AUTOMOTIVE WIRING HARNESS MARKET

PRODUCTS - CHASSIS WIRING HARNESS, BODY WIRING HARNESS, ENGINE WIRING HARNESS, HVAC WIRING HARNESS, AND SPEED SENSORS WIRING HARNESS

GLOBAL FORECAST TO 2019
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1 EXECUTIVE SUMMARY

Automotive wiring harness is used in the interfacing of different automotive electronic and electrical devices. The automotive wiring harness market has shown immense growth in developing countries such as India, China, and Middle Eastern countries. Technological advancements in the automotive segment have increased the installation trend of high-end electronics and safety features in the vehicles. Wiring harness provides compact, safe, and ease of functionality of different electronic and electric devices installed in the vehicle. These wiring harnesses have made interfacing simpler and faster, due to which the overall safety and serviceability of vehicles has improved.

The automotive wiring harness market is estimated to be valued at $XX billion in 2014. It is projected to grow at a CAGR of XX% from 2014 to 2019, to reach a value of $XX billion by 2019. An increase in the overall vehicles production across the globe and upcoming legislation for safety technologies in developing countries are the major factors fuelling the growth of automotive wiring harness. Furthermore, growing demand of high-end electronic and comfort features in the passenger cars will also drive the market of automotive wiring harness. The automotive wiring harness market has witnessed positive growth in developing countries along with developed ones.

FIGURE 1 AUTOMOTIVE WIRING HARNESS MARKET SNAPSHOT (2014 VS. 2019): MARKET FOR SPEED SENSORS WIRING HARNESS WILL GROW AT A HIGHER RATE IN THE NEXT FIVE YEARS

Source: Investor Presentations, Expert interviews, and MarketsandMarkets Analysis
In this report, the automotive wiring harness market is segmented by application type such as chassis, body, engine, HVAC, and speed sensors. Chassis wiring harness comprises front, rear, and main harnesses. Body harness consists of power windows, dashboard, and all other interior electronic parts of the vehicle. Engine harness comprises electronic fuel injection system. HVAC harness includes heating, ventilating, and air conditioning units whereas speed sensors harness includes anti-lock braking and cruise control systems. Chassis wiring harness market caters largest market share of ~XX% followed by body wiring harness in year 2014.

The automotive wiring harness market in this report is also segmented by geography and by vehicle type. The market is studied with respect to trends, opportunities, drivers, and challenges in Asia-Pacific, Europe, North America, and RoW regions. Based on the vehicle type, the light vehicle segment captured the maximum market share of XX%, in terms of value, in 2014.

**FIGURE 2  AUTOMOTIVE WIRING HARNESS MARKET SHARE, 2014**

Source: Investor Presentations, Expert interviews, and MarketsandMarkets Analysis

In 2014, the Asia-Pacific automotive wiring harness market is estimated to account for a market share of XX% globally. The region is growing at a highest rate followed by North America, Europe, and RoW region. This is mainly attributed to the expansions made by the automobile manufacturers at their production facilities in order to cope with the rising consumer demand. The rise in the market is also due to increasing demand for safety and comfort features in the passenger cars.

The North American and European regions are highly sophisticated markets in terms of technology and other safety regulations. The American and European markets are mature and expected to grow at a modest rate in the next five years. However, the North American wiring harness market will grow at a higher pace than the European market due to the growing demand for heavy vehicles and increase in installation of electronics and safety features in heavy vehicles of North American countries.
The automotive wiring harness market is dominated by many big and small players. The key players are Sumitomo Electric (Japan), Leoni AG (Germany), Samvardhana Mothersons Group (India), Yazaki Corporation (Japan), and Furukawa Electric (Japan).
2 PREMIUM INSIGHTS

2.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE AUTOMOTIVE WIRING HARNESS MARKET

ATTRACTIVE MARKET OPPORTUNITY

- The global automotive wiring harness market would increase from $XX billion in 2014 to $XX billion by 2019
- Increase in light and heavy vehicle production in developing countries is the key driver for this growth
- Growing installation rate of high-end electronics and safety features in the vehicle will further boost the demand for automotive wiring harness in the next five years

Source: Press Releases, Investor Presentations, Expert Interviews, and MarketsandMarkets Analysis
2.2 AUTOMOTIVE WIRING HARNESS APPLICATION SEGMENTS

