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Automotive Active Health Monitoring System Market Research Report - Global Forecast till 2032

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Description:

Automotive Active Health Monitoring System Market Overview:

The Automotive Active Health Monitoring System Market size was valued at USD 2.8 Billion in 2022. The automotive active health monitoring system industry is projected to grow from USD 3.55 Billion in 2023 to USD 23.89 Billion by 2032, exhibiting a compound annual growth rate (CAGR) of 26.90% during the forecast period (2023 - 2032). The increase in demand for advanced safety features in automobiles and the increase in the incidence of road casualties caused by driver fatigue are the key market drivers enhancing the market growth.

Automotive Active Health Monitoring System Market Overview

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

Automotive Active Health Monitoring System Market Trends

- **The development of autonomous and semi-autonomous vehicles is driving the market growth**

Market CAGR for automotive active health monitoring systems is driven by the rising development of autonomous and semi-autonomous vehicles. Ensuring semi-autonomous and autonomous vehicles' reliability and safety security is vital in case of a system malfunction. The increase in awareness and adoption of developed vehicle safety systems in autonomous and semi-autonomous vehicles resulted in the induction of advanced safety systems, such as active health monitoring systems. Installing these systems is beneficial for protecting passengers from road deaths and accidents. Thus, the expansion of semi-autonomous and autonomous vehicles is anticipated to drive market growth over the forecast period.

Additionally, increasing technological improvements and innovations are projected to drive the global market. Incorporating low-cost and dependable technologies such as microelectronics, sensors, big data analytics, and artificial intelligence will open up vast business prospects. Since active health monitoring systems in the automotive sector are still in their early stages, these technological improvements are expected to drive the automotive active health monitoring system market revenue.

The market companies have been forced to include health monitoring technology in the car industry by favourable government rules regarding passenger safety. Numerous healthcare organisations and major automakers are working together to enhance passenger safety in vehicles as a result of the same. At the moment, steering wheels and seat belts may give instantaneous health information to the driver. Though the technology is budding, pairing wearable technology with automotive active health monitoring systems will likely gain notable traction over the forecast period.

Moreover, increase in the prevalence of chronic diseases. Auto manufacturers offer active health monitoring systems that can calculate all the essential parameters, such as body temperature, blood pressure, and driver pulse. This, in turn, is projected to drive the automotive active health monitoring system market. Chronic disease is a primary reason for road accidents in Europe as well. As per the World Health Organization, more than one-third of the residents above 15 years of age suffer from chronic diseases in Europe. Active health monitoring systems utilize unique sensor technologies to manage and interpret biological data and recall driver behavior. Subsequently, these sensors apply countermeasures to prevent stress, sickness, discomfort, and drowsiness to prevent road accidents.

Automotive Active Health Monitoring System Market Segment Insights:

Automotive Active Health Monitoring System Sales Channel Insights

The Automotive Active Health Monitoring System Market segmentation, based on sales channels, includes aftermarket and OEM. The aftermarket segment dominated the market, accounting for 35% of market revenue (1.24 Billion). Growing public knowledge of this technology and an increase in personal health concerns are the two factors driving category growth in developing nations. However, because well-known automakers like Volkswagen, Ford, Mercedes, Audi, and Volvo have begun incorporating this technology into their new car models, OEM is the market that is expanding the fastest.

Automotive Active Health Monitoring System Vehicle Type Insights

The Automotive Active Health Monitoring System Market segmentation, based on vehicle type, includes passenger cars and commercial vehicles. The passenger cars category generated the most income (70.4%). This is due to the growing installation of automotive active health monitoring systems in passenger cars, as it is advantageous for protecting passengers from road deaths and accidents. However, commercial vehicle is the fastest-growing category over the forecast period due to the growing demand for adaptive lighting systems in heavy commercial vehicles.

Figure 1: Automotive Active Health Monitoring System Market by Vehicle Type, 2022 & 2032 (USD Billion)

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

Automotive Active Health Monitoring System Application Insights

The Automotive Active Health Monitoring System Market segmentation, based on application, includes pulse rate, open automotive active health monitor system, blood sugar level, blood pressure, and others. The pulse rate category generated the most income. Extreme fluctuations in the driver's pulse rate may lead to fatal accidents. Therefore, including an automotive active health monitoring system into automobiles is crucial to avoiding this circumstance. This system can track the driver's pulse rate and can instantly transmit a warning signal in case of an emergency. However, due to the increasing usage of a high-pass filter to regulate the cuff pressure so that oscillations or changes may be accepted as a portion of the time, blood sugar level is the category with the greatest growth throughout the projection period.

