

Report Information

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Advanced Driver Assistance Systems Market Research Report - Global Forecast till 2032

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Description:

Advanced Driver Assistance Systems Market Overview

Advanced Driver Assistance Systems Market Size was valued at USD 25,682.7 million in 2022. The Global Advanced Driver Assistance Systems Market industry is projected to grow from USD 29,793.4 Million in 2023 to USD 85,915.2 million by 2032, exhibiting a compound annual growth rate (CAGR) of 12.5 % during the forecast period (2023 - 2032). Advanced Driver Assistance Systems Market provide real-time information, alerts, and automated actions to assist prevent accidents, manage risks, and improve driving comfort. Advanced Driver Assistance Systems Market technologies collect data on the vehicle's surroundings and the driver's behavior using numerous sensors, cameras, radar, LiDAR, and other components.

The Advanced Driver Assistance Systems (ADAS) Market is driven by the growing consumer awareness and acceptance of advanced driver-assistance systems that contribute to the market's expansion. Opportunities in the Advanced Driver Assistance Systems Market arise from the emergence of autonomous vehicles. As self-driving cars become more prevalent, the demand for Advanced Driver Assistance Systems technologies will increase. Furthermore, increasing traffic congestion in urban areas presents an opportunity for Advanced Driver Assistance Systems Market to improve traffic management and safety. Technological advancements in sensors and artificial intelligence also create opportunities to develop more sophisticated ADAS solutions.

As per Analyst at MRFR, "The Advanced Driver Assistance Systems (ADAS) market is poised for significant growth, driven by increasing demand for enhanced vehicle safety features, government regulations mandating the adoption of Advanced Driver Assistance Systems technology, and growing consumer awareness and acceptance of advanced driver-assistance systems.

Figure 1: Advanced Driver Assistance Systems Market Size 2019-2032 (Usd Million)

Advanced Driver Assistance Systems Market Size 2019-2032
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Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

Advanced Driver Assistance Systems Market Trends

- Emergence Of Autonomous Vehicles

The rise of autonomous vehicles presents significant opportunities for market players in the Advanced Driver Assistance Systems Market. These opportunities stem from the increasing demand for advanced safety features, regulatory mandates promoting vehicle safety, technological advancements in sensor technologies, and the growing trend towards connected and autonomous vehicles.

Increased Demand for Advanced Safety Features: As autonomous vehicles become more prevalent on the roads, there is a heightened focus on safety features that can prevent accidents and reduce fatalities. This demand for enhanced safety creates a lucrative market for ADAS technologies that can assist drivers in avoiding collisions, staying within lanes, and reacting to potential hazards.

Regulatory Mandates: Governments worldwide are implementing regulations that mandate the inclusion of certain safety features in vehicles to improve road safety. This regulatory environment drives automakers to integrate ADAS technologies into their vehicles to comply with safety standards, creating a growing market for Advanced Driver Assistance Systems Market solutions.

Technological Advancements: The rapid advancement of sensor technologies such as LiDAR, radar, cameras, and ultrasonic sensors has enabled the development of sophisticated Advanced Driver Assistance Systems Market. These technologies provide vehicles with the ability to perceive their surroundings accurately and make real-time decisions to ensure safe navigation.

Shift Towards Connected and Autonomous Vehicles: The shift towards connected and autonomous vehicles is reshaping the automotive industry. As more vehicles become interconnected and capable of autonomous operation, the demand for ADAS technologies that enable these functionalities increases. Market players in the ADAS sector can capitalize on this trend by developing innovative solutions for connected and autonomous vehicles.

Advanced Driver Assistance Systems Market Segment Insights:

ADAS Technology Insights

Based on technology, the Advanced Driver Assistance Systems Market has been segmented into adaptive cruise control, adaptive front-lighting system, intelligent park assists, pedestrian protection, blind spot detection and others. Adaptive Cruise Control (ACC) would be the majority shareholder in 2022, contributing around 24.2 % to the market revenue. Adaptive Cruise Control (ACC) is a driver assistance technology that uses sensors and cameras to adjust a vehicle's speed to maintain a safe distance from the automobile in front. ACC is an extension of traditional cruise control in that it can slow down or speed up the vehicle based on the traffic flow. The two primary market drivers for ACC are safety and convenience.

