

Demand for Digital Side-Window Display Market is forecasted to reach a value of US \$2.29 billion by 2029

The Business Research Company's Digital Side-Window Display Global Market Report 2025 – Market Size, Trends, And Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, October 27, 2025

/EINPresswire.com/ -- How Large Will The [Digital Side-Window Display Market Be By 2025?](#)

The logo for The Business Research Company, featuring the company name in a serif font and a stylized bar chart with three bars of increasing height to the right.

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The expansion of the digital side-window display industry has been swift in recent periods, escalating from a worth of \$1.02 billion in 2024 to be projected at \$1.21 billion in 2025, growing at a compound annual growth rate (CAGR) of 17.8%. This surge over the past can be



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characterized by a number of factors including heightened emphasis on the design and aesthetics of vehicles, elevated customer anticipation for personalized driving encounters, the escalating significance of connectivity and real-time data, the increased incorporation of artificial intelligence (AI) into vehicle systems, plus a growing appetite for amplified safety features.

Expectations are high for the digital side-window display market, as it is projected to expand quickly in the coming years. By 2029, the market could reach a value of \$2.30

billion, with a compound annual growth rate (CAGR) of 17.5%. The anticipated growth during the forecast period can be linked to the escalating demand for advanced driver-assistance systems and an increasing consumer inclination for connected and autonomous vehicles. Other factors contributing to this growth include the burgeoning integration of augmented reality (ar) in car displays, the rising adoption rate of electric vehicles, and the growing demand for in-car entertainment systems. During the forecast period, expected trends include advancements in OLED and MicroLED transparent displays, increased integration of AR content on side windows, the creation of energy-efficient display panels, innovations in seamless touch and gesture

controls, and advancements in weatherproof and durable display materials.

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What Are The Major Driving Forces Influencing The [Digital Side-Window Display Market Landscape?](#)

The digital side-window display market is anticipated to grow due to the escalating consumer interest in autonomous vehicles. These vehicles, powered by sensors, artificial intelligence (AI), and control systems, can navigate and operate on their own without any human intervention. The rising adoption of these self-driving vehicles stems from their ability to enhance traffic efficiency as they have the ability to interact with other vehicles and traffic systems, optimizing travel routes, decreasing traffic jams, and reducing travel time. These digital side-window displays enhance passenger safety and information by providing real-time data, including alerts for blind spots, navigational aids, traffic information, and sensor-based surroundings. This allows passengers to keep track of the vehicle's surroundings and its system-related decisions, thereby improving their situational awareness. The National Association of Insurance Commissioners, a non-profit organization based in the U.S., projected in December 2024 that by 2025, there would be approximately 3.5 million autonomous vehicles on the U.S. roads, a number expected to increase to 4.5 million by 2030. Consequently, the growing consumer interest in autonomous vehicles is propelling the growth of the digital side-window display market.

Who Are The Top Players In The Digital Side-Window Display Market?

Major players in the Digital Side-Window Display Global Market Report 2025 include:

- Panasonic Automotive Systems
- Continental AG
- BOE Technology Group
- Valeo S.A.
- AGC Automotive
- Motherson Innovations
- AU Optronics
- Fuyao Glass Industry Group
- Gentex Corporation
- Japan Display Inc.

What Are The Key Trends Shaping The Digital Side-Window Display Industry?

Key players in the digital side-window display market are concentrating on the creation of groundbreaking features such as advanced laser phosphor displays in an attempt to improve visual precision, energy conservation, and immersive in-car experiences. Advanced laser phosphor display is a display system that utilises laser light sources to charge a phosphor substance, yielding vivid, high-resolution, energy-saving imagery with superior color fidelity and endurance. For example, in January 2023, Appotronics Corp., a tech firm based in China, unveiled

the first of its kind multi-window immersive display technique at CES, boasting immersive laser-driven display potentialities on all four car side windows, advantages, gains, and objectives. This innovation heightens the user experience by offering custom-made information and amusement without bothering the driver, while also enhancing safety through instinctive heads-up displays. This technology is engineered to cater to future smart and electric vehicles, introducing flexible, high-brightness visuals incorporated flawlessly within the car's interior.

Market Share And Forecast By Segment In The Global Digital Side-Window Display Market
The digital side-window display market covered in this report is segmented as

- 1) By Product Type: Organic Light Emitting Diode Displays, Liquid Crystal Display, Light Emitting Diode Displays, Other Product Types
- 2) By Technology: Touchscreen, Non-Touchscreen
- 3) By Distribution Channel: Online, Offline
- 4) By Application: Automotive, Public Transportation, Commercial Vehicles, Other Applications
- 5) By Sales Channel: Original Equipment Manufacturer, Aftermarket

Subsegments:

- 1) By Organic Light Emitting Diode (OLED) Displays: Flexible Organic Light Emitting Diode, Transparent Organic Light Emitting Diode, Top-Emission Organic Light Emitting Diode
- 2) By Liquid Crystal Display: TFT-Liquid Crystal Display (Thin-Film Transistor Liquid Crystal Display), IPS-Liquid Crystal Display (In-Plane Switching Liquid Crystal Display), Transparent Liquid Crystal Display
- 3) By Light Emitting Diode (LED) Displays: Micro-Light Emitting Diode, Mini-Light Emitting Diode, Edge-Lit Light Emitting Diode
- 4) By Other Product Types: E-Paper Displays, Quantum Dot Displays, Projection-Based Displays

View the full digital side-window display market report:

<https://www.thebusinessresearchcompany.com/report/digital-side-window-display-global-market-report>

Digital Side-Window Display Market Regional Insights

For the year under consideration in the Digital Side-Window Display Global Market Report 2025, North America held the leading position with the largest market share. Going forward, Asia-Pacific is projected to experience the most rapid growth in the upcoming period. The report encompasses a wide geographical range, including regions such as Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

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