

Automotive Sunroof Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The automotive sunroof market was valued at USD 6.24 billion in 2021, and it is expected to reach USD 10.90 billion in 2027, registering a CAGR of above 9% during the forecast period (2023 - 2028).

The COVID-19 pandemic has hindered the growth of the automotive sunroof market due to its impact on vehicle production, as there was continuous shut down of manufacturing facilities and disruption of the supply chain across various parts of the world.

Increasing passenger vehicle sales in conjunction with rising per capita income and consumer spending toward effective ventilation and brighter vehicle interiors to enhance the overall driving experience will positively influence the industry demand. Moreover, technological advancements in sunroof materials drive automotive sunroof demand. Thereby, ongoing design upgrades and material advancements to reduce weight and provide stability are boosting the industry's growth.

Europe dominates the sunroof market throughout the forecasted period, followed by North America and Asia-Pacific. The demand for sunroof systems as after-sale customization witnessed a spike in popularity, especially among the younger population in Asian countries. These factors greatly influenced the rebound of sunroof systems and are anticipated to propel the market globally.

Automotive Sunroof Market Trends

Increased Adoption of Sunroofs in Sports Utility Vehicles

Sport utility vehicles constitute one of the most popular automotive segments due to a wide range of vehicles of unmatched versatility in range, power output, and features. It is anticipated to witness an increased adoption, particularly in developing

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countries such as China and India, as consumer demand in these regions is growing at a faster pace. Thus, these factors have compelled manufacturers such as Ford, Chevrolet, Toyota, and Kia, among others, to further provide equipped features for enhanced customer satisfaction, as they were initially restricted to premium cars. For instance,

In Oct 2021, Mahindra introduced XUV700 with a sunroof to enhance the passenger experience. The vehicle not only provides a natural condition but also enhances the vehicle's aesthetics.

Moreover, Audi Q3, Audi Q7, Acura RDX, and BMW X3, X5, and X6 are some of the popular and new SUV models fitted with panoramic sunroofs, which are expected to dominate the SUV market and drive the growth rate of the automotive sunroof in SUVs. For instance,

In February 2021, BMW X3 xDrive30i Sport X was launched in India at INR 56.5 lakh. The new car is locally produced at BMW Group Plant Chennai, and the company has announced that the 'Sport X' petrol variant of the BMW X3 is also made available.

Asia-Pacific to Drive the Sunroof Market

The Asia-Pacific region accounts for the largest share of the global automotive sunroof market due to the presence of major automotive manufacturers, such as Hyundai-Kia, Suzuki, Mitsubishi, Tata Motors Limited, Lexus, and Toyota. Growing car customization trends and a higher younger population demanding aftermarket sunroof installations are some of the major factors driving the market for sunroofs in these countries.

Moreover, governments across Asia-Pacific are taking initiatives for the development of the automotive sector, in turn boosting associated market development. Further government initiatives to increase the adoption of electric vehicles and the rise in mass segment cars offering sunroofs as an optional feature are responsible for the stimulating demand for in-vehicle sunroofs. For instance,

In union Budget 2021 Indian government has declared various subsidies for electric cars. Such government initiatives in different countries are likely to boost manufacturers in the market to boost their production during the forecast period.

Automotive Sunroof Market Competitor Analysis

The automotive sunroof market is consolidated with the presence of major players, such as Webasto Group, Inalfa Roof Systems Group BV, and Inteva Products LLC, dominating the market. Due to the high profitability of the market, these major players focus on the acquisition of small regional players for a higher penetration into the regional markets.

In May 2021, AGC Inc. (AGC) announced that its light-control panoramic roof with Low-E coating had been adopted to the Lexus RZ, the brand's first dedicated battery EV model.

In March 2021, Webasto SE (Webasto) announced that it had provided PBO 2.0 large bottom-mounted panoramic sunroofs for Great Wall Motor's Mocha DHT-PHEV under the WEY brand.

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