

Virtual Visor Market to Surpass USD 1.57 By 2032, at 24.79% CAGR | SNS Insider

Market is growing with demand for innovative automotive safety features, offering glare reduction and enhanced visibility using digital displays and cameras.

AUSTIN, TX, UNITED STATES, February 12, 2025 /EINPresswire.com/ -- Market Size & Industry Insights

As Per the SNS Insider, "The [Virtual Visor Market](#) Size was valued at USD 0.214 billion in 2023 and is estimated to reach USD 1.57 billion by 2032 and grow at a CAGR of 24.79% over the forecast period 2024-2032."

The growth of the market is mainly due to the following reasons. An essential factor contributing to this growth is the growing focus on road safety and accident prevention because traditional sun visors frequently block the driver view and pose potential dangers. As automakers continue to see a growing demand for advanced driver assistance systems (ADAS) and smart automotive technologies, the adoption of virtual visors, which adds visibility while maintaining safety, has only accelerated. Moreover, the market is being propelled by the growing luxury and premium vehicle segments, as automobile manufacturers continue to incorporate futuristic features to improve comfort and user experience while driving. Advancements in display technology, especially liquid crystal and OLED panels, allow for the creation of low-energy-consumption virtual visors with adjustable brightness and real-time glare suppression properties.

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SWOT Analysis of Key Players as follows:

- ROBERT BOSCH GMBH
- ATLAS HOLDINGS
- KÖBO GmbH & Co. KG



- IRVINE AUTOMOTIVE PRODUCTS
- Kasai Kygo Co.ltd
- Mursion.
- Sunvisors India Private Limited
- VISOR-AR
- Weetect
- Scope AR

In addition, increasing adoption of electric vehicle (EV) is also expected to create new opportunities for the smart vehicle interior market, as EV manufacturers emphasize on smart and futuristic interiors. Likewise, government regulations for vehicle safety, as well as driver assistance technologies, are also a significant factor driving automakers to invest in solutions such as virtual visors.

Key Market Segmentation

By Type, LED dominating and LCD Fastest Growing in Virtual Visor market

The LED segment dominated the market in 2023, accounting for the largest share due to its superior brightness and longer lifespan, making it the largest share of the virtual visor market. These properties can effectively reducing glare in different lighting conditions and offer better visibility for the driver making it a top choice for automakers, particularly for luxury and high-end vehicles. With superior compatibility with advanced driver assistance systems, automakers prefer to encourage its adoption.

The LCD segment is the fastest-growing in the Virtual Visor Market and is expected to witness a significant CAGR during 2024-2032. The increasing manufacturing capacity and efficient liquid crystal technology advancement result in better contrast ratios, reduced power consumptions, and competitive pricing. The increase in demand for adapts brightness features that makes them a prominent in mid-range vehicles and electric vehicles. As automakers seek innovative yet affordable smart visor solutions, the LCD segment is projected to expand rapidly over the forecast period.

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By Application, Passenger Vehicle Dominating and Commercial Vehicle Fastest Growing

The passenger vehicle segment dominated the market in 2023, holding the largest share due to the high adoption of advanced driver assistance systems (ADAS) and smart automotive technologies in luxury and premium cars. Consumers are increasingly demanding innovative in-vehicle features that enhance safety and comfort, making virtual visors a preferred addition. Automakers are integrating these visors to provide a seamless driving experience by reducing glare without obstructing visibility, further driving their adoption in passenger vehicles.

The commercial vehicle segment is the fastest-growing in the Virtual Visor Market, with a projected high CAGR from 2024 to 2032. The rapidly expanding logistics, e-commerce, and fleet management services is increasing the demand for safety and driver assistance technologies in commercial trucks, buses, and vans. Virtual visors help improve visibility and reduce eyestrain in long-haul drivers, thus ensuring overall road safety. In addition, various regulatory initiatives to promote safer commercial transportation are also boosting the growth of this segment.

Regional Analysis: North America Leading, APAC Fastest Growing in the Virtual Visor Market

North America dominated the Virtual Visor Market in 2023, holding the largest share due to the strong presence of leading automotive manufacturers and high consumer demand for advanced driver assistance systems (ADAS). The region's stringent vehicle safety regulations, along with a growing preference for luxury and premium vehicles, have accelerated the adoption of virtual visors. Technological advancements and the presence of key players such as Bosch and major automakers integrating smart visor solutions further contribute to market dominance. The rising sales of electric vehicles (EVs) in the U.S. and Canada are also fueling market expansion, as EV manufacturers focus on incorporating innovative in-cabin features.

Asia-Pacific (APAC) region is the fastest-growing market, projected to witness a high CAGR from 2024 to 2032. The growing automotive industry in China, India, and Japan, coupled with increasing disposable income and urbanization, drives demand for smart vehicle technologies.

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Table of Content - Major Points Analysis

Chapter 1. Introduction

Chapter 2. Executive Summary

Chapter 3. Research Methodology

Chapter 4. Market Dynamics Impact Analysis

Chapter 5. Statistical Insights and Trends Reporting

Chapter 6. Competitive Landscape

Chapter 7. Virtual Visor Market Segmentation, by Type

Chapter 8. Virtual Visor Market Segmentation, by Application

Chapter 9. Regional Analysis

Chapter 10. Company Profiles

Chapter 11. Use Cases and Best Practices

Chapter 12. Conclusion

Continued...

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