

## Head-Up Display Market Research Report 2016 – Global Market Estimated Worth USD 11 Billion by 2022

Head-Up Display Market, By Type (Fixedmounted), Component (Combiner, Video Generator), Application (Automotive Industry, Military) - Forecast to 2022

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PUNE, MAHARASHTRA, INDIA, May 11, 2017 /EINPresswire.com/ -- Market Highlights

Regional analysis for head-up display market is studied in different geographic regions such as North- America, Europe, Asia-Pacific and Rest of the World. North America is expected to be

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Key Players in market are Penny AB (Sweden), Hudway (U.S.), Robert Bosch GMBH (Germany), Yazaki Corporation (Japan), Denso Corporation (Japan), Esterline Technologies Corporation (U.S.)" Market Research Future leading player due to increasing demand of premium/luxury cars which have value added features for these cars. Europe is estimated to acquire second largest market share due to increasing need of information paired with safety concerns in automotive industry.

The <u>Global Head-Up Display Market</u> is growing rapidly over 24% of CAGR and is expected to reach at USD ~11 billion by the end of forecast period.

Key Players:

The prominent players in the head-up display market are:

- Penny AB (Sweden)
- Hudway (U.S.)
- Robert Bosch GMBH (Germany)
- Yazaki Corporation (Japan)
- Denso Corporation (Japan)
- Esterline Technologies Corporation (U.S.)
- Micro Vision Inc. (U.S.)

- Saab Automobile AB (Sweden)
- Visteon Corporation (U.S.)
- Honeywell Aerospace (U.S.)
- BAE Systems Inc. (U.K.)
- Continental AG (Germany)
- Nippon Seiki Co. Ltd (Japan)

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Head-Up Display Market Segmentation:

The head-up display market is segmented on the basis of type, component and application. The application segment consists of automotive industry, military and civil aviation sector. By application segment, there is increasing demand for head-up displays in automotive, military and civil aviation sector. Head-up displays are provided for all vehicle classes from small vehicles to luxury classes. These displays allow users to stay focused on the information provided on the display screen and reduces the chances of distraction. These displays are also used for fighter jets where the military pilots get detailed information about the distance, speed, and range.

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Market Research Analysis:

Head-up displays provide sharp and clear image as they project images directly into the user's eye. As head-up display requires time to get installed in cars or motor vehicles, head-up display apps can be downloaded which are free of cost as compared to installing head-up display units in cars or motor vehicles. The increasing passenger traffic in cars due to increase in disposable income of consumers has led to increase in demand of head-up display units in automotive industry.

Regional analysis for head-up display market is studied in different geographic regions as North America, Europe, Asia-Pacific and Rest of the world. North America market is identified as fastest growing market due to increasing demand in implementation of head-up display technology in two-wheeler helmets and on-board features. Asia-Pacific market is gradually increasing due to increasing demand of mid-size cars in China. India is driven by advanced equipped vehicles with head-up display units which has increased the demand for vehicle sales.

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