

South & Central America Commercial Vehicle Wiring Harness Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Vehicle Type (Electric Vehicle, Automotive, Light Commercial Vehicle, and Medium and Heavy Commercial Vehicle), Light Commercial Vehicle (SUV, Pickups, Minitrucks, and Minivans), and Medium and Heavy Commercial Vehicle (Medium and Heavy Trucks, Heavy Mining Trucks, Heavy Construction Vehicle, Heavy Agriculture Vehicle, and Medium Agriculture Vehicle/Tractor)

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Abstracts

The South and Central America commercial vehicle wiring harness market is projected to grow significantly, reaching an estimated US\$ 582.02 million by 2031, up from US\$ 419.68 million in 2023. This growth represents a compound annual growth rate (CAGR) of 4.2% from 2023 to 2031, driven by various factors influencing the automotive industry in the region.

Executive Summary and Market Analysis

The demand for commercial vehicle wiring harnesses in South America is on the rise, primarily due to the expansion of the automotive sector. According to the Ministry of Trade of Colombia, the country ranks as the third-largest automobile assembler in

South America, following Brazil and Argentina. Colombia boasts eight vehicle assembly plants, with major contributions from Sofasa, CCA, and Mazda, which together account for 99% of the country's production and 32% of sales. The increasing demand for light vehicles, trucks, buses, and motorcycles is propelling the adoption of commercial vehicle wiring harnesses among manufacturers. These harnesses are essential for managing high electrical currents in challenging environments, as they are designed to withstand high temperatures and electromagnetic interference.

Strategic Insights

Market Segmentation

The South and Central America commercial vehicle wiring harness market can be segmented by vehicle type, which includes electric vehicles, automotive, light commercial vehicles, and medium to heavy commercial vehicles. In 2023, the automotive segment held the largest market share. The light commercial vehicle segment is further divided into SUVs, pickups, minitrucks, and minivans, while the medium and heavy commercial vehicle segment includes medium and heavy trucks, heavy mining trucks, heavy construction vehicles, and agricultural vehicles.

Market Outlook

A notable trend in the market is the emergence of smart wiring harness systems, which are suitable for a variety of vehicles, including military, mining, public transport, and industrial equipment. Smart wiring harnesses are compact, easy to install, and maintain, offering significant advantages over traditional systems. They eliminate the need for fuse boxes and timer relays, resulting in a lighter system. Additionally, the electronic fuses in these harnesses can be reset, enhancing their functionality.

These smart systems provide real-time diagnostics and fault reporting, which improves vehicle safety and maintenance efficiency. They also allow for monitoring the health and performance of various vehicle components, facilitating preventative maintenance and reducing downtime. The versatility and benefits of smart wiring harnesses are expected to drive their demand in the coming years, further boosting the growth of the commercial vehicle wiring harness market.

Country Insights

The South and Central America commercial vehicle wiring harness market is primarily

composed of Brazil, Argentina, and other countries in the region. Brazil is the largest market player as of 2023. The growth in commercial and passenger electric vehicle sales in Brazil can be attributed to the country's economic development over the past decade, along with favorable consumer credit policies and government fiscal incentives. Data from the Brazilian Electric Vehicle Association (ABVE) indicates that electric vehicle sales in Brazil surged to over 30,000 units from January to November 2021, marking a 50% increase compared to 2020.

Various vehicle manufacturers are actively launching new commercial vehicles in Brazil. For instance, in June 2024, Foton Brazil introduced a new range of commercial vehicles, expanded its dealer network, and implemented new service strategies. The company also launched pickup truck models featuring innovative technology and design, contributing to the rising sales of electric and commercial vehicles, which in turn fuels the growth of the commercial vehicle wiring harness market in Brazil.

Company Profiles

Key players in the South and Central America commercial vehicle wiring harness market include Motherson Sumi Systems Ltd, AME Systems (VIC) Pty Ltd, Spark Minda, Yazaki Corp, Sumitomo Electric Industries Ltd, Nexans SA, Furukawa Electric Co Ltd, Lear Corp, DR?XLMAIER Group, and ECO CABLES, among others. These companies are employing various strategies such as market expansion, product innovation, and mergers and acquisitions to enhance their product offerings and increase their market share.

In conclusion, the South and Central America commercial vehicle wiring harness market is poised for growth, driven by the increasing demand for commercial vehicles, the rise of smart wiring technologies, and the expansion of the automotive industry in key countries like Brazil and Colombia. As manufacturers continue to innovate and adapt to market needs, the wiring harness market is expected to thrive in the coming years.

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