.3. Recent Development
 - 14.1.3.4. Key Management Personnel
- 14.1.4. Br?el & Kj?r
 - 14.1.4.1. Company Details
 - 14.1.4.2. Key Product Offered
 - 14.1.4.3. Recent Development
 - 14.1.4.4. Key Management Personnel
- 14.1.5. EDAG Engineering GmbH
 - 14.1.5.1. Company Details
 - 14.1.5.2. Key Product Offered
 - 14.1.5.3. Recent Development
 - 14.1.5.4. Key Management Personnel
- 14.1.6. FEV Group GmbH
 - 14.1.6.1. Company Details
 - 14.1.6.2. Key Product Offered
 - 14.1.6.3. Recent Development
 - 14.1.6.4. Key Management Personnel
- 14.1.7. HEAD acoustics GmbH
 - 14.1.7.1. Company Details
 - 14.1.7.2. Key Product Offered
 - 14.1.7.3. Recent Development
 - 14.1.7.4. Key Management Personnel
- 14.1.8. Schaeffler Engineering GmbH
 - 14.1.8.1. Company Details
 - 14.1.8.2. Key Product Offered
 - 14.1.8.3. Recent Development
 - 14.1.8.4. Key Management Personnel

14.1.9. Siemens Industry Software Inc

14.1.9.1. Company Details

14.1.9.2. Key Product Offered

14.1.9.3. Recent Development

14.1.9.4. Key Management Personnel

14.1.10. Adler Pelzer Group

14.1.10.1. Company Details

14.1.10.2. Key Product Offered

14.1.10.3. Recent Development

14.1.10.4. Key Management Personnel

15. STRATEGIC RECOMMENDATIONS

15.1. Key Focus Area

15.1.1. Target Regions

15.1.2. Target Vehicle Type

15.1.3. Target Application

16. ABOUT US & DISCLAIMER

Note: The data given for any year represents the market during the fiscal year, i.e., 1st April to 31st March of that year. e.g., For 2022, the data represents the period, 1st April 2021 to 31st March 2022.

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