

iCV TAnK

Technology Advisory
& Knowledgebase

Intelligent Cockpit

Head-UP Display

Market Research Report
2022

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Introduction

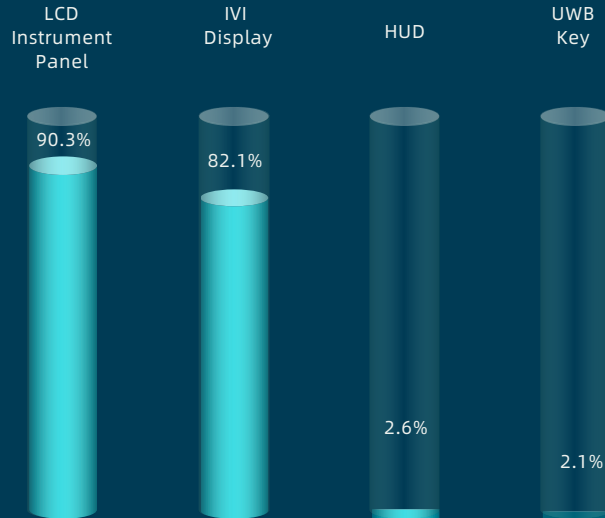
This report aims to evaluate the market of Head-up Display (HUD) , one of the main hardware of the intelligent cockpit.

HUD is a technology that projects a virtual image of important driving information directly onto the windshield, providing the driver with real-time and relevant information, without taking their eyes off the road.

Overall, LCD instrument panels are a significant advancement in automotive technology, offering greater functionality and improved usability over traditional gauges. As technology continues to evolve, it's likely that LCD panels will become even more sophisticated, with new features and capabilities that will further enhance the driving experience.

By reducing the need for drivers to take their eyes off the road, HUD can significantly improve safety and reduce the risk of accidents. As such, HUD is expected to play an important role in the development of future intelligent cockpits.

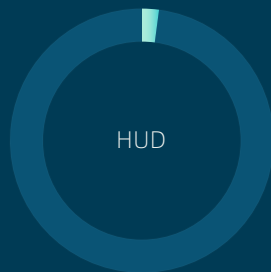
Overview



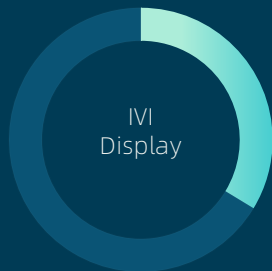
The penetration rate of the LCD instrument panel is 90.3%, which means that this device is widely adopted in modern automobiles. The In-vehicle Infotainment Display has a slightly lower penetration rate of 82.1%, but it is still a popular feature in many vehicles. The HUD has a much lower penetration rate of only 2.6%, indicating that it is not yet widely adopted in the market. Similarly, the UWB key has a penetration rate of only 2.1%, suggesting that this device is still in the early stages of adoption.



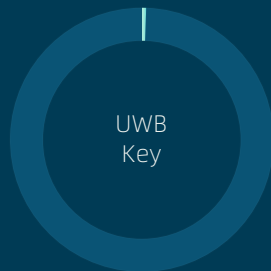
In 2022, the market of LCD instrument panel is worth \$11.68 billion, increased by 6.1%. It's expected that this market will grow steadily in the future.



The HUD market is the most fast-growing market among the hardware modules of the intelligent cockpit. The market size grew up to \$534 million (155% up) in 2022.

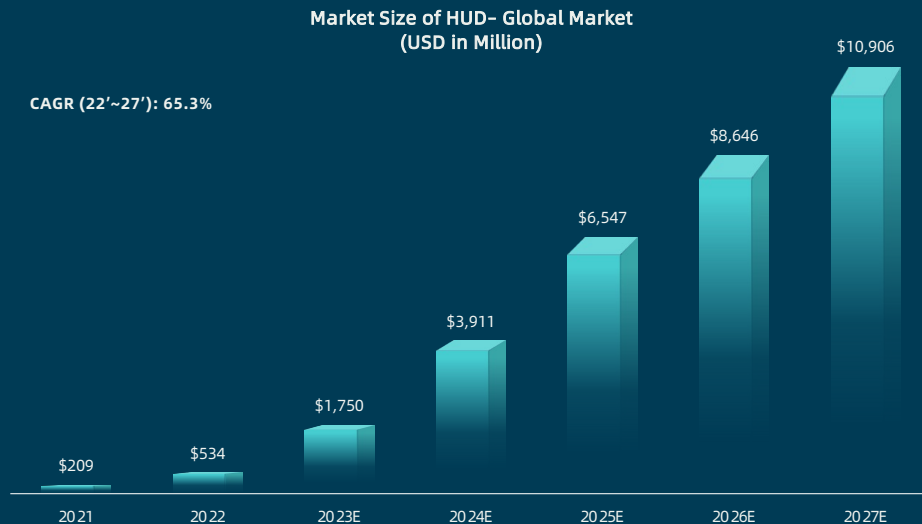


IVI display has the most valuable market among the main intelligent hardware modules of the cockpit in 2022. It's worth \$12.74 billion which grew by 4.2% than 2021.



