

# Automotive Touch & Interface Report

Part of the Small & Medium Displays & Touch Interface Service Area Package

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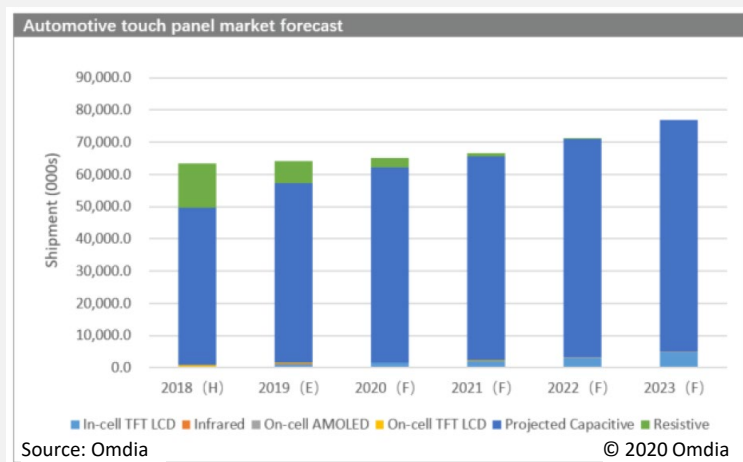
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**The annual Automotive Touch and User Interface Report offers a comprehensive analysis of touch module market forecasts on automotive applications, technologies, and industry trends.**

The report introduces the latest critical technical dynamics such as touch sensors, cover lens and optical adhesives, specifically required for automotive touch. The report also analyzes the automotive touch panel industry's unique business models, including tier-one and supply chain relationships.

Additionally, this report has a dedicated chapter on the Chinese auto market and auto suppliers. Separately, it has two chapters focusing on emerging automotive HMI technology and CASE impact to automotive touch evolution.

Besides technology and supply chain information, the market forecast has detailed technical parameters in the pivot tables to describe both market and technology trends.



# Report Coverage

KEY ISSUES ADDRESSED	COVERAGE	APPLICABLE TO
<ul style="list-style-type: none"> <li>Automotive touch module market trends and forecast</li> <li>Market factors and challenges to drive future growth</li> <li>Touch technology materials adoption and evolution trends</li> <li>Supply chain and ecosystem</li> <li>OEMs and tier-one makers' adoption concerns and policy</li> <li>Automotive touch cost modeling and what factors have a significant impact on total cost</li> </ul>	<p><b>Frequency, Time Period</b></p> <ul style="list-style-type: none"> <li>Annual update</li> <li>One-year result, one-year estimation &amp; four-year forecast</li> </ul> <p><b>Measures</b></p> <ul style="list-style-type: none"> <li>Units, revenue, area by touch technology, structure, application market, and size</li> <li>Touch components analysis</li> <li>Analysis of Chinese new energy automobile industry</li> <li>Emerging automotive HMI technology and CASE impact to automotive touch evolution</li> </ul> <p><b>Regions, Markets</b></p> <ul style="list-style-type: none"> <li>Asia Pacific, EMEA, Americas</li> </ul>	<p><b>Vertical Markets Covered</b></p> <ul style="list-style-type: none"> <li>Automotive touch panel</li> <li>Key materials: cover lens, surface treatment, and adhesive</li> <li>Automotive OEMs</li> <li>Tier-one suppliers</li> </ul> <p><b>Technologies Covered</b></p> <p><b>Touch panels for automotive</b></p> <ul style="list-style-type: none"> <li>Touch technology</li> <li>Sensor structures and materials</li> <li>Touch display sizes</li> <li>Cover lens materials</li> <li>Adhesive materials for bonding</li> <li>Module makers</li> <li>Business model and supply chain analysis</li> </ul> <p><b>Synergy with automotive touch</b></p> <ul style="list-style-type: none"> <li>Emerging automotive HMI</li> <li>CASE impact to automotive touch</li> </ul> <p><b>Automotive OEMs and tier-ones</b></p> <ul style="list-style-type: none"> <li>Product marketing managers</li> <li>Procurement managers</li> </ul> <p><b>Display panel suppliers</b></p> <ul style="list-style-type: none"> <li>Product marketing and planning managers</li> <li>Marketing intelligence managers</li> </ul> <p><b>Touch module makers</b></p> <p><b>Touch panel materials and component suppliers</b></p> <p><b>Investment community</b></p>

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