**FIGURE 3** SPEED SENSORS WIRING HARNESS MARKET TO GROW AT A HIGHER RATE IN THE AUTOMOTIVE WIRING HARNESS MARKET

Source: Press Releases, Investor Presentations, Expert Interviews, and MarketsandMarkets Analysis

The growing demand for electronics and safety features in vehicles and legislations mandating the use of safety technologies in developing countries are the factors that will drive the market of automotive wiring harness in the next five years.
2.3 AUTOMOTIVE WIRING HARNESS MARKET: CHASSIS WIRING HARNESS, BODY WIRING HARNESS, ENGINE WIRING HARNESS, HVAC WIRING HARNESS, AND SPEED SENSOR WIRING HARNESS

**FIGURE 4** ASIA-PACIFIC REGION DOMINATED THE AUTOMOTIVE WIRING HARNESS MARKET & CHASSIS WIRING HARNESS MARKET CAPTURED THE MAXIMUM MARKET SHARE (2014)

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*Source: Press Releases, Investor Presentations, Expert Interviews, and MarketsandMarkets Analysis*
2.4  LIFE CYCLE ANALYSIS, BY REGION

The automotive wiring harness market is divided into four regions, namely, North America, Europe, Asia-Pacific, and RoW. The RoW and Asia-Pacific regions are in their growth stage, whereas North America and Europe are in the mature stage of the product life cycle. U.S. and Germany are driving the automotive wiring harness market in North America and Europe, respectively.

**FIGURE 5  ASIA-PACIFIC REGION WILL CONTINUE TO BE IN GROWING STAGE**

Source: MarketsandMarkets Analysis

Asia-Pacific has captured the maximum share of the automotive wiring harness market, followed by Europe and North America. Both the North American and European markets are well established and are in the mature phase. However, the European automotive wiring harness market is expected to grow at a slower pace compared to North America due to the lower penetration rate of HVAC and speed sensors in heavy vehicles. The Asia-Pacific automotive wiring harness market is in the growth phase and is the fastest growing region of the global automotive wiring harness market. This has mainly contributed to the growing trend of installation of high-end electronics and safety features in the vehicle and increase in the demand for light and heavy vehicles in developing countries such as China, India, and Brazil. The RoW region is also in the growth phase and will continue to grow in the next five years.
3 MARKET OVERVIEW

3.1 INTRODUCTION
An automotive wiring harness, also known as cable assembly, wiring assembly, or wiring loom, is an assembly of cables or wires that transmit signals or electrical power in a vehicle. Wire harness is compact in nature and insulated with plastic, which improves the safety aspect of electrical and electronic systems of vehicles. In present scenario, installation of electronic devices in passenger cars is increasing owing to stringent safety norms in developed & developing countries, and hence, wiring harness has become an integral part of vehicles. Also, it considerably reduces vehicle weight and thus, companies are extensively using wiring harness systems for different electric and electronic systems of vehicle.

Wiring harness is embedded in different areas of vehicles such as the engine, chassis, body, speed sensors, and HVAC systems. The growing demand for electric vehicles, safety features in passenger cars, and increase in overall vehicle production are the major factors contributing towards demand for automotive wiring harness systems.

3.2 MARKET SEGMENTATION
Vehicles electrification is divided into different parts such as body, engine, chassis, speed sensors, and the HVAC system. In order to transfer signals through the Engine Control Unit (ECU) to different parts, wiring harness is embedded in each of these automotive systems. A major role of the wiring harness is to connect multiple electrical and electronic components in a vehicle for the transmission of power.

3.2.1 BY APPLICATION
The report classifies the automotive wiring harness market as follows:

- **Chassis wiring harness**: It comprises the main, front, and rear harnesses, which includes wiring of head lights, tail lights, and instrument panels.
- **Body wiring harness**: This includes wiring to power windows, dashboards, central locking, and other interiors of the vehicle.
- **Engine wiring harness**: It comprises wiring of electronic fuel injection system.
- **HVAC wiring harness**: It includes wiring of heating, ventilating and air conditioning unit.
- **Speed sensors wiring harness**: Speed sensors wiring harness includes connection of cruise control and anti-lock braking system to the ECU.

