

Automotive Active Spoiler Market Expected to Hit US\$ 6.95 BN by 2031, Driven By Increase Demand for Sporty Aesthetics

Automotive Active Spoiler Market Size, Share, Industry Scope, and Growth Analysis

AUSTIN, TEXAS, UNITED STATES, April 15, 2024 /EINPresswire.com/ -- The [Automotive Active Spoiler Market](#), according to the SNS Insider report, reached a size of USD 3.96 Billion in 2023. It is projected to reach a valuation of USD 6.95 Billion by 2031, reflecting a compound annual growth rate (CAGR) of 6.96% during the forecast period from 2024 to 2031.



Rising popularity of sports cars and stringent emission regulations propel the automotive active spoiler market

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Automotive Active Spoiler Market is propelled by a convergence of performance enhancement, technological advancements, regulatory compliance”

SNS Insider

The automotive active spoiler market, driven by several key factors, is expected to grow significantly over the next few years. Increasing consumer demand for enhanced aerodynamics and fuel efficiency in vehicles is a major driver. Active spoilers, also known as dynamic spoilers, automatically adjust their position based on driving conditions and speed, optimizing downforce for better stability and minimizing drag for improved fuel economy. Stringent government regulations on vehicle emissions are also pushing automakers to adopt innovative technologies

like active spoilers, further fueling market expansion.

Active spoilers are manufactured using lightweight materials such as fiberglass, ABS plastic, silicone, and carbon fiber. Fiberglass offers a balance of affordability, strength, and lightweight

properties, making it the most widely used material. ABS plastic provides superior durability and strength compared to fiberglass, but at a higher cost and weight. In 2021, AUDI developed and patented a sliding wing technology specifically designed to enhance aerodynamics and reduce drag in SUVs.

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Major Key Players of Automotive Active Spoiler Market

AUDI AG (Germany)
Bugatti Automobiles (France)
BMW AG (Germany)
Porsche AG (Germany)
Daimler AG (Germany)
Lexus (Japan)
McLaren (UK)
Koenigsegg Automotive AB (Sweden)
Pagani Automobili (Italy)
Ferrari (Italy)

Recent Innovations in the market will drive the growth

In December 2022, Bugatti introduced a new "duckbill" spoiler for its cars. This element serves a dual purpose: maintaining stability at high speeds and creating negative pressure to expel heat from the engine bay.

In October 2022, Honda unveiled a novel retractable rear spoiler integrated into the tailgate. This spoiler remains hidden at low speeds and deploys only at higher speeds for aerodynamic benefit. Unlike most retractable spoilers, Honda's design is lighter and simpler due to its unique construction.

Market Segmentation Reveals Interesting Trends

Blow molding with the market share of 38.6% leads the technology segment due to its affordability and ability to utilize various materials. Plastics with the market share of 29.9% dominate the material segment for similar reasons. Passenger cars hold the dominant position as their active spoilers optimize downforce at high speeds while minimizing drag at lower speeds. Even commercial vehicles utilize active rear spoilers for improved aerodynamics.

Market Segmentation of Automotive Active Spoiler

By Technology Type

Blow Molding
Injection Molding
Reaction Injection Molding

By Material Type

ABS
Plastics
Carbon Fiber
Fiberglass
Sheet Metal
Others

By Vehicle Type
Passenger Cars
Commercial Vehicles
Region Coverage

North America
Europe
Asia-Pacific
The Middle East & Africa
Latin America

Disruptions Impacting the Market, But Long-Term Growth Intact for Automotive Active Spoiler Market

The automotive active spoiler market faces negative impact due to the Russia-Ukraine war. Disrupted supply chains stemming from raw material shortages and trade sanctions are expected to slow vehicle production, impacting spoiler demand in the short term. However, this is likely a temporary setback. The long-term outlook remains positive, driven by factors like rising fuel efficiency regulations and consumer preference for features like active spoilers in high-performance vehicles. Similarly, an economic slowdown could lead to decreased consumer spending on discretionary features like spoilers. However, the long-term growth trajectory is likely to be sustained by the fundamental drivers mentioned earlier.

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North America Dominated Due To Rising Fuel Prices and Millennial Demand Drive Automotive Active Spoiler Market Growth

North America is expected to witness significant growth in the automotive active spoiler market due to several factors. Rising fuel prices, a growing millennial population with a penchant for convenience, and increasing disposable income due to rising living standards are key drivers. The U.S. is a major contributor to this regional dominance, followed by Mexico, Canada, and Brazil. Automakers are increasingly focusing on Latin America to capitalize on its burgeoning middle class and expanding car market. Brazil, in particular, is anticipated to be one of the fastest-growing markets for cars in the coming years.

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Takeaways for Automotive Active Spoiler Market

Stringent fuel efficiency regulations and consumer demand for improved aerodynamics are fueling the growth of the automotive active spoiler market.

Passenger cars hold the dominant market share due to the functionality of active spoilers in optimizing downforce and drag coefficient.

Blow molding and plastics are the preferred choices for technology and material selection, respectively, due to their affordability and widespread availability.

North America is poised for significant growth driven by rising fuel prices, a tech-savvy millennial population, and increasing disposable incomes.

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Contact Us:

Akash Anand – Head of Business Development Strategy

Email: info@snsinsider.com

Phone: +1-415-230-0044 (US) | +91-7798602273 (IND)

Akash Anand
SNS Insider Pvt. Ltd
+1 415-230-0044
info@snsinsider.com
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