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Automotive Fatigue Sensing Wearables Market By Type (Physiological Measurement, Brainwave-based Measurement) , By Application (18–45-year-old, 45–60-year-old, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The automotive fatigue sensing wearables market was valued at $2.5 billion in 2023, and is projected t%li%reach $13.0 billion by 2033, growing at a CAGR of 18.3% from 2024 t%li%2033.

Automotive fatigue sensing wearables are devices that monitor and detect signs of driver fatigue and drowsiness, helping t%li%prevent accidents and enhance road safety. Wearable technology continuously assesses the driver's physical and cognitive state and providing real-time alerts.

The growth of the global automotive fatigue sensing wearables market is majorly driven by alarming increase in cases of fatigue-related accidents. Based on a 2017 assessment by the the National Highway Traffic Safety Administration, drowsy driving was responsible for 91,000 crashes, 50,000 injuries, and nearly 800 deaths in 2017 in the U.S. alone. A survey by the AAA Foundation for Traffic Safety found that nearly 40% of drivers in the U.S. have fallen asleep at the wheel at some point in their lives, thus highlighting the significant need for fatigue detection solutions. Furthermore, surge in penetration of connected cars is significantly fostering the growth of the market. This is attributed t%li%the fact that manufacturers are focusing on integrating fatigue sensing wearables with connected car technologies t%li%enhance the functionality of these devices. According t%li%the estimates of Statista, the number of connected cars is likely t%li%reach 470 million worldwide by 2025. Furthermore, implementation of stringent government regulations about the driving hours and rest periods of commercial

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drivers acts as a key driving force of the global market. For instance, the Federal Motor Carrier Safety Administration (FMCSA) in the U.S. is encouraging fleet operators t%li%adopt fatigue monitoring solutions t%li%ensure compliance and enhance safety. However, high cost associated with the deployment of advanced fatigue sensing wearables acts as the key deterrent factor of the global market. Regular updates and maintenance of these devices incur additional costs, which further hamper the market growth. Moreover, complexities associated with integration of fatigue sensing wearables with existing vehicle systems and need for technical expertise restrain the market growth. On the contrary, advancements in sensors and biometric monitoring technologies have made it possible t%li%accurately detect signs of fatigue in real time. In addition, manufacturers are integrating AI and ML in wearable devices t%li%enhance the accuracy of fatigue detection by analyzing patterns and predicting fatigue based on historical data. Such developments are expected t%li%offer remunerative opportunities for the market growth during the forecast period.

The global automotive fatigue sensing wearables market is segmented int%li%type, application, and region. On the basis of type, the market is divided int%li%physiological measurement and brainwave-based measurement. As per application, the market is segregated int%li%18-45 year old, 45-60 year old, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa.

Key Findings

By type, the physiological measurement segment is expected t%li%witness rapid growth from 2024 t%li%2033.

On the basis of application, the 18–45-year-old segment is anticipated t%li%experience faster growth in the automotive fatigue sensing wearable market during the forecast period.

Region wise, North America is expected t%li%emerge as the dominating market for automotive fatigue sensing wearables by 2032.

Competition Analysis

Competitive analysis and profiles of the major players in the global automotive fatigue sensing wearables market include BOSCH, Continental AG, Delphi Technologies PLC, DENSO CORPORATION, Magna International, Omnitracs, LLC., Seeing Machines,

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Smart Eye, Optalert Pty Ltd., and Valeo. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships t%li%gain a strong foothold and sustain the intense competition in the global market.

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Investment Opportunities

Market share analysis of players by products/segments

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Regulatory Guidelines

Additional company profiles with specific t%li%client's interest

Market share analysis of players at global/region/country level

Key Market Segments

By Type

Physiological Measurement

Brainwave-based Measurement

By Application

18–45-year-old

45–60-year-old

Others

By Region

North America

U.S.

Canada

Mexico

Europe

UK

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Germany

France

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

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CHAPTER 7: COMPETITIVE LANDSCAPE

CHAPTER 8: COMPANY PROFILES

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