

## Report Information

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# Blind Spot Object Detection System Market Research Report—Global Forecast till 2032

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## Description:

### **Blind Spot Detection System Market Overview:**

Blind Spot Detection System Market Size was valued at USD 4.1 Billion in 2022. The blind spot object detection system market industry is projected to grow from USD 4.633 Billion in 2023 to USD 12.31 Billion by 2032, exhibiting a compound annual growth rate (CAGR) of 13.00% during the forecast period (2023 - 2032). The use of complementary metal oxide semiconductors (CMOS) image sensors in BSD is widely adopted and strict safety regulations are the key market drivers enhancing the market growth.

Blind Spot Detection System Market

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

### **Blind Spot Detection System Market Trends**

**Using complementary metal oxide semiconductors (CMOS) image sensors in BSD drives the market growth.**

Market CAGR for blind spot detection systems market is being driven by the headrests, window pillars, improper placement of the rearview mirrors, and passengers in the car, all contributing to the blind spot. The system alerts the driver to any obstruction that is out of view. The generated warning can take many forms, including the steering vibrating, a faint pulsing sound inside the driver's cabin, and a flashing light on the infotainment screen or the instrument cluster. Additionally, the system alerts the driver to cross-traffic and assists in avoiding collisions. BSD uses ultrasonic, RADAR, and camera-based technology to identify any obstacle getting close to the vehicle. The system warns the driver if it detects an obstacle close to the vehicle and automatically steers the vehicle away if the driver fails to keep enough distance bettheyen it.

In the market for blind spot detection systems, a growing trend is consumers' increasing preference for CMOS image sensors. On the infotainment screen of conventional vehicles, distorted images theyre produced by cameras that used charged coupled device (CCD) technology. Major OEMs have invested heavily in developing advanced image sensor technology to offer high-resolution technology that is invisible to CCD technology devices. The growing demand for CMOS image sensors to improve vehicle safety is a significant market trend. The WHO estimates that 1 point 25 million people die in traffic accidents yearly. To reduce the number of these fatalities, governments have put strict requirements on automakers to outfit their vehicles with cutting-edge safety features that can help save the lives of passengers. Leading manufacturers have made significant R&D investments to redesign their vehicles to reduce the blind spot detection area. The A-pillar's size has been reduced to improve visibility around the vehicle, while the side view mirror's size has been increased. As commercial vehicles have a high blindspot area, numerous transportation associations and unions have established safety regulations for installing these systems. Thus, driving the blind spot object detection system market revenue.

### **Blind Spot Detection System Market Segment Insights:**

#### **Blind Spot Detection System Technology Insights**

The global blind spot object detection system market segmentation, based on technology, includes radar sensors and cameras. The radar sensor segment dominated the market, Growing interest in installing safety equipment in vehicles contributes to RADAR's continued dominance over the forecast period. The radio waves the automotive RADAR use are easily transferrable through the atmosphere. When the waves encounter a surface or obstruction, they return to the moving object. As a result, object detection applications make extensive use of automotive RADARs. Three types of automotive RADARs exist long-, medium-, and short-range RADARs.

The range of a long-range radar is between 10 and 250 meters, that of a mid-range radar is between 1 and 60 meters, and that of a short-range radar is between 0 and 15 meters. The use of short- and medium-range radar sensors allows for the detection of nearby obstacles, which aids in keeping the vehicles in their lane and at a safe distance from them. The vehicle's park assist system also uses short-range RADAR to guide the driver while parking in a crowded space.

### **Blind Spot Detection System Vehicle Type Insights**

The global blind spot object detection system market segmentation, based on vehicle type, includes passenger and commercial vehicles. The commercial vehicles segment generated the most income. The expanding logistics and e-commerce sectors are driving demand for commercial vehicles with BSD systems. Large blind spots on trucks and trailers make them more likely to be involved in collisions, especially from the vehicle's rear. Increasing BSD adoption in these vehicles is anticipated to fuel growth over the forecast period.

#### **Figure 1: Blind Spot Detection System Market, by Vehicle Type 2022 & 2032 (USD Billion)**

Blind Spot Detection System Market, by Vehicle Type 2022 & 2032

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

### **Blind Spot Detection System Sales Channel Insights**

The global blind spot object detection system market segmentation, based on sales channels, includes OEM and aftermarket. The OEM segment generated the most income. These systems monitor the vehicle's blind spots or the areas surrounding it that the driver cannot see directly. The system assists in avoiding potential collisions or accidents during lane changes or merging maneuvers by warning the driver of any objects or vehicles in blind spots. Vehicles, people walking, and other objects in blind spots can all be found using blind spot object detection systems. These systems enable drivers to be aware of the presence of another vehicle or object and take the necessary action to avoid a collision by giving them visual or audible alerts.