ADAS Sensor Type Insights

Based on sensor type, the Advanced Driver Assistance Systems Market has segmented into radar sensor, lidar sensor, camera sensor and ultrasonic sensor. The radar sensor based held the largest market share in 2022, as these Radar sensors are a vital component of Advanced Driver Assistance Systems (ADAS) Market that help improve driving safety and comfort. These sensors use radio frequency waves to detect objects around the vehicle and provide accurate distance and speed information to the Advanced Driver Assistance Systems Market.

ADAS Propulsion Insights

Based on propulsion, the Advanced Driver Assistance Systems Market is segmented into electric vehicles and ICE vehicles. Internal Combustion Engine (ICE) category held the majority share in 2022. Advanced Driver Assistance Systems (ADAS) Market refer to a set of electronic technologies that are designed to assist drivers in the driving process. These systems are commonly used in Internal Combustion Engine (ICE) vehicles to improve safety, convenience, and comfort. ADAS typically use a combination of sensors, cameras, and software algorithms to provide drivers with information about the environment and the road conditions. One important market driver for ADAS in ICE vehicles is the increasing demand for safety features such as collision warning, lane departure warning, and automatic emergency braking.

Figure 2: Advanced Driver Assistance Systems Market, By Propulsion, 2022 Vs 2032 (Usd Million)

Advanced Driver Assistance Systems Market, By Propulsion, 2022 Vs 2032
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Source: Secondary Research, Primary Research, MRFR Database, and Analyst Review

ADAS Level of Autonomy Insights

Based on level of autonomy, the Advanced Driver Assistance Systems Market has been segmented into L1, L2, L3, L4 and L5. The L1 level of autonomy refers to a vehicle automation level where the system can control certain functions like steering or acceleration. Still, the driver must remain attentive and ready to intervene. At the L1 level, the driver must stay engaged in vehicle operation and be responsible for safety. One market driver for adopting L1 autonomy technologies is the increasing demand for driver assistance systems that can enhance road safety and reduce accidents.

ADAS Regional Insights

By Region, the study provides market insights into North America, Europe, Asia-Pacific, Middle East and Africa and South America. North America accounted for ~ 37.5 % of Advanced Driver Assistance Systems Market in 2022. The North American ADAS (Advanced Driver Assistance Systems) market is a significant and rapidly growing sector in the automotive industry. According to market research reports, North America holds a substantial share of the Advanced Driver Assistance Systems Market, driven by an increasing focus on road safety, stringent regulations, and the presence of key automotive players in the region—rising adoption of ADAS features in new vehicles by major automakers in North America. Companies like Tesla, Ford, and General Motors are integrating advanced safety technologies into their vehicles to enhance driver safety and improve the overall driving experience.

Asia Pacific is one of the fastest growing markets for ADAS in the world. The Asia-Pacific ADAS (Advanced Driver Assistance Systems) Market is a rapidly growing sector in the automotive industry.

The region is witnessing significant adoption of ADAS technologies due to increasing vehicle sales, rising concerns about road safety, and advancements in automotive technology. Countries in the Asia-Pacific region, such as Japan, South Korea, China, and India, are key players in developing and deploying ADAS solutions. The market is driven by a combination of factors, including government regulations promoting vehicle safety, growing urbanization leading to traffic congestion, and increasing awareness among consumers about the benefits of ADAS in enhancing driving safety.

The Europe ADAS (Advanced Driver Assistance Systems) market is for advanced technologies and systems that assist drivers in enhancing safety and improving the driving experience. ADAS systems utilize sensors, cameras, and radar to provide real-time information about the vehicle's surroundings and assist drivers in avoiding accidents and hazardous conditions. These systems can include collision warning, lane departure warning, blind spot detection, and adaptive cruise control. The increasing demand for vehicle safety features and government support towards ADAS solutions drives the European Advanced Driver Assistance Systems Market.

Figure 3: Advanced Driver Assistance Systems Market Size By Region 2022 Vs 2032

Advanced Driver Assistance Systems Market Size By Region 2022 Vs

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

Further, the major countries studied in the market report are the U.S., Canada, Mexico, Germany, UK, France, Italy, Spain, China, Japan, India, Brazil, Argentina, GCC countries, South Africa and Others.

