

## Report Information

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# Automotive Acoustic Engineering Services Market Research Report – Global Forecast till 2032

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### Description:

#### Automotive Acoustic Engineering Services Market Overview:

Global Automotive Acoustic Engineering Services Market Size was valued at USD 8.5 Billion in 2022. The Automotive Acoustic Engineering Services Market industry is projected to grow from USD 9.4 Billion in 2023 to USD 22.6 Billion by 2032, exhibiting a compound annual growth rate (CAGR) of 11.50% during the forecast period (2023 - 2032). Powertrain reduction and electrification are ongoing trends are the key market drivers enhancing the market growth.

[Automotive Acoustic Engineering Services Market Overview](#)

**Source: Secondary Research, Primary Research, MRFR Database and Analyst Review**

#### Automotive Acoustic Engineering Services Market Trends

##### **The rising demand for better audio and entertainment systems in automobiles drives market growth.**

The market CAGR for automotive acoustic engineering services is expanding significantly due to the increased demand for better audio and infotainment systems in automobiles. Modern consumers want a better audio experience while driving, which has led to the integration of complex audio systems in vehicles. Vehicle audio systems have progressed from basic radio systems to modern infotainment systems with capabilities such as GPS navigation, hands-free calling, and music streaming, among others.

The market's growing need for better audio and entertainment systems has resulted in the development of new technologies and products. Automotive acoustic engineering service providers provide a wide range of services like as sound quality tuning, audio system design, and testing and validation, among others. These services strive to provide consumers with a better audio experience, which has resulted in their increasing market popularity.

For instance, Harman International, a global leader, provides a comprehensive range of audio and entertainment systems for vehicles. Among the services offered by the organization are audio system design, sound quality adjustment, and testing and certification. The company's products and services are designed to provide consumers with a better audio experience, which has led to their increased market adoption.

Noise is one of the most widespread environmental issues in modern culture. Automobiles are a major source of air and noise pollution around the world. Vehicles with multiple moving parts, such as the engine and powertrain, make greater noise. For example, the internal combustion engine (ICE) generates greater noise since it contains many mechanical components that are required for the combustion process to be completed. The incessant noise produced by the car distracts the driver and may lead to an accident. To combat rising noise pollution, governments in several regions have put tough standards on automobile manufacturers to produce less noisy automobiles.

Recently, there has been a significant increase in demand for vehicle cabin safety and comfort. Consumers' increasing preference for luxury features such as ambient lighting, infotainment, sunroofs, and massaging seats, among others, has boosted demand for passenger automobiles. On the other side, the installation of these elements has resulted in structural and airborne noise, which has raised demand for acoustics engineering services in the automobile sector. The growing demand for physical and virtual testing of doors, sunroofs, infotainment, and other car components is opening up new business opportunities.

For example, Hyundai Motor Group introduced the world's first lightweight Road Noise Active Noise Control (RANC) system to achieve noiseless driving. The technology actively controls noise by producing sound waves that are opposite to the incident noise.

## Automotive Acoustic Engineering Services Market Segment Insights:

### Automotive Acoustic Engineering Services Offering Insights

The global Automotive Acoustic Engineering Services Market segmentation, based on Offering includes Physical, Virtual. In 2022, the automotive acoustic engineering services market grew significantly in the virtual category. It has become critical for the automobile industry to reduce the cost of vehicle development while maintaining vehicle functionality, such as safety and comfort. Only virtual acoustics testing can achieve this because it is less expensive than physical testing.

### Automotive Acoustic Engineering Services Application Insights

The global Automotive Acoustic Engineering Services Market segmentation, based on Application, includes Chassis, Powertrain, Drivetrain, and Interior. In 2022, the interior segment held the biggest market share. The growing need for comfortable, secure, and silent automotive interiors. Acoustic engineering service providers test every system and component both virtually and physically to optimize the acoustic performance of the interior cabin.

### Automotive Acoustic Engineering Services Vehicle Type Insights

The global Automotive Acoustic Engineering Services Market segmentation, based on vehicle type, includes Passenger Cars, Commercial Cars. In 2022, the passenger car segment dominated the market, due to the increasing need for alternative powertrains in passenger cars. Tires, HVAC, batteries, electric motors, and a variety of other low-decibel noises from wind, acoustics, wind, and brakes from moving vehicles all contribute to new noise sources that must be controlled and identified using noise, vibration, and harshness (NVH) tests. Commercial vehicles are expected to grow significantly during the predicted period.

**Figure1: Global Automotive Acoustic Engineering Services Market, by vehicle type, 2022 & 2032(USD Billion)**

Global Automotive Acoustic Engineering Services Market, by vehicle type, 2022 & 2032

**Source: Secondary Research, Primary Research, MRFR Database and Analyst Review**

### Automotive Acoustic Engineering Services Regional Insights

By region, the study provides the market insights into North America, Europe, Asia-Pacific and Rest of the World. The North American Automotive Acoustic Engineering Services Market area will dominate this market, because of continuous advancements in driverless vehicles and battery electric vehicle technologies, which are basically noiseless.

Further, the major countries studied in the market report are The US, Canada, German, France, the UK, Italy, Spain, China, Japan, India, Australia, South Korea, and Brazil.

