

UWB Digital Key

Market Research Report
2022

Introduction

This report aims to evaluate the market of Ultra-wideband(UWB) Digital Key, one of the main hardware of the intelligent cockpit. Ultra-wideband (UWB) digital key is a wireless communication technology that enables secure and accurate short-range communications between a car and its digital key.

Unlike Bluetooth and NFC keys, which only provide basic functions such as door unlocking and ignition, UWB keys can provide a more comprehensive and personalized in-car experience. By integrating with the car's in-cabin sensing systems and the driver's profile, UWB keys can automatically adjust settings such as seat position, climate control, and entertainment preferences to create a customized and convenient driving experience.

UWB digital keys can also enhance the security of the vehicle and its occupants by providing precise location and distance information, which can prevent unauthorized access and theft. With the increasing demand for vehicle connectivity and smart mobility, UWB digital key technology is expected to play an important role in the future of the automotive industry.

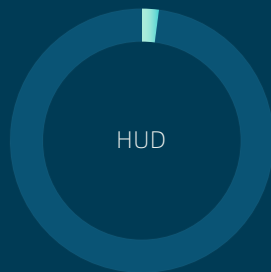
Overview



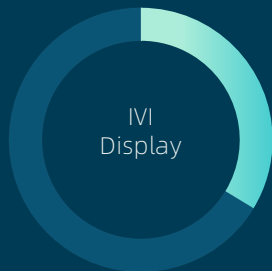
The penetration rate of the LCD instrument panel is 90.3%, which means that this device is widely adopted in modern automobiles. The In-vehicle Infotainment Display has a slightly lower penetration rate of 82.1%, but it is still a popular feature in many vehicles. The HUD has a much lower penetration 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.



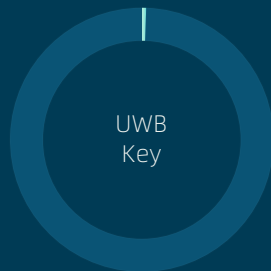
In 2022, the market of LCD instrument panel is worth \$11.68 billion, increased by 6.1%. It's expected that this market will grow steadily in the future.



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.

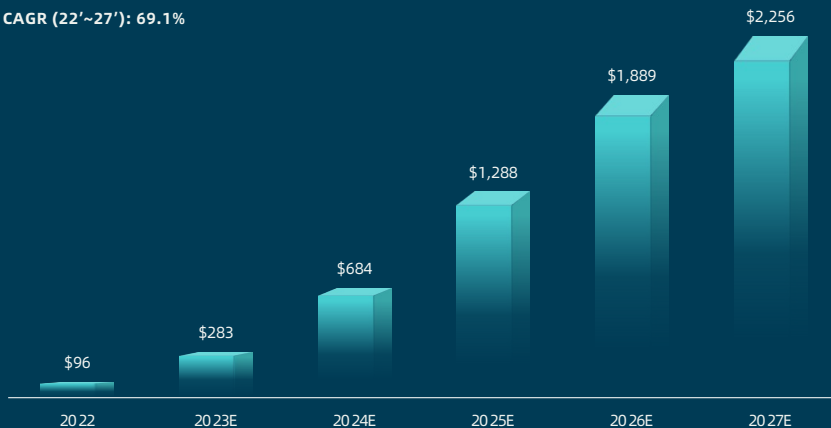


2022 is the initial year of using UWB digital key and the market is worth \$133 million.

Market Size of UWB Digital Key

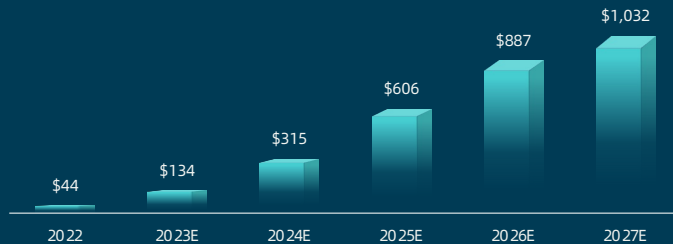
Market Size of HUD- Global Market
(USD in Million)

CAGR (22'~27'): 69.1%



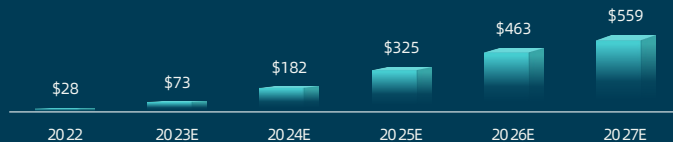
The Chinese market is estimated to increase from \$44 million to \$1,032 million, resulting in a 6-year CAGR of 69.2%.

Market Size of HUD - China
(USD in Million)



The European market is estimated to grow up to \$559 million in 2027 with a 6-year CAGR of 64.7%.

Market Size of HUD - Europe
(USD in Million)

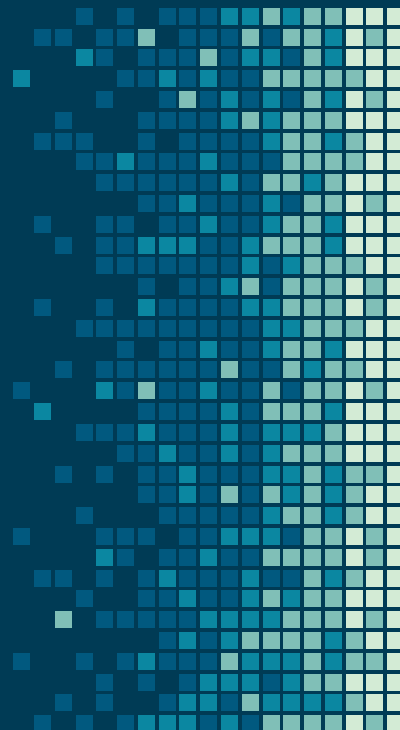


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