ADAS Key Market Players & Competitive Insights

The Advanced Driver Assistance Systems (ADAS) Market is distinguished by the presence of numerous Advanced Driver Assistance Systems (ADAS) Market and local players catering to the sachet packaging techniques that are evolving at a rapid pace. Furthermore, the Increasing popularity of cycling, rising demand for Advanced Driver Assistance Systems (ADAS) Market among the cyclists for the customization of bicycle, and Growing awareness of the health and environmental benefits of cycling is further driving the growth of global Advanced Driver Assistance Systems (ADAS) Market during the forecast period.

The Advanced Driver Assistance Systems (ADAS) Market is extremely competitive, with players competing, partnering, and investing heavily in research and development to gain a significant market share. The market is moderately fragmented with rising competition, increasing collaborative partnerships, and other strategic decisions to achieve operational efficiency. During the study, MRFR has analyzed some of the major players in the Advanced Driver Assistance Systems Market who have contributed to the market growth includes ZF Friedrichshafen AG, Denso Corporation, Continental AG, Garmin Ltd., Valeo SA, Hyundai Mobis, Borge Warner, Inc., and Robert Bosch GmbH. among others.

These players focus on expanding and enhancing their product portfolio and services to remain competitive and increase their customer base. Additionally, these players are focusing on partnerships & collaborations to expand their business and customer base to enhance their market position.

Key Companies in the Advanced Driver Assistance Systems Market include.

- ZF Friedrichshafen AG
- Denso Corporation
- Continental AG
- Garmin Ltd.
- Valeo S A
- Hyundai Mobis
- Borge Warner, Inc.
- Robert Bosch GmbH
- Mobileye
- Magna International, Inc.
- Infineon Technologies AG
- Autoliv, Inc.
- Delphi Technology
- Semiconductor Components Industries, LLC

- Others

ADAS Industry Developments

- In January 2024, Garmin announced a partnership with Yamaha Motor to provide advanced infotainment systems for select Yamaha motorcycles and smart scooters. Garmin will support Yamaha Motor's Connected Vision program, offering Bluetooth connectivity, media integration and enhanced navigation functionality for 100% vehicle connectivity.
- In November 2021, Hyundai Mobis unveiled the world's first urban Advanced Driver Assistance System (ADAS) to support the driver to mitigate the day-to-day challenge. Featured with Parking System (MPS), the technology integrates Narrow Space Assistance (NSA), Reverse Assistance (RA), and Remote Smart Parking Assistance (RSPA). With the MPS, the car can drive itself through a narrow street by avoiding obstructions, drive through the revolving gate of an underground parking lot or drive backwards at a dead-end where two cars are facing each other.

Advanced Driver Assistance Systems Market Segmentation

ADAS Technology Outlook

- Adaptive Cruise Control
- Adaptive Front-Lighting System
- Intelligent Park Assist
- Pedestrian Protection
- Blind Spot Detection
- Others

ADAS Sensor Type Outlook

- Radar Sensor
- Lidar Sensor
- Camera Sensor
- Ultrasonic Sensor

ADAS Propulsion Outlook

- Electric Vehicles
- ICE Vehicles

ADAS Vehicle Type Outlook

- Passenger Car
- Light Commercial Vehicle
- Heavy Commercial Vehicle

ADAS Level of Autonomy Outlook

- L1

- L2
- L3
- L4
- L5

ADAS Level of Sales Channel Outlook

- OEM
- Outsourcing

ADAS Regional Outlook

- North America
 - US
 - Canada
 - Mexico
- Europe
 - Germany
 - France
 - UK
 - Spain
 - Italy
 - Denmark
 - Austria
 - Netherlands
 - Luxembourg
 - Hungary
 - Belgium
 - Poland
 - Romania
 - Sweden
 - Turkey
 - Rest of Europe
- Asia-Pacific
 - China
 - Japan
 - India
 - South Korea
 - Rest of Asia-Pacific
- Middle East & Africa
 - Saudi Arabia

- UAE
- South Africa
- Rest of Middle East & Africa
- South America
 - Brazil
 - Argentina
 - Rest of South America

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