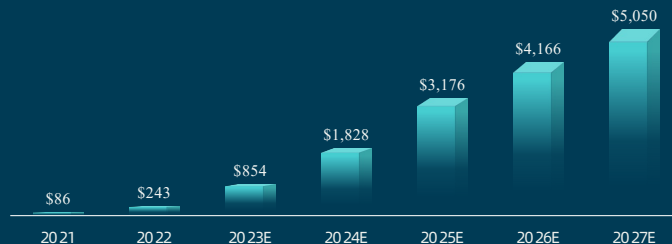
2022 is the initial year of using UWB digital key and the market is worth \$133 million.

Market Size of HUD



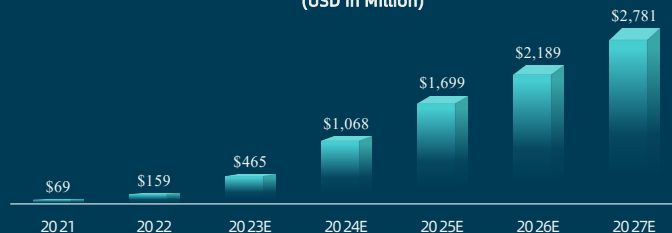
The Chinese market is estimated to increase from \$86 million to \$5,050 million, resulting in a 6-year CAGR of 65.8%.

Market Size of HUD - China
(USD in Million)



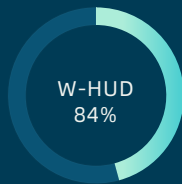
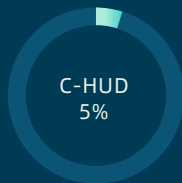
The European market is estimated to grow up to \$2,781 million in 2027 with a 6-year CAGR of 61.1%.

Market Size of HUD - Europe
(USD in Million)

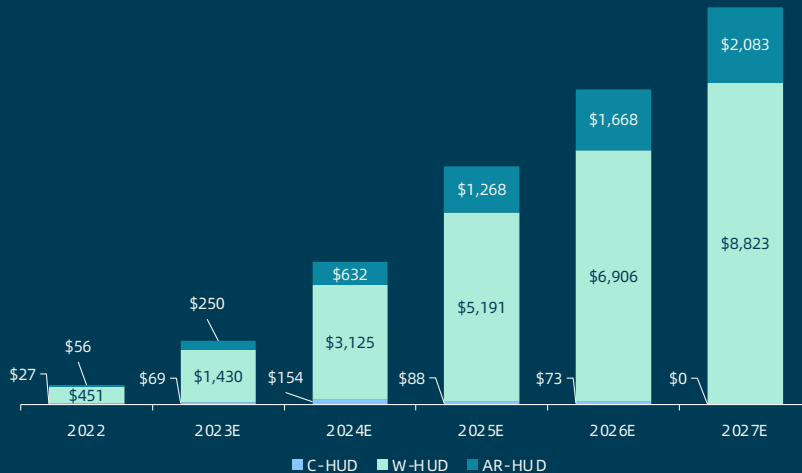


HUD Technology Trends

Different HUDs in 2022



Market Size Forecast by Different Type of HUD
(USD in Million)



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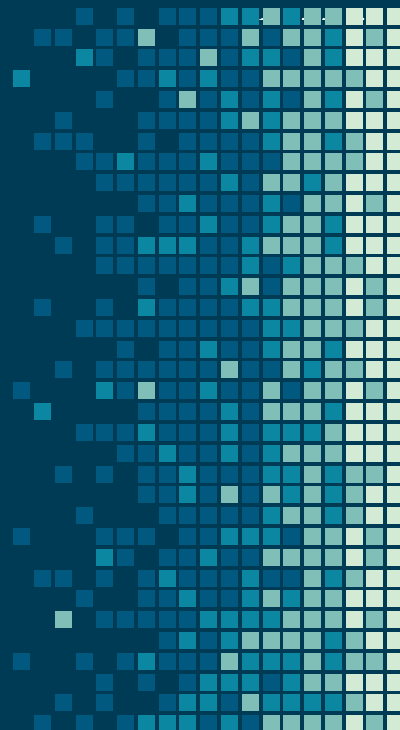
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We bring together the deepest intelligence across the widest set of capital-intensive industries and markets. By connecting data across variables, our analysts and industry specialists present our customers with a richer, highly integrated view of their world.

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