Source: Press Releases, Investor Presentations, and MarketsandMarkets Analysis
3.2.2 BY VEHICLE TYPE
The automotive wiring harness market is further segmented based on vehicle type, namely, light and heavy vehicles.

- **Light Vehicles**: Tonnage capacity is up to XX tons
- **Heavy Vehicles**: Tonnage capacity is above XX tons

### AUTOMOTIVE WIRING HARNESS MARKET, BY VEHICLE TYPE

**LIGHT VEHICLES**
- PCs
- SUVs

**HEAVY VEHICLES**
- Trucks
- Coaches
- Buses

Source: Press Releases, Investor Presentations, and MarketsandMarkets Analysis

3.3 MARKET DYNAMICS

3.3.1 INCREASE IN DEMAND FOR ELECTRONIC FEATURES IN PASSENGER CARS WOULD DRIVE THE AUTOMOTIVE WIRING HARNESS MARKET

The global automotive wiring harness market is projected to grow at a CAGR of XX% from 2014 to 2019. The major drivers responsible for the growth of this market are growing demand for electric vehicles, increase in the demand of electronic features in passenger cars, legislations mandating automotive safety technology, and increasing global vehicle production.

On the other hand, safe disposal of the used wiring harness system and effect of climatic & environmental factors on wiring harness material are restricting the growth of the automotive wiring harness market. However, major challenges in the automotive wiring harness market are global rise in raw material prices and dependency on Tier II suppliers.
3.3.2 DRIVERS

3.3.2.1 Growing Demand for Electric Vehicles
Growing environmental concerns and demand for alternative fuels are major reasons contributing to the overall growth of electric/hybrid vehicles (EV/HV). In addition to this, increasing fuel prices and dependency on the gasoline/diesel is a major concern of many nations across the globe. This growing focus on increasing the EV/HV population is identified as a driver for the increase in the demand for automotive wiring harnesses.

3.3.2.2 Increase in the Demand for High-End Electronic Features in Passenger Cars
Growing consumer preference towards high-end electronics such as infotainment, GPS-based navigation, and climate control system are increasing the complexity of electrical systems in vehicles and thus also the requirement of wiring harnesses.
3.3.2.3 **Legislations Mandating Automotive Safety Technology**

Stringent automotive/passenger safety norms in developed countries have led to the installation of a variety of vehicle safety systems; similar trends are being observed in developing countries. This increase in the installation rate of safety systems requires complex network of electrical and electronic signals to be transmitted from one end of the vehicle to the other. This requirement is met by a high-end automotive wiring harness.

3.3.2.4 **Increasing Global Vehicle Production**

Automotive wiring harness market is largely dependent upon vehicle production. Vehicle production is growing across the globe owing to several factors, such as the growing demand of passenger cars, increase in purchasing power, and capacity expansion by OEMs in emerging economies.
4 AUTOMOTIVE WIRING HARNESS MARKET, BY GEOGRAPHY

4.1 NORTH AMERICA

The North American region comprises of developed countries such as the U.S., Canada, and Mexico. It accounted for a XX% market share in the global automotive wiring harness market in 2013. North America is a hub of many renowned OEMs, which are known for delivering quality and high performance vehicles. In North America, a majority of light and heavy vehicles are equipped with high end electronics and safety features due to the strict government regulations. The OEMs in North America always focused on compact and easy wiring solutions, which would save space and reduce operational complexity in electronic devices. Also, the installation rate of high-end electronics and safety features in North American heavy vehicles are much higher than other regions across the globe.

Furthermore, several OEMs are planning to set up vehicle assembly plants in Mexico and Canada which in turn drive the demand for wiring harness. The North American automotive wiring harness market, in terms of value, is projected to grow at a CAGR of XX% from 2014 to 2019.

4.1.1 U.S.

The U.S. holds the largest market share of the North American automotive wiring harness market. The U.S. automotive industry is more inclined towards the innovation, technology, and development of the automobile safety and comfort. This resulted in the highest installation rate of electronics and safety features in light and vehicles as compared to other North American countries. By application type, the chassis wiring harness market commands the major share of the automotive wiring harness market of U.S.

For instance, Motherson Sumi Systems Ltd. (MSSL) acquired U.S.-based Stoneridge Inc’s wiring harness business for expanding its wiring harness global business in North America, mainly to serve for commercial vehicles and agricultural and material handling equipment.

