

# MARKET REPORT



Smart Mirror Market by Application (Automotive, Hospitality & Retail), Automotive Smart Mirror (Type and Functionality), Hospitality & Retail Smart Mirror (Component, Technology, and Augmented Reality), and Region - Global Forecast to 2023

**BioPortfolio**  
Life Science Healthcare and  
Pharmaceutical  
Market Research and  
Corporate Data



# Smart Mirror Market by Application (Automotive, Hospitality & Retail), Automotive Smart Mirror (Type and Functionality), Hospitality & Retail Smart Mirror (Component, Technology, and Augmented Reality), and Region - Global Forecast to 2023

BioPortfolio has been marketing business and market research reports from selected publishers for over fifteen years. BioPortfolio offers a personal service to our customers with dedicated research managers who will work with you to source the best report for your needs. Based in the UK, BioPortfolio is well positioned to coordinate our customers' orders sourced from over 50 global report publishers.

We are pleased to present details of this report to assist your buying decision and administrative process. You will find easy-to-use *How To Buy* information on the last page of this document.

***We look forward to being of service to you.***

*If you have bulk and/or recurring requirements, please get in touch - we can liaise with publishers to obtain sample pages and negotiate discounts on your behalf.*

**Phone:** +44 (0)7887 945155 or **Email:** [bioportfolio97@gmail.com](mailto:bioportfolio97@gmail.com)

# Smart Mirror Market by Application (Automotive, Hospitality & Retail), Automotive Smart Mirror (Type and Functionality), Hospitality & Retail Smart Mirror (Component, Technology, and Augmented Reality), and Region - Global Forecast to 2023

“Smart mirror market projected to grow at 9.41% CAGR during forecast period”

The smart mirror market is expected to grow from USD 2.82 billion by 2018 to USD 4.42 billion by 2023, at a CAGR of 9.41% from 2018 to 2023. The increasing demand for smart mirrors in the automotive industry, the transition from traditional stores to digital stores in the retail industry, the presence of a large number of start-ups in the smart mirror market, and the new and innovative features of smart mirrors are driving the market growth. Major factor restraining the growth of the smart mirror market is the security issues associated with confidential and personal data.

“Market for hospitality and retail to grow at the highest CAGR from 2018 to 2023”

The market for the hospitality and retail application is expected to grow at the highest CAGR from 2018 to 2023. Smart mirrors are often used in the retail sector wherein retailers try to catch the interest of potential clients and encourage them for frequent or regular visits. Additionally, they can display useful information, ranging from price and size availability to the fabric used. The increasing adoption rate of smart mirrors in the hospitality and retail applications in North America and Europe is driving the market in these regions.

“Automotive interior mirrors to hold larger share of market by 2018”

Interior mirrors, or inner rear-view mirrors, are mounted inside the vehicle, usually at the top of the windshield, allowing drivers to adjust them according to their height and viewing angle. Interior auto-dimming rear-view mirrors reduce glare by automatically darkening their surfaces, which results in the improved visibility for the driver. The interior auto/self-dimming mirrors are more often used in cars and light commercial vehicles. Also, the adoption of the interior auto-dimming mirror is huge in North America and Europe.

“Automotive smart mirror market in APAC to grow at highest CAGR during 2018–2023”

The growth of the market in APAC can be attributed to the high vehicle production in China, Japan, India, and South Korea. The increasing demand for auto-dimming smart mirrors is creating huge growth opportunities for the smart mirror market in this region. The adoption of advanced technologies such as smart mirrors is projected to increase rapidly due to the increase in the production of luxury and premium cars in the Indian and Chinese automotive markets. Other factors contributing to the growth of the automotive smart mirror market include the falling prices of camera technology and increasing demand for advanced features in mirrors for vehicles.

In the process of determining and verifying the market size for several segments and subsegments gathered through secondary research, extensive primary interviews were conducted with key experts. The breakup of the profiles of primary participants is as follows:

- By Company Type: Tier 1—23 %, Tier 2—32%, and Tier 3—45%
- By Designation: C-Level Executives—43%, Directors—27%, and Others—30%
- By Region: Americas—22%, Europe—43%, APAC—25%, and RoW—10%

Companies that provide a range of customized solutions to customers are expected to emerge as game changers.