Automotive Active Health Monitoring System Regional Insights

By region, the study provides market insights into North America, Europe, Asia-Pacific and the Rest of the World. The North American automotive active health monitoring system market will dominate this market, owing to the presence of several automotive giants in the region and is largely focused on incorporating driver assistance systems and other safety features in the vehicle. Further, the US automotive active health monitoring system market held the largest market share, and the Canadian automotive active health monitoring system market was the fastest growing market in the North American region.

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.

Figure 2: Automotive Active Health Monitoring System Market Share By Region 2022 (USD Billion)

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

Europe's automotive active health monitoring system market accounts for the second-largest market share due to the rise in passenger vehicle ownership and growth in awareness about the importance of driver health in this region. Further, the German automotive active health monitoring system market held the largest market share, and the UK automotive active health monitoring system market was the fastest-growing market in the European region.

The Asia-Pacific automotive active health monitoring system market is expected to grow at the fastest CAGR from 2023 to 2032. This is due to the rise in demand for hi-tech passenger vehicles to prevent road accidents in this region. Moreover, China’s automotive active health monitoring system market held the largest market share, and the Indian automotive active health monitoring system market was the fastest-growing market in the Asia-Pacific region.

Automotive Active Health Monitoring System Key Market Players & Competitive Insights

Leading market players are investing heavily in research and development to expand their product lines, which will help the automotive active health monitoring 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 automotive active health monitoring system 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 active health monitoring system industry to benefit clients and increase the market sector. Major players in the automotive active health monitoring system market, including Faurecia (France), Tata Elxsi (India), Kritikal Solutions (India), PARKER HANNIFIN CORP (US), and others, are attempting to expand market demand by investing in research and development operations.

NXP Semiconductors NV is a semiconductor manufacturing company that provides mixed-signal analog products. It offers solutions in the high-speed interface, cryptography-security, radio frequency (RF), power management, digital signal processing and embedded system design. The semiconductor products include microcontrollers, communication processors, analog and interface devices, connectivity chipsets, RF power amplifiers, sensors, wireless connectivity products, audio devices, security controllers and application processors. The company serves the automotive, communication infrastructure, industrial and Internet of Things (IoT) and mobile sectors. In January 2023, NXP Semiconductors introduced Advanced Automotive Radar One-Chip Family for Next-Gen ADAS and Autonomous Driving Systems. It is the first 28nm RFCMOS automotive one-chip radar in the industry for safety-critical ADAS applications, including blind-spot detection and automated emergency braking. The one-chip solution comprises a multi-core radar processor and a thoroughly integrated front-end RF.

Mahindra & Mahindra Ltd (M&M), the flagship company of the Mahindra Group, is a diversified business company. It has a presence in major industries such as automotive, aerospace, agri-business, aftermarket, information technology, consulting, components, clean energy, financial services, defense, real estate and infrastructure, industrial and construction equipment, two-wheelers, retail, steel, hospitality, IT services, automotive parts, aerostructures, boats, investments and logistics. In July 2022, Mahindra & Mahindra Ltd and Visteon Corporation announced their partnership to provide the all-new Scorpio-N with top-tier, game-changing in-vehicle experiences. They will use the 3rd Generation SnapdragonR Cockpit Platforms by Qualcomm Technologies Inc. Mahindra's linked artificial intelligence (AI) tech uses cockpit domain controller technology - SmartCoreTM by Visteon, established from the Snapdragon Cockpit Platforms, thereby giving the Scorpio-N drivers and owners an excellent driving and ownership adventure.

Key Companies in the Automotive Active Health Monitoring System market include

- Faurecia (France)
- Tata Elxsi (India)
- Kritikal Solutions (India)
- PARKER HANNIFIN CORP (US.)
- Plessey (UK.)
- Qualcomm Technologies, Inc (US.)
- Acellent Technologies, Inc. (US.)
- FLEX LTD (India)
- NXP Semiconductors (Netherlands)
- Analog Devices, Inc. (US.)
- GENTEX CORPORATION (U.S.)

Automotive Active Health Monitoring System Industry Developments

June 2022: Hyundai Mobis announced the Smart Cabin integrated vital signs controller for safe driving. The newest medical technology can assess a driver's vital signs, posture, heart rate, and brainwaves to assist them in driving safely. The Smart Cabin evaluates the CO2 level in the cabin using its four sensors and software logic, measures the vital signs of passengers, and switches to autonomous driving if the driver is under stress.

Automotive Active Health Monitoring System Market Segmentation:

Automotive Active Health Monitoring System Sales Channel Outlook

- Aftermarket
- OEM

Automotive Active Health Monitoring System Vehicle Type Outlook

- Passenger Car
- Commercial Vehicle

Automotive Active Health Monitoring System Application Outlook

- Pulse Rate
- Open Automotive Active Health Monitor System
- Blood Sugar Level
- Blood Pressure
- Others

Automotive Active Health Monitoring 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

Table of Content:

LIST OF TABLES

LIST OF FIGURES