TABLE 1 U.S.: AUTOMOTIVE WIRING HARNESS MARKET SIZE, BY APPLICATION TYPE, 2012-2019 ($MILLION)

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_e - estimated; p - projected
Source: Press Releases, Investor Presentation, and MarketsandMarkets Analysis

The U.S. automotive wiring harness market is estimated to reach $XX million in 2014. It is projected grow at a CAGR of XX% from 2014 to 2019, to reach $XX million by 2019.

By application type, the chassis wiring harness market is estimated to dominate the automotive wiring harness market of the U.S. in 2014. It is projected to reach $XX million by 2019, at a CAGR of XX% from
2014 to 2019. However, the speed sensors wiring harness market is projected to grow at a higher rate owing to the growing installation rate of electronics and safety features in heavy vehicles.

Increasing development and expansion activities by the regional and global OEMs towards the production of hybrid vehicles is aiding the growth of the automotive wiring harness market in U.S. For instance, in the year 2013, Fiat announced that its Kentuck (U.S.) plant would start manufacturing the Lexus ES XX for sale in the North American market. The plant is expected to produce XX Lexus ES XXs annually, starting in 2015. For hybrid vehicles, Honda will invest $XX million into its manufacturing facility at Ohio (U.S.) to expand the production of 2014 Honda Accord hybrid. The facility is only the second in the U.S. that will produce hybrid vehicles.

**TABLE 2** U.S.: AUTOMOTIVE WIRING HARNESS MARKET SIZE, BY APPLICATION TYPE, 2012-2019 ('000 UNITS)

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<td>Speed Sensors Wiring Harness</td>
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<td>HVAC Wiring Harness</td>
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* e - estimated; p - projected

Source: Press Releases, Investor Presentations, and MarketsandMarkets Analysis

Note: Installation of wiring harness by application type such as Chassis, Body, Engine, and HVAC harness have been considered equal units in the vehicle. However, installation of Speed Sensor harness has been considered as per the penetration rate in the light and heavy vehicles.

The U.S. automotive wiring harness market, in terms of volume, is estimated to be XX thousand units in 2014. It is estimated to grow at a CAGR of XX% from 2014 to 2019, to reach XX million units by 2019.

By application type, the speed sensors wiring harness market is projected to grow at a higher pace than other types of application owing to the growing penetration rate of comfort features such as cruise control system in the light and heavy vehicles, which in turns driving the demand for speed sensors harness.
5 AUTOMOTIVE WIRING HARNESS MARKET, BY APPLICATION TYPE

5.1 INTRODUCTION

The automotive wiring harness market is segmented on the basis of five application types, namely chassis wiring harness, engine wiring harness, body wiring harness, HVAC wiring harness, and speed sensors wiring harness. A wiring harness system facilitates transmission of power and information to different electrical and electronic devices in a vehicle. Wiring harness is embedded into different parts of vehicle such as engine, chassis, body, HVAC (Heating, Ventilating, and Air Conditioning), and speed sensors. These contain different electronic devices such as HVAC, which includes heating, ventilating, and air conditioning units. Body consists of power windows, dashboard, and all other interior electronic parts of the vehicle. Chassis comprises front harness, rear harness, and main harness. Engine comprises electronic fuel injection system whereas speed sensors include anti-lock braking system and cruise control system.

Increase in the global vehicle production volume and growing installation rate of high-end electronics and safety features in the light and heavy vehicles are the major factors fuelling the growth of the automotive wiring harness market. The automotive wiring harness market has witnessed positive growth in developing countries along with developed ones.

**FIGURE 7** BY APPLICATION TYPE, CHASSIS WIRING HARNESS DOMINATES THE GLOBAL AUTOMOTIVE WIRING HARNESS MARKET

Source: Press Releases, Investor Presentations, Expert Interviews, and MarketsandMarkets Analysis
The market for chassis wiring harness is projected to reach a value of $XX million by 2019, followed closely by the body wiring harness market. However, the speed sensors wiring harness market is projected to grow at the highest CAGR of XX% from 2014 to 2019.

