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Automotive Side Window Sunshades Market Research Report—Global Forecast till 2030

Report / Search Code: MRFR/AM/9114-HCR
Publish Date: June, 2021

Price

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Description:

Automotive Side Window Sunshades Market Overview

Automotive side window sunshades market size is anticipated to register a significant CAGR of ~17% between 2020 and 2027.

Automotive side window sunshades are used to protect the side window in order to prevent it from the sun. The automotive side window sun shade is also used to improve the exterior esthetic appearance of the automotive vehicle. Various original equipment manufacturers (OEMs), luxurious vehicles providers, offer the sun shades in its vehicles. Additionally, most vehicle providers and manufacturers offers sun shades that are easy to operate and easy to fit to the side windows of the car. Majorly the side window sun shades comes in a semi-rigid design that can be detached and folded for later use.

Side window sun shades helps to regulate the sunlight that enters inside the vehicle. Sun shades have a controller for temperature controlling effect inside the vehicle since it regulates the amount of sunlight entering the vehicle. Moreover, the sun shades helps to maintain the significant heat levels inside the vehicle majorly in the summer seasons, which would be notably higher if the side window sun shades were not installed in the vehicle. The sales of passenger vehicles are increasing at growing pace in some developed nations such as the China and US, and many developing nations including Brazil, India, and ASEAN countries among others. This is majorly owing to the increasing purchasing power capacity, rise in per capita income of individuals, increase in standard of living, growing industrialization, and changing way of life in these countries. Rapid increase in sales of luxury vehicles is expected to propel the automotive side window sunshades market during the forecast period in near future.

Window power sunshades are showing a higher adoption in various vehicles as they offer a handful of benefits, such as heat transfer into the interior of the vehicle and reducing sun’s glare. This leads to a lesser use of heating, ventilation, and air conditioning (HVAC) unit for maintaining the temperature inside the vehicles, therefore, reducing the cost incurred by the HVAC system. The technologies such as HVAC are used to maintain good air quality and deliver thermal comfort through adequate ventilation inside vehicles.

The advance and modern vehicles are technology-intensive and are more reliable to suit the growing demands of customers and regulatory pressure of the countries. The growth of electronic and electrical engineering in automobiles, also the use of these fields of study for conjunction with other engineering majors such as mechanical engineering have led to a considerable increase in the use of mechatronics in overall automotive manufacturing. This has provided tremendous growth opportunities for several related markets that include semiconductor manufacturers, ICT players, telematics service providers, telecom operators, telecom hardware providers, and mobile device manufacturers.

Market Dynamics:

Automotive side window sunshades have various benefits, such as glare reduction, heat reduction, and UV rays. Moreover, the UV rays and sunlight causing discomfort to the passenger; due to this, it has been widely used in vehicles that are driving the growth of the side window sunshades market. The growing technological advancement in side window glass, including UV protected glass, is expected to act as a restraining factor for the growth of the side window sunshades market. The low cost and comfortable use of the automotive side window sunshade it has been adopted by its end-user, which is
expected to rise the demand for automotive side window sunshades market during the forecast period.

**Segment Overview:**

The global Automotive Side Window Sunshades market can be segmented by Type, Sales, Vehicles, and region. Based on Type, the global Automotive Side Window Sunshades market can be bifurcated into Roller/Retractable, and Suction-Cup s. The Roller/Retractable segment is anticipated to grow at a significant CAGR in the coming years.

By Sales, the automotive side window sunshades market has been split into In-Built and Aftermarket. The aftermarket segment accounted a high market share and is anticipated to grow at a significant CAGR in the coming years.

By vehicles, the automotive side window sunshades market has been split into passenger vehicles, premium/luxury vehicles, light commercial vehicles, and heavy commercial vehicles. The premium/luxury vehicles segment held a sizeable share and is anticipated to grow at a significant CAGR in the coming years.

The global automotive side window sunshades market is expected to witness moderate growth during the forecast period owing to the automotive manufacturers are implementing new technologies to improve their design and make it more efficient and economical which has led to development of lighter windows and windshields. These factors are expected to drive the demand for automotive side window sunshades in the coming years.

By the region, the global automotive side window sunshades market has been segmented into North America, Europe, Asia-Pacific, and the rest of the world. Europe held a major share of the global Automotive side window sunshades market in 2019, followed by North America, owing to the high production of automobiles, and increasing preference for Automotive side window sunshades over luxury vehicles in the region. Additionally, the presence of major manufacture ring companies in both regions has been a key factor contributing to the higher production. In Asia Pacific, availability of large production facilities lower labor cost and large consumer base has attracted investment by leading manufacturers in the region. Presence of major automotive side window sunshades manufacturers, such as Toyota Motor Corporation, Volvo AB, Daimler AG, and Volkswagen, in Asia Pacific and Europe led the regions to hold a notable share of the global market during the forecast period.

