

# **South & Central America 3D Metrology Market Forecast to 2031 - Regional Analysis - by Product (Hardware, Services, and Software), Hardware (Coordinate Measuring Machine, Optical Digitizer and Scanner, Video Measuring Machine, 3D Automated Optical Inspection, and Others), Application (Quality Control and Inspection, Reverse Engineering, Virtual Simulation, and Others), and End User (Automotive, Electronics, Aerospace and Defense, Medical, Energy and Power, Heavy Machinery, and Others)**

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## **Abstracts**

The South & Central America 3D metrology market was valued at US\$ 561.98 million in 2023 and is expected to reach US\$ 931.64 million by 2031; it is estimated to register a CAGR of 6.5% from 2023 to 2031.

Increasing Demand for 3D Metrology in Automotive Industry Fuels South & Central America 3D Metrology Market

In the automotive sector, quality control is crucial to attain top-tier manufacturing. Metrological tools are becoming increasingly popular in the automotive industry because the sector ensures precision in manufactured components by offering precise measurements and consistent data for a tighter, better, and more regulated production line. To speed up design and development, the automotive industry uses optical 3D metrology equipment instead of conventional instruments such as accelerometers, strain gauges, and extensometers. These noncontact instruments are employed in

several tests, such as fatigue, impact, crash, wind tunnel, and climatic chamber tests. The seamless and straightforward integration of the devices into the current test stands and facilities has become especially important for global automakers such as Audi, Volkswagen, Porsche, and BMW. Furthermore, the surface and shape criteria for pistons used in automotive shock absorbers must be accurate. Here, the optical 3D metrology approach offers quick, highly reproducible 3D data of the entire surface in a matter of seconds from any angle. Moreover, optical 3D metrology devices are used by the automotive industry to expedite the design and simulation processes. In addition to helping with root cause analysis, 3D optical metrology identifies anomalous behavior in components, such as grating noises, vibrations, and complex motions. The obtained measurements offer valuable insights for quickly refining the design and development of a product. Hence, the demand for 3D metrology devices is increasing in the automotive industry, driving the growth of the market.

### South & Central America 3D Metrology Market Overview

South & Central America includes Brazil, Argentina, and the Rest of South & Central America. The market growth can largely be attributed to the growth of the manufacturing industry in this country. Brazilian business leaders are deploying Industry 4.0 technology for organizations of all sizes. The growing awareness regarding digitization is prompting the development of new business models, income streams, and operational processes. Furthermore, various industries in the region are working on adopting automation tools to improve productivity at manufacturing plants. Thus, the growing advancement in the manufacturing industry is expected to fuel the growth of the South & Central America 3D metrology market.

The production of automobiles is expected to increase as various companies are expanding their manufacturing activities in the region. For instance, in July 2022, Daimler Truck Holding AG announced its plans to start the manufacturing of its first Mercedes-Benz electric bus in Brazil. The company projected that the demand for electric buses in Brazil will reach 3,000 buses by 2024. Thus, the growing automobile production in the region is expected to boost the growth of the South & Central America 3D metrology market during the forecast period.

South & Central America 3D Metrology Market Revenue and Forecast to 2031 (US\$ Million)

South & Central America 3D Metrology Market Segmentation

The South & Central America 3D metrology market is categorized into product, application, end user, and country.

Based on product, the South & Central America 3D metrology market is segmented hardware, services, and software. The hardware segment held the largest market share in 2023. The hardware segment is further sub segmented into coordinate measuring machine, optical digitizer and scanner, video measuring machine, 3D automated optical inspection, and others.

Based on application, the South & Central America 3D metrology market is segmented into quality control and inspection, reverse engineering, virtual simulation, and others. The quality control and inspection segment held the largest market share in 2023.

In terms of end user, the South & Central America 3D metrology market is segmented into automotive, electronics, aerospace and defense, medical, energy and power, heavy machinery, and others. The automotive segment held the largest market share in 2023.

By country, the South & Central America 3D metrology market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America 3D metrology market share in 2023.

Creaform Inc, FARO Technologies Inc, Hexagon AB, Intertek Group Plc, Keyence Corp, Mitutoyo America Corporation, Nikon Metrology NV, and ZEISS Group are some of the leading companies operating in the South & Central America 3D metrology market.

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