The overall market is projected to reach $XX million by 2019 from the estimated value of $XX million in 2014, at a CAGR of XX% for aforesaid period. This projected growth is mainly attributed to the increase in installation rate of electronic and safety features in light and heavy vehicles across the globe with growing production volume, especially in the developing countries such as China, India, and Brazil.
6 AUTOMOTIVE WIRING HARNESS MARKET, BY VEHICLE TYPE

6.1 INTRODUCTION

The automotive wiring harness market is segmented under two vehicle types, namely light and heavy vehicles. The global demand for light vehicles is increasing every year in the passenger and commercial vehicle segments. Automotive OEMs are following a strategy of expanding their production facilities not only in their country of origin but overseas as well. Most of the OEMs have planned or are planning to start new production in developing countries as it helps them to reduce their production costs and overheads. Also, growing consumer preference over the safety and comfort features of passenger cars, especially in developing countries, is driving the installation rate of these systems.

In terms of vehicle type, the automotive wiring harness market for light vehicle segment possesses the maximum share. This pattern is observed through the global production of light vehicles, which was ~XX million units, as compared to ~XX million units for heavy vehicles in 2013. Hence, the market size, in terms of value, for wiring harness used for light vehicles is much larger than that for heavy vehicles.

The figure below shows the automobile wiring harness market in terms of light and heavy vehicles according to region and product type for 2014 and projected for the next five years.

6.1.1 LIGHT VEHICLE

This section provides the market estimates for automotive wiring harness used in light vehicles. The market estimates has been bifurcated according to region and the application types. Among the regions, Asia-Pacific holds the largest market share in the overall automotive wiring harness market for the light vehicle segment.

| TABLE 4 AUTOMOTIVE WIRING HARNESS MARKET SIZE FOR LIGHT VEHICLE SEGMENT, BY REGION, 2012-2019 ($MILLION) |
|--------|------|------|--------|--------|-------------------|
| Asia-Pacific | XX | XX | XX | XX | XX |
| North America | XX | XX | XX | XX | XX |
| Europe | XX | XX | XX | XX | XX |
| Row | XX | XX | XX | XX | XX |
| Total | XX | XX | XX | XX | XX |

Source: Press Releases, Investor Presentation, OICA, and MarketsandMarkets Analysis

Asia-Pacific is the leading region for this market and is expected to hold a noteworthy share of XX% of the overall market in 2014, followed by North America with XX%, which is second biggest market. Asia-Pacific comprises India and China, which are the world’s biggest developing countries and hence provide a lucrative market for the automotive OEMs to expand their production volume. The Asia-Pacific and North American automotive wiring harness markets for light vehicle segment will grow at the highest CAGR of XX% for aforesaid period, owing to the growing production volume of passenger cars.
The market for chassis wiring harness is estimated to hold the largest market share of wiring harness for light vehicle segment in 2014; it is expected to lead the next five years. However, the market for speed sensors wiring harnesses is projected to grow at the highest rate of XX% for 2014 to 2019. This is mainly attributed to the growth rate in the installation of safety and comfort features in the passenger cars owing to the growing consumer preference over these features. In addition, upcoming legislation for anti-lock braking systems in developing countries will further drive the market for speed sensors wiring harness.

The overall automotive wiring harness market for light vehicle segment, in terms of value, is estimated to be $XX million in 2014. It is projected to grow at a CAGR of XX% for 2014 to 2019.

### 6.1.2 HEAVY VEHICLE

The following section provides the market estimates for automotive wiring harness used in heavy vehicles. The growing demand for comfort features such as HVAC and cruise control systems in the heavy vehicle segment will drive the market for automotive wiring harness. Among the regions, Asia-Pacific is the highest growing region for the heavy vehicle segment.

#### TABLE 6  AUTOMOTIVE WIRING HARNESS MARKET SIZE FOR HEAVY VEHICLE SEGMENT, BY REGION, 2012-2019 ($MILLION)

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The Asia-Pacific region leads the market for automotive wiring harness for the heavy vehicle segment. The overall share of the Asia-Pacific region in the global market is XX% in 2014 and is projected to reach XX% by 2019. In terms of growth rate as well, the Asia-Pacific market is projected to grow at the highest CAGR of XX%, followed by the North American region. This high growth can be attributed to the growing demand
for heavy vehicles in countries such as India and China. This will push the market for automotive wiring harness for heavy vehicle segment.
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