**Key Players**

Key players in the global automotive side window sunshades market are MACAUTO INDUSTRIAL, BOS Group, Ashimori Industry, Inteva Products, Webasto Group, EZ-Bugz/EZ-Cling, Car Shades, Window Sox, Hauck, Brica, X-ShadeCitroen, Eclipse Sunshade, Dreambaby, Kassa Inc. and Inalfa Roof Systems Group.

**IMPACT OF COVID-19**

Due to pandemic of COVID-19, most of the countries have put down the complete lockdown of more than two months, which has directly impacted the automotive industry and vehicle production. Automotive manufacturing units around the world have been shut down; which has highly affected the sales and production of vehicles, this has indirectly impacted the automotive side window sunshades market. After lockdown in many countries some OEMs have resumed production their automotive vehicle and related accessories production but till that time the market has witness significant decline. Considering the resuming the normal operations in the global automotive industry, various new expansions, product developments, and collaborations or supply contracts have taken place, which has indicating a positive sign for the automotive side window sunshades market in the near future.

**Key questions addressed by the report**

- What was the historic market size (2019)?
- Which segmentations (Type, Sales, and Vehicles) are driving the market?
- What will be the growth rate by 2026?
- Who are the key players in this market?
- What are the strategies adopted by key players?
Recent Development:

- In March 2021, The Lexus has been named Austin FC's official luxury automotive partner upfront of their 2021 inaugural Major League Soccer (MLS) season. Austin FC is expected to become the 27th Club in MLS and is the first top-division professional sports team in Austin.

- In March 2019, ZF Friedrichshafen AG acquired a 60% share of 2getthere B.V. The company offers complete automated transport systems. It is located in Utrecht/Netherlands, with offices in San Francisco, Dubai, and Singapore.

Intended Audience

- Government and Research Organizations
- Consulting Companies in the Automotive side window sunshande Market
- Raw Material Suppliers
- Automotive side window sunshande manufacturers
- Independent and authorized dealers of Automotive side window sunshande
- Research Consultants
- Investors and Shareholders
Global Automotive Side Window Sunshades Market

Automotive side window sunshades market size is anticipated to register a significant CAGR of ~17% between 2020 and 2027.

Global Automotive Side Window Sunshades Market Share, By Region, 2027

DRIVERS:
- Growing technological advancement in side window glass.
- New product launches and R&D amongst major key players.

RESTRRAINT:
- Investing heavily and increasing their research budget.

KEY PLAYERS:
- MACAUTO INDUSTRIAL
- BOS Group
- Ashland Industry
- Inteva Products
- Webasto Group
- EZ-Upgrade: EZ-Shade
- Car Shades
- Window Sox
- Foscar
- Brica
- X- Shade: Citroen
- Eclipse Sunshade
- Dreambaby
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FIGURE 12 GLOBAL AUTOMOTIVE SIDE WINDOW SUNSHADE MARKET SHARE, BY VEHICLES, 2019 (%)
FIGURE 13 GLOBAL AUTOMOTIVE SIDE WINDOW SUNSHADE MARKET, BY VEHICLES, 2020–2026 (USD MILLION)
FIGURE 14 NORTH AMERICA AUTOMOTIVE SIDE WINDOW SUNSHADE MARKET SHARE (%), 2019
FIGURE 15 NORTH AMERICA AUTOMOTIVE SIDE WINDOW SUNSHADE MARKET, BY COUNTRY, 2020–2026 (USD MILLION)
FIGURE 16 EUROPE AUTOMOTIVE SIDE WINDOW SUNSHADE MARKET SHARE (%), 2019
FIGURE 17 EUROPE AUTOMOTIVE SIDE WINDOW SUNSHADE MARKET, BY COUNTRY, 2020–2026 (USD MILLION)
FIGURE 18 ASIA-PACIFIC AUTOMOTIVE SIDE WINDOW SUNSHADE MARKET SHARE (%), 2019
FIGURE 19 ASIA-PACIFIC AUTOMOTIVE SIDE WINDOW SUNSHADE MARKET, BY COUNTRY, 2020–2026 (USD MILLION)
FIGURE 20 REST OF THE WORLD AUTOMOTIVE SIDE WINDOW SUNSHADE MARKET SHARE (%), 2019
FIGURE 21 REST OF THE WORLD AUTOMOTIVE SIDE WINDOW SUNSHADE MARKET, BY COUNTRY,