### **Blind Spot Detection System Regional Insights**

By region, the study provides market insights into North America, Europe, Asia-Pacific and Rest of the World. The North American blind spot object detection system market area will dominate this market, Government-imposed strict safety regulations are assisting North America in retaining its second-largest ranking. The region's ruling bodies have raised the vehicle rating scale, which has compelled manufacturers to build cars that adhere to the government's safety regulations.

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

#### **Figure 2: Global Blind Spot Object Detection System Market Share By Region 2022 (USD Billion)**

Global Blind Spot Object Detection System Market Share By Region 2022

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

Europe's blind spot object detection system market accounts for the second-largest market share. The presence of significant key players in this region and rising consumer awareness of vehicle safety are expected to drive positive market growth. Europe's market for blind spot detection systems is expected to grow during the forecast period due to the region's rising demand for vehicles with driver assistance systems. Further, the German blind spot object detection system market held the largest market share, and the UK blind spot object detection system market was the fastest-growing market in the European region.

The Asia-Pacific Blind Spot Detection System Market is expected to grow at the fastest CAGR from 2023 to 2032. The presence of significant key players in this region and rising consumer awareness of vehicle safety are expected to drive positive market growth. Europe's market for blind spot detection systems is expected to grow during the forecast period due to the region's rising demand for vehicles with driver assistance systems. Moreover, China's blind spot object detection system market held the largest market share, and the Indian blind spot object detection system market was the fastest-growing market in the Asia-Pacific region.

### **Blind Spot Detection System 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 blind spot object detection system market grow even more. Market participants are also undertaking various 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, the blind spot object detection system industry must offer cost-effective items.

Manufacturing locally to minimize operational costs is one of the key business tactics manufacturers use in the global blind spot object detection system industry to benefit clients and increase the

market sector. In recent years, the blind spot object detection system industry has offered some of the most significant advantages. Major players in the blind spot object detection system market, including Continental AG (Germany), Robert Bosch GmbH (Germany), Daimler AG (Germany), Autoliv (Steyden), Gentex Corporation (US), Mobileye (Israel), Friedrichshafen AG (Germany), Ficos (Spain), Delphi Technologies (UK), Nissan Motor Co Ltd (Japan), Denso Corporation (Japan), Magna International Inc (Canada), Valeo (France), Hitachi Aamto Americas, Inc (Japan) and others, are attempting to increase market demand by investing in research and development operations.

Continental AG (Germany), creates cutting-edge services and technologies for connected, sustainable transportation of people and their goods. Established in 1871, the technology business provides safe, effective, intelligent, and reasonably priced solutions for machines, traffic, and transportation. Continental generated €39.4 billion in sales in 2022 and currently employs about 200,000 people across 57 markets and countries. At Continental, they have relentlessly pursued ground-breaking concepts to make the future better for everyone. They are among the pioneers of the global mobility transformation and constantly push the boundaries of what is possible. A safer, cleaner, and more effective mobility experience will undoubtedly be made possible by their display solutions and the collaboration with Ambarella for future autonomous mobility. They are they-positioned to shape the future of mobility thanks to 20,000 software experts and 150 years of engineering excellence.

Valeo (France), the first friction materials made in France, was created by SAFF, which started in a small workshop near Paris under the direction of automotive pioneer Eugène Buisson. SAFF played a significant role in the automotive revolution at the turn of the 20th century. On the eve of World War II, it dominated the brake linings and clutches manufacturing market. It had grown to have 2,500 workers by the beginning of the 1950s.

#### **Key Companies in the blind spot object detection system market include**

- Continental AG (Germany)
- Robert Bosch GmbH (Germany)
- Daimler AG (Germany)
- Autoliv (Steyden)
- Gentex Corporation (US)
- Mobileye (Israel)
- ZF Friedrichshafen AG (Germany)
- Ficos (Spain)
- Delphi Technologies (UK)
- Nissan Motor Co Ltd (Japan)
- Denso Corporation (Japan)
- Magna International Inc (Canada)
- Valeo (France)
- Hitachi Aamto Americas, Inc (Japan)

#### **Blind Spot Detection System Industry Developments**

**June 2022:** Continental introduced cutting-edge driver assistance safety equipment to eliminate the blind spot at the A-pillar of the vehicle. The virtual A-pillar facilitates the driver's ability to see through the pillar, thus avoiding collisions. On an internal OLED display, the virtual A-Pillar shows the vehicle's exterior in accordance with how the car is moving and how the steering wheel is turned.

**January 2022:** Magna and Renesas announced in May 2018 that they're creating an affordable 3D surround view system for mid- and entry-level vehicles. The cost-effective technology available for entry-level and mid-level vehicles enhances the safety of these models.

#### **Blind Spot Detection System Market Segmentation :**

##### **Blind Spot Detection System Technology Outlook**

- Radar Sensor
- Camera

**Blind Spot Detection System Vehicle Type Outlook**

- Passenger Vehicle
- Commercial Vehicle

**Blind Spot Detection System Sales Channel Outlook**

- OEM
- Aftermarket

**Blind Spot Detection System 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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