This report profiles the following key Smart mirror manufacturers in this market:

1. Gentex (US)
2. Magna (Canada)
3. Electric Mirror (US)
4. Seura (US)
5. Murakami Kaimeido (Japan)
6. Ficoso (Spain)
7. ALKE (Belgium)
8. Ad Notam (Germany)
9. Dension (Hungary)
10. Keonn (Spain)

#### Research Coverage

This report covers the smart mirror market segmented into automotive, and hospitality and retail, and others, on the basis of application. The automotive smart mirror market is further segmented by type, functionality, and region. The hospitality and retail smart mirror market is subsegmented by component, technology, augmented reality, and region. However, the market for other applications is further segmented on the basis of component and region. A detailed analysis of the key industry players has been done to provide insights into their business, products and services, and key strategies, such as product launches and developments, related to the smart mirror market.

#### Key Benefits of Buying This Report

1. This report segments the overall market comprehensively and provides the closest approximations of the global smart mirror market size and that of subsegments across applications and regions.
2. The report helps stakeholders understand the pulse of the market and provides them information on key drivers, restraints, challenges, and opportunities pertaining to the smart mirror market.
3. This report would help stakeholders better understand their competitors and gain more insights to enhance their position in the market. The competitive landscape section includes competitor ecosystem and recent developments in the smart mirror market.

## Additional Details

**Publisher** : MarketsandMarkets

**Reference** : SE 6557

**Number of Pages** : 140

**Report Format** : PDF

**Publisher Information** :



**MARKETSANDMARKETS**

**BioPortfolio**  
Life Science Healthcare and Pharmaceutical  
Global Market Research and Corporate Data

**BioPortfolio**  
Life Science Healthcare and Pharmaceutical  
Market Research and  
Corporate Data

**Best Prices  
Guaranteed**

**bioportfolio.co.uk**



# Table Of Contents for Smart Mirror Market by Application (Automotive, Hospitality & Retail), Automotive Smart Mirror (Type and Functionality), Hospitality & Retail Smart Mirror (Component, Technology, and Augmented Reality), and Region - Global Forecast to 2023

