

# **Active Grille Shutter Market Size, Trends, Analysis, and Outlook by Type (Visible AGS, Non-Visible AGS), Application (Passenger Car, Light Commercial Vehicles (LCV), Heavy Commercial Vehicle (HCV)), Sales Channel (OEMs, Aftermarket), Shutter Vanes Type (Horizontal AGS, Vertical AGS), by Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Active Power Steering market size is poised to register 7.06% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The study analyzes the global Active Power Steering market by Type (Combined with Electric Steering Systems, Combined with Hydraulic Power Steering Systems), Application (Light Trucks, Medium Trucks, Heavy Trucks, Buses, Others), Sensor (Torque Sensor, Rotational Angle Sensor, Vehicle Speed Sensor), Vehicle (Light Commercial Vehicle (LCV), Medium Commercial Vehicles (MCV), Heavy Commercial Vehicle (HCV)).

The Active Power Steering market is poised for significant evolution and expansion through 2030, driven by the increasing demand for enhanced vehicle maneuverability, stability, and safety is propelling the adoption of active power steering systems. Advanced driver assistance systems (ADAS) and autonomous driving technologies are further fueling this demand, as they rely on precise steering control for effective operation. Further, the rising popularity of electric and hybrid vehicles is driving the need for more efficient and adaptable power steering solutions to accommodate different driving modes and assist in energy management. Furthermore, ongoing advancements in sensor technology, control algorithms, and electric powertrain systems are facilitating the development of more intelligent and responsive active power steering systems, offering improved performance and driving experience. .

**Active Power Steering Market Drivers, Trends, Opportunities, and Growth Opportunities**  
This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Active Power Steering market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Active Power Steering survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Active Power Steering industry.

**Key market trends defining the global Active Power Steering demand in 2024 and Beyond**

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

**Active Power Steering Market Segmentation- Industry Share, Market Size, and Outlook to 2030**

The Active Power Steering industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Active Power Steering companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

**Key strategies adopted by companies within the Active Power Steering industry**  
Leading Active Power Steering companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Active Power Steering companies.

**Active Power Steering Market Study- Strategic Analysis Review**

The Active Power Steering market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-  
**Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.**

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis.

Explore potential market disruptions, technology advancements, and economic changes.

### Active Power Steering Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Active Power Steering industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

### Active Power Steering Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

### North America Active Power Steering Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Active Power Steering market segments. Similarly, Strong end-user demand is encouraging Canadian Active Power Steering companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Active Power Steering market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Active Power Steering Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Active Power Steering industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving

the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Active Power Steering market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

**Asia Pacific Active Power Steering Market Size Outlook- an attractive hub for opportunities for both local and global companies**

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Active Power Steering in Asia Pacific. In particular, China, India, and South East Asian Active Power Steering markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

**Latin America Active Power Steering Market Size Outlook- Continued urbanization and rising income levels**

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Active Power Steering Market Size Outlook- continues its upward trajectory across segments**

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Active Power Steering market potential. Fueled by increasing consumption expenditure, growing population, and high demand across a few markets drives the demand for Active Power Steering.

**Active Power Steering Market Company Profiles**

The global Active Power Steering market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies,

and financial profiles. Leading companies included in the study are AB Volvo, ABSKF, activepowersteering.com.au, BMW AG, Knorr-Bremse AG, Nexteer Automotive Corp, NSK Ltd, Ognibene Power SPA, Robert Bosch GmbH, Volkswagen AG.

### Recent Active Power Steering Market Developments

The global Active Power Steering market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

### Active Power Steering Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

### Market Segmentation:

Type

Combined with Electric Steering Systems

Combined with Hydraulic Power Steering Systems

Application

Light Trucks

Medium Trucks

Heavy Trucks

Buses

Others

Sensor

Torque Sensor

Rotational Angle Sensor

Vehicle Speed Sensor

Vehicle

Light Commercial Vehicle (LCV)  
Medium Commercial Vehicles (MCV)  
Heavy Commercial Vehicle (HCV)

Geographical Segmentation:

North America (3 markets)  
Europe (6 markets)  
Asia Pacific (6 markets)  
Latin America (3 markets)  
Middle East Africa (5 markets)

Companies

AB Volvo  
ABSKF  
activepowersteering.com.au  
BMW AG  
Knorr-Bremse AG  
Nexteer Automotive Corp  
NSK Ltd  
Ognibene Power SPA  
Robert Bosch GmbH  
Volkswagen AG.  
Formats Available: Excel, PDF, and PPT

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Application

Passenger Car

Light Commercial Vehicles (LCV)

Heavy Commercial Vehicle (HCV)

Sales Channel

OEMs

Aftermarket

Shutter Vanes Type

Horizontal AGS

Vertical AGS

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Brose Fahrzeugteile GmbH & Co. KG.

Continental AG

HBPO GmbH

Magna International Inc

Rochling Group

Shape Corp

Sonceboz SA

SRG Global

Valeo SA

Yamaguchi Starlite Ltd

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