

Japan Automotive Sunroof - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Japanese automotive sunroof market was valued at USD 528.78 million in the current year and is projected to grow to USD 952.20 million by the next five years, registering a CAGR of 10.30% in terms of revenue during the forecast period.

Over the medium term, 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.

Owing to factors such as innovation in glass technology and the rise in demand for safety, comfort, & convenience features, the rise in demand for premium cars and better aesthetic appeal of the glass surface area in automobiles, including larger sunroofs propel the growth for the automotive sunroof market.

To augment the demand for sunroofs, vehicles are now fitted with tinted or UV-reflective glasses to avoid unwanted heat and sunlight, which in turn is likely to witness major growth for the market during the forecast period.

Japan Automotive Sunroof Market Trends

High Adoption 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. In the country, mini SUVs are preferred by consumers and are driving the market.

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SUVs (Sports Utility Vehicles) are big cars, ideal for rough surfaces and off-road. These cars can accommodate about five to seven people. The automotive sunroof market for SUVs includes the scope for the multi-utility vehicle (MUV).

Many major players are launching new products in the mini SUV and Crossover segment to attract more end-users and gain market share. For instance,

- In May 2023, Subaru Corporation strengthened its SUV lineup. For the 'Japan Mobility Show 2023' that will open in October, the automaker released an SUV version of its 'Levorg' and also partially improved its 'Forester' and 'Outback' to enhance product competitiveness.
- In January 2023, Toyota Motor introduced the Toyota Lexus RX350h in Japan. The vehicle comes with a panoramic sunroof.
- In 2023, Toyota Motor introduced the Toyota Land Cruiser 300 in Japan. The vehicle comes with a Sunroof whose roof panel is made of Aluminum.

The above-mentioned development and rise in the sale of sport utility vehicles across the country is likely to enhance the demand for sunroofs during the forecast period.

Panoramic Sunroof Holds Major Market Share

Owing to the growing adoption of smart glass technology in panoramic sunroofs is one of the major reasons for the automotive panoramic sunroof growth. Smart glasses have gained immense popularity in the automotive industry and are increasingly being used in vehicles. Smart glass modifies the properties of light based on variations in light intensity, heat, and voltage fluctuations.

Panoramic sunroofs are the new entrant into the lot. They are the outcome of the consumer demand for large open sunroofs. The system offers openings above both the front and the rear seats with fixed/operable glass panels. The spacious feeling offered by large glass panes (replacing the regular metal top) is the reason for the instant success of the panoramic sunroof.

The trend that started with its employment in limousines and wagons has now spread to SUVs and premium sedan cars. Panoramic sunroofs are now available either as a single longer panel that extends from the front seats to the rear or as two different panes, where the second pane often slides back as a regular sunroof.

Slide cover to close the roof was a major addition to the panoramic sunroof system, allowing passengers to stay cool inside on a hot sunny day. These days, priority is given to the visual appearance of a car, with the panoramic sunroof as a crowning achievement, giving an attractive look that demands attention.

With major automakers, such as Mercedes-Benz, Audi, Kia, and BMW, offering panoramic sunroofs as standard equipment for their top-end sedans and SUVs, the market for these vehicle segments is expected to continue to gain pace in the coming five years.

Panoramic sunroofs are prone to shattering or sunroof ejection, particularly during vehicle crashes or accidents. Thus, vendors in the market are focusing on developing panoramic sunroof airbags aimed at reducing incidents and helping to enhance consumer confidence.

Major Vehicle manufacturers launched new vehicle models with panoramic sunroof, which enhances the vehicle interiors and is likely to witness major growth for the market during the forecast period. For instance,

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- In November 2022, Toyota Motor Corporation launched the New Toyota Innova model in Japan. The new Innova comes with a Panoramic sunroof.

The above-mentioned development across the country is likely to witness major growth for the market during the forecast period.

Japan Automotive Sunroof Industry Overview

Several key players, such as Aisin Seiki Group, Inalfa Roofs Systems Group, Webasto Corporation, Inteva Products, Yachi Industry Co. Ltd. , and others, dominate the Japanese automotive sunroof market. Major automotive component manufacturers are expanding their manufacturing facilities across the country, which in turn is likely to be a lucrative opportunity for the market during the forecast period. For instance,

In January 2023, AGC Inc. (AGC) has been focusing on the development of glass technology for next-generation vehicles. The company plans to start the production of a windshield that supports far-infrared radiation.

In September 2022, AGC Inc. expanded the application range of automotive glass products. AGC's large display cover glass business, developed with autonomous vehicle interiors in mind ahead of other companies, is growing.

In June 2021, Webasto announced that it is supplying the elegant sliding panorama sunroof for the new Mercedes-Benz S-Class. Two roof modules allow the driver and passenger in the rear of the vehicle to determine their desired settings individually and independently of each other.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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