**Figure2: Global Automotive Acoustic Engineering Services Market Share By Region 2022 (Usd Billion)**

Global Automotive Acoustic Engineering Services Market Share By Region 2022

**Source: Secondary Research, Primary Research, MRFR Database and Analyst Review**

Europe Automotive Acoustic Engineering Services Market accounts for the second-largest market share. The region's increased demand for electric vehicles creates opportunities for acoustics service providers. Further, the German Automotive Acoustic Engineering Services Market held the largest market share, and the UK Automotive Acoustic Engineering Services Market was the fastest growing market in the European region

The Asia-Pacific Automotive Acoustic Engineering Services Market is expected to grow at the fastest CAGR from 2023 to 2032. Consumers' increased disposable money, as well as noise reduction regulations imposed by government agencies in the region, is driving up demand for advanced vehicle acoustics engineering services. Moreover, China's Automotive Acoustic Engineering Services Market held the largest market share, and the Indian Automotive Acoustic Engineering Services Market was the fastest growing market in the Asia-Pacific region.

### Automotive Acoustic Engineering Services Key Market Players & Competitive Insights

Leading market players are investing heavily in research and development in order to expand their product lines, which will help the Automotive Acoustic Engineering Services Market, grow even more. Market participants are also undertaking a variety of strategic activities to expand their global footprint, with important market developments including new product launches, contractual agreements, mergers and acquisitions, higher investments, and collaboration with other organizations. To expand and survive in a more competitive and rising market climate, Automotive Acoustic Engineering Services industry must offer cost-effective items.

Manufacturing locally to minimize operational costs is one of the key business tactics used by manufacturers in the global Automotive Acoustic Engineering Services industry to benefit clients and increase the market sector. In recent years, the Automotive Acoustic Engineering Services industry has offered some of the most significant advantages to medicine. Major players in the Automotive Acoustic Engineering Services Market, including Schaeffler, AVL, Continental, IAV,

Bertrandt, EDAG Engineering, Siemens PLM, FEV, HEAD acoustics GmbH, CARCOUSTICS, 3M, Autoneum and others, are attempting to increase market demand by investing in research and development operations.

SGS is a multinational Swiss corporation based in Geneva that provides inspection, verification, testing, and certification services. Its 97,000 people run a global network of 2,650 offices and laboratories. SGS's core services include inspecting and verifying the quantity, weight, and quality of traded goods, testing product quality and performance against various health, safety, and regulatory standards, and ensuring that products, systems, or services meet the requirements of standards set by governments, standardization bodies, or SGS customers. In 2021, SGS SA purchased Advanced Metrology Solutions' (AMS) assets and company. AMS is a major provider of automotive acoustic engineering services. The acquisition will help SGS boost its market position and increase its service offerings.

Siemens AG is a global technological firm headquartered in Germany. Its operations include process and manufacturing automation and digitalization, intelligent infrastructure for buildings and distributed energy systems, rail transport solutions, and health technology and digital healthcare services. Siemens is Europe's largest industrial manufacturing firm and the world leader in industrial automation and industrial software. November 2019, Siemens AG has introduced the Simcenter Testlab Neo, a new solution for automotive acoustic engineering services that allows engineers to conduct advanced sound and vibration analysis in a single environment.

#### **Key Companies in the Automotive Acoustic Engineering Services market include**

- Schaeffler (Germany)
- IAV (Germany)
- AVL (Austria)
- Bertrandt (Germany)
- Continental (Germany)
- Siemens PLM (US)
- EDAG Engineering (Germany)
- FEV (Germany)
- HEAD acoustics GmbH (Germany)
- CARCOUSTICS (Germany)
- 3M (US)
- Autoneum (Switzerland)

#### **Automotive Acoustic Engineering Services Industry Developments**

**May 2022**, Genesis announced that it had created cutting-edge noise, vibration, and harshness (NVH) technology and testing to increase cabin refinement for its first all-electric model, the GV60, thereby setting a new comfort standard.

**June 2021**, Autoneum has established a partnership with Free Field Technologies (FFT), a Belgian software business. Autoneum's established acoustic simulation methodologies for car acoustics are being incorporated into FFT's premier modelling program, Actran, to set new benchmarks in noise, vibration, harshness (NVH), and data exchange CAE design.

**November 2021**, HEAD acoustics GmbH, a renowned provider of automotive acoustic engineering services, has announced the new HRT I (Headphone Reference Target for In-Earphones), a new standard for headphone measurements that allows engineers to optimize the acoustic performance of in-ear headphones.

#### **Automotive Acoustic Engineering Services Market Segmentation:**

##### **Automotive Acoustic Engineering Services Market By Offering Outlook**

- Physical
- Virtual

##### **Automotive Acoustic Engineering Services Market By Application Outlook**

- Chassis
- Powertrain

- Drivetrain
- Interior

## Automotive Acoustic Engineering Services Market By Vehicle Type Outlook

- Passenger Cars
- Commercial Cars

## Automotive Acoustic Engineering Services Regional Outlook

- North America
  - US
  - Canada
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Spain
  - Rest of Europe
- Asia-Pacific
  - China
  - Japan
  - India
  - Australia
  - South Korea
  - Australia
  - Rest of Asia-Pacific
- Rest of the World
  - Middle East
  - Africa
  - Latin America

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