- TABLE OF CONTENTS1 INTRODUCTION 151.1 STUDY OBJECTIVES 151.2 DEFINITION 151.3 STUDY SCOPE 161.3.1 MARKETS COVERED 161.3.2 GEOGRAPHIC SCOPE 161.4 YEARS CONSIDERED 171.5 CURRENCY 171.6 PACKAGE SIZE 171.7 LIMITATIONS 171.8 STAKEHOLDERS 182 RESEARCH METHODOLOGY 192.1 RESEARCH DATA 192.1.1 SECONDARY DATA 202.1.1.1 Secondary sources 202.1.2 PRIMARY DATA 202.1.2.1 Key data from primary sources 212.1.2.2 Key industry insights 212.1.2.3 Breakdown of primaries 222.2 MARKET SIZE ESTIMATION 222.2.1 BOTTOM-UP APPROACH 232.2.2 TOP-DOWN APPROACH 242.3 MARKET BREAKDOWN & DATA TRIANGULATION 252.4 ASSUMPTIONS 263 EXECUTIVE SUMMARY 274 PREMIUM INSIGHTS 324.1 ATTRACTIVE OPPORTUNITIES IN SMART MIRROR MARKET 324.2 AUTOMOTIVE SMART MIRROR MARKET, BY FUNCTIONALITY TYPE 324.3 AUTOMOTIVE SMART MIRROR MARKET IN EUROPE, BY TYPE AND COUNTRY (2018) 334.4 AUTOMOTIVE SMART MIRROR MARKET, BY GEOGRAPHY 335 MARKET OVERVIEW 345.1 INTRODUCTION 345.2 MARKET DYNAMICS 345.2.1 DRIVERS 355.2.1.1 Increasing demand for smart mirrors in automotive industry 355.2.1.2 Transition from traditional stores to digital stores in retail industry 355.2.1.3 Presence of large number of start-ups in smart mirror market 365.2.1.4 New and innovative features of smart mirrors 365.2.2 RESTRAINTS 365.2.2.1 Security of confidential and personal data 365.2.3 OPPORTUNITIES 375.2.3.1 Growing smart home market 375.2.3.2 Untapped market in APAC 375.2.4 CHALLENGES 375.2.4.1 High costs and lack of awareness 376 INDUSTRY TRENDS 386.1 INTRODUCTION 386.2 VALUE CHAIN ANALYSIS 386.2.1 RESEARCH & PRODUCT DEVELOPMENT 396.2.2 ORIGINAL EQUIPMENT MANUFACTURERS 396.2.3 KEY TECHNOLOGY PROVIDERS & SYSTEM INTEGRATORS 396.2.4 DISTRIBUTORS & MARKETING TEAMS 396.2.5 END-USERS 396.3 KEY INDUSTRY TRENDS 406.3.1 INTEGRATION OF DIGITAL EXPERIENCES IN RETAIL STORES 406.3.2 COLLECTION & ANALYSIS OF CUSTOMER DATA 416.3.3 CONTENT MANAGEMENT WITH SMART MIRRORS 417 SMART MIRROR MARKET, BY APPLICATION 427.1 INTRODUCTION 437.2 AUTOMOTIVE 447.3 HOSPITALITY & RETAIL 457.4 OTHERS 458 AUTOMOTIVE SMART MIRROR MARKET, BY TYPE 478.1 INTRODUCTION 488.2 INTERIOR MIRRORS 498.3 EXTERIOR MIRRORS 509 AUTOMOTIVE SMART MIRROR MARKET, BY FUNCTIONALITY 519.1 INTRODUCTION 529.2 CONNECTED 539.3 NON-CONNECTED 54 10 SMART MIRROR MARKET FOR HOSPITALITY & RETAIL AND OTHERS, BY COMPONENT 5510.1 INTRODUCTION 5610.2 HARDWARE 5710.2.1 SENSORS 6110.2.1.1 Temperature sensors 6110.2.1.2 Light sensors 6110.2.1.3 Humidity sensors 6110.2.2 DISPLAYS 6110.2.3 CAMERAS 6210.2.4 AUDIO SYSTEMS 6210.2.5 CONNECTIVITY COMPONENTS 6210.3 SOFTWARE 6210.4 SERVICES 6211 SMART MIRROR MARKET FOR HOSPITALITY & RETAIL, BY AUGMENTED REALITY FEATURE 6311.1 INTRODUCTION 6411.2 AR SMART MIRROR 6411.3 NON-AR SMART MIRROR 6512 SMART MIRROR MARKET FOR HOSPITALITY & RETAIL, BY TECHNOLOGY 6612.1 INTRODUCTION 6712.2 SELF-DIMMING TECHNOLOGY 6712.3 OTHERS 6813 SMART MIRROR MARKET, BY GEOGRAPHY 7113.1 INTRODUCTION 7213.2 AMERICAS 7513.2.1 NORTH AMERICA 7713.2.1.1 US 7813.2.2 REST OF NORTH AMERICA 7913.2.2.1 Canada 7913.2.2.2 Mexico 8013.2.3 SOUTH AMERICA 8013.3 EUROPE 8113.3.1 GERMANY 8413.3.2 UK 8513.3.3 FRANCE 8613.3.4 ITALY 8713.3.5 REST OF EUROPE 8813.4 APAC 8913.4.1 CHINA 9213.4.2 JAPAN 9313.4.3 SOUTH KOREA 9413.4.4 REST OF APAC 9513.5 REST OF THE WORLD 9613.5.1 MIDDLE EAST 9713.5.2 AFRICA 9814 COMPETITIVE LANDSCAPE 9914.1 INTRODUCTION 9914.2 RANKING OF TOP MARKET PLAYERS IN SMART MIRROR MARKET, 2017 10114.3 COMPETITIVE SCENARIO & TRENDS 10214.3.1 PRODUCT LAUNCHES & DEVELOPMENTS, 2016-2017 10314.3.2 PARTNERSHIPS, CONTRACTS, AGREEMENTS, COLLABORATIONS,& EXPANSIONS, 2015-2017 10414.3.3 MERGERS & ACQUISITIONS, 2017 10415 COMPANY PROFILES 105(Business Overview, Products Offered, Recent Developments, SWOT Analysis, and MnM View)\*15.1 KEY PLAYERS 10515.1.1 GENTEX 10515.1.2 MAGNA 10815.1.3 ELECTRIC MIRROR 11115.1.4 SÉURA 11415.1.5 MURAKAMI KAIMEIDO 11615.1.6 FICOSA 11815.1.7 ALKE 12115.1.8 AD NOTAM 12315.1.9 DENSION 12515.1.10 KEONN 12715.2 OTHER IMPORTANT PLAYERS 12915.2.1 MIRROCOOL

