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 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

• Automotive touch module market trends and forecast
• Market factors and challenges to drive future growth
• Touch technology materials adoption and evolution trends
• Supply chain and ecosystem
• OEMs and tier-one makers’ adoption concerns and policy
• Automotive touch cost modeling and what factors have a significant impact on total cost

COVERAGE

Frequency, Time Period
• Annual update
• One-year result, one-year estimation & four-year forecast

Measures
• Units, revenue, area by touch technology, structure, application market, and size
• Touch components analysis
• Analysis of Chinese new energy automobile industry
• Emerging automotive HMI technology and CASE impact to automotive touch evolution

Regions, Markets
• Asia Pacific, EMEA, Americas

Vertical Markets Covered
• Automotive touch panel
• Key materials: cover lens, surface treatment, and adhesive
• Automotive OEMs
• Tier-one suppliers

Technologies Covered

Touch panels for automotive
• Touch technology
• Sensor structures and materials
• Touch display sizes
• Cover lens materials
• Adhesive materials for bonding
• Module makers
• Business model and supply chain analysis

Synergy with automotive touch
• Emerging automotive HMI
• CASE impact to automotive touch

APPLICABLE TO

• Automotive OEMs and tier-ones
• Product marketing managers
• Procurement managers
• Display panel suppliers
• Product marketing and planning managers
• Marketing intelligence managers
• Touch module makers
• Touch panel materials and component suppliers
• Investment community

About Omdia
Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio.* We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies. Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today’s constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

*The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.
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