

Liquid Crystal On-Silicon Head-Up Display (HUD) Market to Exceed US \$2.72 Billion by 2029, with 17.6% CAGR: TBRC

The Business Research Company's Liquid Crystal On-Silicon Head-Up Display (HUD) Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, October 29, 2025

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What Is The Forecast For The Liquid Crystal On-Silicon Head-Up Display (HUD) Market From 2024 To 2029?



The Business Research Company's Latest Report Explores Market Driver, Trends, Regional Insights - Market Sizing & Forecasts Through 2034"

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The [market size of the liquid crystal on-silicon head-up display \(HUD\)](#) has experienced a significant surge in the past few years, with projections indicating growth from \$1.21 billion in 2024 to \$1.42 billion in 2025, a compound annual growth rate (CAGR) of 18.0%. The substantial increment during the historical period can be linked to factors such as a growing understanding of reducing driver fatigue via head-up displays (HUDs), increased application of HUD features in high-end and luxury vehicles, a surge in demand for augmented reality (AR) based HUD demonstrations in test vehicles, an increase in the use of

situational awareness displays for military and defense purposes, and increased consumer attraction towards improved visual efficiency under varying light conditions.

The market size of the liquid crystal on-silicon head-up display (HUD) is projected to witness significant expansion in the coming years, ballooning to \$2.72 billion by 2029 at a compound annual growth rate (CAGR) of 17.6%. This predicted growth during the forecasted period is attributed to factors such as the growing acceptance of 5th generation (5G) connectivity, heightened demand for individualized HUD interfaces, an intensified focus on diminishing driver

distraction via adaptive HUD solutions, an increase in the requirement for HUDs in shared mobility and ride-hailing services, and a spike in demand for HUDs in electric trucks and commercial vehicles. Key trends in the forecasted period comprise its application in commercial, fleet, and public transportation vehicles, a rise in retrofit and aftermarket HUD solutions, a swift transition from premium-only to mid-tier vehicles, increased non-automotive commercial applications, and a more rigorous focus on regulatory or safety testing and certification pathways for HUD systems.

Download a free sample of the liquid crystal on-silicon head-up display (hud) market report:
<https://www.thebusinessresearchcompany.com/sample.aspx?id=28697&type=smp>

What Are The Core Growth Drivers Shaping The Future Of The Liquid Crystal On-Silicon Head-Up Display (HUD) Market?

The surge in the use of autonomous vehicles is anticipated to drive the expansion of the liquid crystal on-silicon head-up display (HUD) industry. These self-driving vehicles come equipped with sophisticated sensors, artificial intelligence, and automated systems that function with little or no human input. Their rising popularity is attributed to their innovative sensors and algorithms, which reduce human error and improve overall road safety. As autonomous vehicles are increasingly being deployed, there is an upswing in demand for liquid crystal on-silicon HUD systems. These systems offer critical instant information display capabilities, facilitating passengers and remote workers to track vehicle conditions, navigation data, and safety warnings on sophisticated automobile interfaces. For example, the National Highway Traffic Safety Administration, a US-based government organization, announced in December 2024 that by 2030, roughly 4.5 million autonomous vehicles would be found on US highways. Consequently, the accelerating usage of autonomous vehicles is catalyzing the expansion of the liquid crystal on-silicon head-up display (HUD) industry.

Which Companies Are Currently Leading In The Liquid Crystal On-Silicon Head-Up Display (HUD) Market?

Major players in the Liquid Crystal On-Silicon Head-Up Display (HUD) Global Market Report 2025 include:

- Sony Corporation
- Hitachi Ltd.
- LG Electronics Inc.
- Huawei Technologies Co. Ltd.
- Canon Inc.
- BOE Technology Group Co. Ltd.
- Sharp Corporation
- Carl Zeiss AG
- Konica Minolta
- Innolux Corporation

What Are The Top Trends In The Liquid Crystal On-Silicon Head-Up Display (HUD) Industry?

Key players in the liquid crystal on-silicon head-up display (HUD) market, including Huawei and Xpeng, are striving to enhance driving safety with the introduction of innovative technologies like augmented reality (AR) head-up displays. AR head-up displays superimpose digital data onto the driver's real-world perspective, providing guidance at the lane level, hazard warnings, and navigation overlays to aid decision-making processes. In June 2025, Huawei, a tech company from China, along with Xpeng, a Chinese EV manufacturer, jointly introduced the Chasing Light Panorama, a state-of-the-art AR-HUD system for Xpeng's G7 SUV. This system combines the LCoS hardware of Huawei and its optical algorithms with Xpeng's image modules and AR composition engine, offering route projections directly on the road and featuring remarkable brightness of over 12,000 nits and 85% NTSC color coverage. The AR-HUD system offers lane direction, alerts to blind spots and obstacles, reducing the driver's reliance on instrument panels, and thus, promoting safer driving.

Comparative Analysis Of Leading [Liquid Crystal On-Silicon Head-Up Display \(HUD\) Market Segments](#)

The liquid crystal on-silicon head-up display (HUD) market covered in this report is segmented as

- 1) By Product Type: Combiner Head-Up Display (HUD), Windshield Head-Up Display (HUD)
- 2) By Technology: Augmented Reality Head-Up Display (AR HUD), Conventional Head-Up Display (HUD)
- 3) By Application: Automotive, Aviation, Military And Defense, Other Applications
- 4) By End-User: Original Equipment Manufacturers (OEMs), Aftermarket

Subsegment:

- 1) By Combiner Head-Up Display (HUD): Fixed Combiner Head-Up Display (HUD), Pop-Up Combiner Head-Up Display (HUD), Augmented Reality (AR) Combiner Head-Up Display (HUD)
- 2) By Windshield Head-Up Display (HUD): Traditional Windshield Head-Up Display (HUD), Augmented Reality (AR) Windshield Head-Up Display (HUD), Curved Windshield Head-Up Display (HUD)

View the full liquid crystal on-silicon head-up display (hud) market report:

<https://www.thebusinessresearchcompany.com/report/liquid-crystal-on-silicon-head-up-display-hud-global-market-report>

Which Regions Are Dominating The Liquid Crystal On-Silicon Head-Up Display (HUD) Market Landscape?

In 2024, North America held the dominant position in the global market for Liquid Crystal On-Silicon Head-Up Display (HUD), while Asia-Pacific is predicted to exhibit the most rapid growth in the coming period. The report analyzing this HUD market encompasses regions like Asia-Pacific, Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

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