12915.2.2 SEYMOURPOWELL 12915.2.3 MEMOMI 12915.2.4 PERSEUS MIRRORS 12915.2.5 ACTIMIRROR  
13015.3 START-UP ECOSYSTEM 13015.3.1 GLANCE DISPLAYS 13015.3.2 DIRROR 13015.3.3 OAK LABS  
13015.3.4 SMARTSPOT 13115.3.5 MYRA MIRRORS 131\*Details on Business Overview, Products Offered, Recent  
Developments, SWOT Analysis, and MnM View might not be captured in case of unlisted companies.16  
APPENDIX 13216.1 INSIGHTS FROM INDUSTRY EXPERTS 13216.2 DISCUSSION GUIDE 13316.3 KNOWLEDGE  
STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL 13616.4 AVAILABLE CUSTOMIZATIONS 13816.5  
RELATED REPORTS 13816.6 AUTHOR DETAILS 139

# List Of Tables in Smart Mirror Market by Application (Automotive, Hospitality & Retail), Automotive Smart Mirror (Type and Functionality), Hospitality & Retail Smart Mirror (Component, Technology, and Augmented Reality), and Region - Global Forecast to 2023

## LIST OF TABLES

TABLE 1 SMART MIRROR MARKET, BY APPLICATION, 2015-2023 (USD MILLION) 44

TABLE 2 AUTOMOTIVE SMART MIRROR MARKET, BY TYPE, 2015-2023 (USD MILLION) 48

TABLE 3 AUTOMOTIVE SMART MIRROR MARKET FOR INTERIOR MIRRORS, BY REGION, 2015-2023 (USD MILLION) 49

TABLE 4 AUTOMOTIVE SMART MIRROR MARKET FOR EXTERIOR MIRRORS, BY REGION, 2015-2023 (USD MILLION) 50

TABLE 5 AUTOMOTIVE SMART MIRROR MARKET, BY FUNCTIONALITY, 2015-2023 (USD MILLION) 53

TABLE 6 AUTOMOTIVE SMART MIRROR MARKET FOR CONNECTED FUNCTIONALITY, BY REGION, 2015-2023 (USD MILLION) 53

TABLE 7 AUTOMOTIVE SMART MIRROR MARKET FOR NON-CONNECTED FUNCTIONALITY, BY REGION, 2015-2023 (USD MILLION) 54

TABLE 8 SMART MIRROR MARKET FOR HOSPITALITY AND RETAIL, BY COMPONENT, 2015-2023 (USD MILLION) 56

TABLE 9 SMART MIRROR MARKET FOR OTHERS APPLICATION, BY COMPONENT, 2015-2023 (USD MILLION) 57

TABLE 10 HOSPITALITY AND RETAIL SMART MIRROR MARKET FOR HARDWARE, BY TYPE, 2015-2023 (USD MILLION) 59

TABLE 11 HOSPITALITY AND RETAIL SMART MIRROR MARKET, BY REGION, 2015-2023 (USD MILLION) 60

TABLE 12 OTHERS SMART MIRROR MARKET FOR HARDWARE, BY TYPE, 2015-2023 (USD MILLION) 60

TABLE 13 OTHERS SMART MIRROR MARKET, BY REGION, 2015-2023 (USD MILLION) 60

TABLE 14 HOSPITALITY AND RETAIL MARKET, BY AR FEATURE, 2015-2023 (USD MILLION) 64



TABLE 15 HOSPITALITY AND RETAIL MARKET FOR SELF-DIMMING TECHNOLOGY,  
BY REGION, 2015–2023 (USD MILLION) 68

TABLE 16 HOSPITALITY AND RETAIL MARKET FOR OTHER TECHNOLOGIES,  
BY REGION, 2015–2023 (USD MILLION) 68

TABLE 17 HOSPITALITY AND RETAIL SMART MIRROR MARKET IN AMERICAS,  
BY TECHNOLOGY, 2015–2023 (USD MILLION) 69

TABLE 18 HOSPITALITY AND RETAIL SMART MIRROR MARKET IN EUROPE, BY TECHNOLOGY, 2015–2023 (USD  
MILLION) 69

TABLE 19 HOSPITALITY AND RETAIL SMART MIRROR MARKET IN APAC, BY TECHNOLOGY, 2015–2023 (USD  
MILLION) 69

TABLE 20 HOSPITALITY AND RETAIL SMART MIRROR MARKET IN ROW, BY TECHNOLOGY, 2015–2023 (USD  
MILLION) 70

TABLE 21 AUTOMOTIVE SMART MIRROR MARKET, BY REGION, 2015–2023 (USD MILLION) 74

TABLE 22 AUTOMOTIVE SMART MIRROR MARKET IN AMERICAS, BY TYPE,  
2015–2023 (USD MILLION) 76

TABLE 23 AUTOMOTIVE SMART MIRROR MARKET IN AMERICAS, BY REGION,  
2015–2023 (USD MILLION) 76

TABLE 24 AUTOMOTIVE SMART MIRROR MARKET IN AMERICAS, BY FUNCTIONALITY TYPE, 2015–2023 (USD  
MILLION) 76

TABLE 25 AUTOMOTIVE SMART MIRROR MARKET IN NORTH AMERICA, BY TYPE,  
2015–2023 (USD MILLION) 77

TABLE 26 AUTOMOTIVE SMART MIRROR MARKET IN NORTH AMERICA, BY FUNCTIONALITY TYPE, 2015–2023 (USD  
MILLION) 78

TABLE 27 AUTOMOTIVE SMART MIRROR MARKET IN NORTH AMERICA, BY COUNTRY,  
2015–2023 (USD MILLION) 78

TABLE 28 AUTOMOTIVE SMART MIRROR MARKET IN US, BY TYPE,  
2015–2023 (USD MILLION) 79

TABLE 29 AUTOMOTIVE SMART MIRROR MARKET IN US, BY FUNCTIONALITY TYPE,  
2015–2023 (USD MILLION) 79

TABLE 30 AUTOMOTIVE SMART MIRROR MARKET IN REST OF NORTH AMERICA,  
BY TYPE, 2015–2023 (USD MILLION) 80

TABLE 31 AUTOMOTIVE SMART MIRROR MARKET IN REST OF NORTH AMERICA,  
BY FUNCTIONALITY TYPE, 2015–2023 (USD MILLION) 80

TABLE 32 AUTOMOTIVE SMART MIRROR MARKET IN SOUTH AMERICA, BY TYPE,

2015-2023 (USD MILLION) 81

TABLE 33 AUTOMOTIVE SMART MIRROR MARKET IN SOUTH AMERICA, BY FUNCTIONALITY TYPE, 2015-2023 (USD MILLION) 81

TABLE 34 AUTOMOTIVE SMART MIRROR MARKET IN EUROPE, BY TYPE,

2015-2023 (USD MILLION) 83

TABLE 35 AUTOMOTIVE SMART MIRROR MARKET IN EUROPE, BY FUNCTIONALITY TYPE, 2015-2023 (USD MILLION) 83

TABLE 36 AUTOMOTIVE SMART MIRROR MARKET IN EUROPE, BY COUNTRY,

2015-2023 (USD MILLION) 84

TABLE 37 AUTOMOTIVE SMART MIRROR MARKET IN GERMANY, BY TYPE,

2015-2023 (USD MILLION) 85

TABLE 38 AUTOMOTIVE SMART MIRROR MARKET IN GERMANY, BY FUNCTIONALITY TYPE, 2015-2023 (USD MILLION) 85

TABLE 39 AUTOMOTIVE SMART MIRROR MARKET IN UK, BY TYPE,

2015-2023 (USD MILLION) 85

TABLE 40 AUTOMOTIVE SMART MIRROR MARKET IN UK, BY FUNCTIONALITY TYPE,

2015-2023 (USD MILLION) 86

TABLE 41 AUTOMOTIVE SMART MIRROR MARKET IN FRANCE, BY TYPE,

2015-2023 (USD MILLION) 86

TABLE 42 AUTOMOTIVE SMART MIRROR MARKET IN FRANCE, BY FUNCTIONALITY TYPE, 2015-2023 (USD MILLION) 87

TABLE 43 AUTOMOTIVE SMART MIRROR MARKET IN ITALY, BY TYPE,

2015-2023 (USD MILLION) 87

TABLE 44 AUTOMOTIVE SMART MIRROR MARKET IN ITALY, BY FUNCTIONALITY TYPE,

2015-2023 (USD MILLION) 87

TABLE 45 AUTOMOTIVE SMART MIRROR MARKET IN REST OF EUROPE, BY TYPE,

2015-2023 (USD MILLION) 88

TABLE 46 AUTOMOTIVE SMART MIRROR MARKET IN REST OF EUROPE, BY FUNCTIONALITY TYPE, 2015-2023 (USD MILLION) 88

TABLE 47 AUTOMOTIVE SMART MIRROR MARKET IN APAC, BY TYPE,

2015-2023 (USD MILLION) 91

TABLE 48 AUTOMOTIVE SMART MIRROR MARKET IN APAC, BY FUNCTIONALITY TYPE,

2015-2023 (USD MILLION) 91

TABLE 49 AUTOMOTIVE SMART MIRROR MARKET IN APAC, BY COUNTRY,

2015-2023 (USD MILLION) 92

TABLE 50 AUTOMOTIVE SMART MIRROR MARKET IN CHINA, BY TYPE,

2015-2023 (USD MILLION) 92

TABLE 51 AUTOMOTIVE SMART MIRROR MARKET IN CHINA, BY FUNCTIONALITY TYPE,

2015-2023 (USD MILLION) 93

TABLE 52 AUTOMOTIVE SMART MIRROR MARKET IN JAPAN, BY TYPE,

2015-2023 (USD MILLION) 93

TABLE 53 AUTOMOTIVE SMART MIRROR MARKET IN JAPAN, BY FUNCTIONALITY TYPE,

2015-2023 (USD MILLION) 94

TABLE 54 AUTOMOTIVE SMART MIRROR MARKET IN SOUTH KOREA, BY TYPE,

2015-2023 (USD MILLION) 94

TABLE 55 AUTOMOTIVE SMART MIRROR MARKET IN SOUTH KOREA, BY FUNCTIONALITY TYPE, 2015-2023 (USD MILLION) 95

TABLE 56 AUTOMOTIVE SMART MIRROR MARKET IN REST OF APAC, BY TYPE,

2015-2023 (USD MILLION) 95

TABLE 57 AUTOMOTIVE SMART MIRROR MARKET IN REST OF APAC, BY FUNCTIONALITY, 2015-2023 (USD MILLION) 96

TABLE 58 AUTOMOTIVE SMART MIRROR MARKET IN ROW, BY TYPE,

2015-2023 (USD MILLION) 96

TABLE 59 AUTOMOTIVE SMART MIRROR MARKET IN ROW, BY FUNCTIONALITY TYPE,

2015-2023 (USD MILLION) 96

TABLE 60 AUTOMOTIVE SMART MIRROR MARKET IN ROW, BY REGION,

2015-2023 (USD MILLION) 97

TABLE 61 AUTOMOTIVE SMART MIRROR MARKET IN MIDDLE EAST, BY TYPE,

2015-2023 (USD MILLION) 97

TABLE 62 AUTOMOTIVE SMART MIRROR MARKET IN MIDDLE EAST, BY FUNCTIONALITY TYPE, 2015-2023 (USD MILLION) 98

TABLE 63 AUTOMOTIVE SMART MIRROR MARKET IN AFRICA, BY TYPE,

2015-2023 (USD MILLION) 98

TABLE 64 AUTOMOTIVE SMART MIRROR MARKET IN AFRICA, BY FUNCTIONALITY TYPE, 2015-2023 (USD MILLION) 98

TABLE 65 RANKING OF TOP PLAYERS IN SMART MIRROR MARKET, 2017 101

# List Of Figures, Charts and Diagrams in Smart Mirror Market by Application (Automotive, Hospitality & Retail), Automotive Smart Mirror (Type and Functionality), Hospitality & Retail Smart Mirror (Component, Technology, and Augmented Reality), and Region - Global Forecast to 2023

## LIST OF FIGURES

FIGURE 1 RESEARCH DESIGN 19

FIGURE 2 BOTTOM-UP APPROACH 23

FIGURE 3 TOP-DOWN APPROACH 24

FIGURE 4 DATA TRIANGULATION 25

FIGURE 5 HOSPITALITY AND RETAIL SMART MIRROR MARKET TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD 28

FIGURE 6 INTERIOR MIRROR TO HOLD LARGER SIZE OF AUTOMOTIVE SMART MIRROR MARKET DURING FORECAST PERIOD 29

FIGURE 7 HARDWARE TO HOLD LARGEST SIZE OF HOSPITALITY AND RETAIL SMART MIRROR MARKET DURING FORECAST PERIOD 30

FIGURE 8 AUTOMOTIVE SMART MIRROR MARKET IN APAC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD 31

FIGURE 9 INCREASING NEED FOR DRIVER SAFETY AND COMFORT IN AUTOMOTIVE INDUSTRY TO PROPEL GROWTH OF SMART MIRROR MARKET BETWEEN 2018 AND 2023 32

FIGURE 10 NON-CONNECTED SMART MIRRORS TO HOLD LARGER SHARE OF AUTOMOTIVE SMART MIRROR MARKET DURING FORECAST PERIOD 32

FIGURE 11 INTERIOR MIRRORS TO DOMINATE AUTOMOTIVE SMART MIRROR MARKET IN EUROPE BY 2018 33

FIGURE 12 NORTH AMERICA TO HOLD LARGEST SHARE OF AUTOMOTIVE SMART MIRROR MARKET BY 2018 33

FIGURE 13 INCREASING DEMAND FOR SMART MIRRORS IN AUTOMOTIVE INDUSTRY IS DRIVING THE SMART MIRROR MARKET 34

FIGURE 14 ANALYSIS OF SMART MIRROR VALUE CHAIN 38

FIGURE 15 INTEGRATION OF SMART MIRRORS FOR DIGITAL EXPERIENCES IN RETAIL STORES—LEADING TREND IN KEY MARKET PLAYERS 40

FIGURE 16 SMART MIRROR MARKET, BY APPLICATION 43

FIGURE 17 AUTOMOTIVE TO HOLD LARGEST SHARE OF SMART MIRROR MARKET DURING FORECAST PERIOD 43

FIGURE 18 SHIPMENT OF AUTOMOTIVE SMART MIRRORS, 2018 & 2023 (MILLION UNITS) 44

FIGURE 19 SMART MIRROR MARKET FOR AUTOMOTIVE, BY TYPE 48

FIGURE 20 EUROPE TO HOLD LARGEST SIZE OF AUTOMOTIVE SMART MIRROR MARKET FOR INTERIOR MIRRORS DURING FORECAST PERIOD 49

FIGURE 21 AUTOMOTIVE SMART MIRROR MARKET, BY FUNCTIONALITY 52

FIGURE 22 NON-CONNECTED FUNCTIONALITY TO HOLD LARGER SHARE OF AUTOMOTIVE SMART MIRROR MARKET DURING FORECAST PERIOD 52

FIGURE 23 AUTOMOTIVE SMART MIRROR MARKET FOR NON-CONNECTED FUNCTIONALITY IN APAC TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD 54

FIGURE 24 SMART MIRROR MARKET FOR HOSPITALITY & RETAIL AND OTHERS, BY COMPONENT 56

FIGURE 25 SMART MIRROR MARKET FOR HARDWARE, BY TYPE 58

FIGURE 26 DISPLAYS TO HOLD LARGEST SIZE OF HOSPITALITY AND RETAIL SMART MIRROR MARKET FOR HARDWARE DURING FORECAST PERIOD 58

FIGURE 27 AMERICAS TO HOLD LARGEST SIZE OF SMART MIRROR MARKET FOR HOSPITALITY AND RETAIL DURING FORECAST PERIOD 59

FIGURE 28 SMART MIRROR MARKET, BY AR FEATURE 64

FIGURE 29 SMART MIRROR MARKET FOR HOSPITALITY AND RETAIL, BY TECHNOLOGY 67

FIGURE 30 AMERICAS TO HOLD LARGEST SIZE OF HOSPITALITY AND RETAIL MARKET FOR SELF-DIMMING SMART MIRRORS BY 2023 67

FIGURE 31 SMART MIRROR MARKET, BY REGION 72

FIGURE 32 AUTOMOTIVE SMART MIRROR MARKET IN APAC TO GROW AT THE HIGHEST CAGR BETWEEN 2018 AND 2023 73

FIGURE 33 EUROPE TO HOLD LARGEST SHARE OF AUTOMOTIVE SMART MIRROR MARKET BY 2023 73

FIGURE 34 SNAPSHOT OF SMART MIRROR MARKET IN AMERICAS 75

FIGURE 35 SNAPSHOT OF SMART MIRROR MARKET IN EUROPE 82

FIGURE 36 GERMANY TO HOLD LARGEST SIZE OF AUTOMOTIVE SMART MIRROR MARKET IN EUROPE BY 2023 83

FIGURE 37 SNAPSHOT OF SMART MIRROR MARKET IN APAC 90

FIGURE 38 CHINA TO HOLD LARGEST SHARE OF AUTOMOTIVE SMART MIRROR MARKET IN APAC DURING FORECAST PERIOD 91

FIGURE 39 TOP PLAYERS IN SMART MIRROR MARKET: IMPORTANT DEVELOPMENTS 100

FIGURE 40 MARKET EVALUATION FRAMEWORK: PRODUCT LAUNCHES AND DEVELOPMENTS FUELED GROWTH AND INNOVATION DURING 2015-2017 102

FIGURE 41 GENTEX: COMPANY SNAPSHOT 105

FIGURE 42 MAGNA: COMPANY SNAPSHOT 108

FIGURE 43 MURAKAMI KAIMEIDO: COMPANY SNAPSHOT 116



# How to Buy...

Smart Mirror Market by Application (Automotive, Hospitality & Retail), Automotive Smart Mirror (Type and Functionality), Hospitality & Retail Smart Mirror (Component, Technology, and Augmented Reality), and Region - Global Forecast to 2023

## Option 1 - Online

Go to our website and pay online with any major debit or credit card:

<https://www.bioportfolio.co.uk/product/221906>

## Option 2 - Request a Proforma Invoice

Fill in the details below, and **Scan** this page **and email** it to us at [bioportfolio97@gmail.com](mailto:bioportfolio97@gmail.com) We will send you a Proforma Invoice and deliver your report on settlement.

**Your Name:** .....

**Job Title:** .....

**Your Email:** .....

**Your Contact Phone:** .....

**Company Name:** .....

**Address:** .....

**Post/Zip Code:** .....

**Country:** .....

**P.O. Number:** .....

**Any Other Instructions:** .....

**Pricing Options:** (please tick one)

- \$4803** | Single User Price
- \$5653** | Multi User Price
- \$6928** | Corporate License Price
- \$8500** | Enterprise License Price

**Payment Options:** (please tick one)

- Online Credit Card** (we will email you the invoice with a payment link)
- Direct Wire Transfer** (we will email you the invoice with our bank details)

**Authorising Signature:** .....

## Option 3 - Phone Us on +44 (0)7887 945155

We will be delighted to give you our personal attention.