

Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market: Analysis and Forecast, 2022-2032

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Abstracts

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Introduction to Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market

The Asia-Pacific ADAS and autonomous sensor maintenance equipment market (excluding China) was valued at \$381.5 thousand in 2022 and is expected to reach \$27,774.6 thousand by 2032, growing at a CAGR of 53.54% during the forecast period 2022-2032. The growth of the ADAS and autonomous sensor maintenance equipment market is projected to result from the rising desire for autonomous driving and a heightened emphasis on vehicle safety, particularly concerning semi-autonomous and fully autonomous vehicles.

Market Introduction

The APAC region is witnessing substantial growth in the ADAS and autonomous sensor maintenance equipment market. This growth is characterized by a surge in the number of companies offering solutions for ADAS and autonomous sensor maintenance. The rapid advancements in autonomous driving technologies and the proliferation of sensors in vehicles are driving the adoption of ADAS and sensor maintenance solutions across the APAC region. The increasing demand for autonomous vehicles, driven by benefits like enhanced safety, improved energy efficiency, reduced traffic congestion, and enhanced accessibility, is contributing to this trend. Level 1 and level 2 autonomous vehicles are already present on roads in most automotive markets. As the demand for ADAS and autonomous sensor maintenance solutions continues to grow in the forecast

period, competition among established and emerging equipment providers is expected to intensify in the APAC ADAS and autonomous sensor maintenance equipment industry.

Market Segmentation:

Segmentation 1: by Vehicle Type

Passenger Vehicles

Commercial Vehicles

Robotaxis

Segmentation 2: by Propulsion Type

Electric Vehicle (EV)

Internal Combustion Engine (ICE) Vehicle

Segmentation 3: by Level of Autonomy

Level 1

Level 2

Level 3

Level 4

Level 5

Segmentation 4: by Product Type

Fluids

Fluids and Wiper Blade

Fluids and Air Jet

Others

Segmentation 5: by Country

Japan

South Korea

India

Rest-of-Asia-Pacific and Japan

How can this report add value to an organization?

Product/Innovation Strategy: The leading automotive OEMs are continuously working to manufacture and sell vehicles with higher autonomous driving capabilities, i.e., level 3 and above. The growing need for affordable and high-performing ADAS and autonomous sensor maintenance equipment is one of the major factors for the growth of the APACADAS and autonomous sensor maintenance equipment market. The market is more on the consolidated side at present, where ADAS and autonomous maintenance equipment providers have been successful to a certain extent in strengthening their market position in the market, with a few automotive OEMs and autonomous vehicle businesses working on such solutions in-house. However, with the rise of autonomous driving, the existing established players are expected to face stiff competition from emerging players. Moreover, partnerships and collaborations are expected to play a crucial role in strengthening market position over the coming years, with the companies focusing on bolstering their technological capabilities and gaining a dominant market share in the ADAS and autonomous sensor maintenance equipment industry.

Growth/Marketing Strategy: The APAC ADAS and autonomous sensor maintenance equipment market has been growing at a rapid pace. The market offers enormous opportunities for existing and emerging market players. Some of the strategies covered

in this segment are mergers and acquisitions, product launches, partnerships and collaborations, business expansions, and investments. The strategies preferred by companies to maintain and strengthen their market position primarily include partnerships, agreements, and collaborations.

Competitive Strategy: The key players in the APAC ADAS and autonomous sensor maintenance equipment market analyzed and profiled in the study include ADAS and autonomous sensor maintenance equipment providers that develop, maintain, and market ADAS and autonomous sensor maintenance equipment. Moreover, a detailed competitive benchmarking of the players operating in the APAC ADAS and autonomous sensor maintenance equipment market has been done to help the reader understand the ways in which players stack against each other, presenting a clear market landscape. Additionally, comprehensive competitive strategies such as partnerships, agreements, and collaborations will aid the reader in understanding the untapped revenue pockets in the market.

Contents

Executive Summary

Scope of the Study

1 MARKETS

1.1 Industry Outlook

1.1.1 Supply Chain Analysis

1.1.2 Industry Trends

1.1.2.1 Ultrasonic Cleaning for Autonomous Vehicle Sensors

1.1.2.2 Passive Aerodynamics

1.1.3 Consortiums, Associations, and Regulatory Bodies

1.2 Business Dynamics

1.2.1 Business Drivers

1.2.1.1 Growing Demand for Autonomous Driving

1.2.1.2 Increasing Focus on Vehicle Safety for Semi-Autonomous and Autonomous Vehicles

1.2.2 Business Restraints

1.2.2.1 Optimization of Cleaning Fluid Usage

1.2.2.2 System Design Related Challenges

1.2.3 Business Strategies

1.2.4 Corporate Strategies

1.2.4.1 Partnerships, Joint Ventures, Collaborations, and Alliances

1.2.5 Business Opportunities

1.2.5.1 Increasing Focus on Technological Advancements in Sensor Maintenance Equipment

Equipment

1.2.5.2 Sensor Cleaning Solutions for Highly and Fully Automated Vehicles

1.3 Impact of COVID-19 on the Industry

2 REGIONS

2.1 China

2.1.1 Market

2.1.1.1 Buyer Attributes

2.1.1.2 Key Solution Providers in China

2.1.1.3 Competitive Benchmarking

2.1.1.4 Business Challenges

2.1.1.5 Business Drivers

2.1.2 Applications

2.1.2.1 China ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Value and Volume Data, 2021-2032

2.1.2.2 China ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Value and Volume Data, 2021-2032

2.1.2.3 China ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Value and Volume Data, 2021-2032

2.1.3 Products

2.1.3.1 China ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Value and Volume Data, 2021-2032

2.2 Asia-Pacific and Japan

2.2.1 Market

2.2.1.1 Buyer Attributes

2.2.1.2 Key Solution Providers in Asia-Pacific and Japan

2.2.1.3 Competitive Benchmarking

2.2.1.4 Business Challenges

2.2.1.5 Business Drivers

2.2.2 Applications

2.2.2.1 Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Value and Volume Data, 2021-2032

2.2.2.2 Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Value and Volume Data, 2021-2032

2.2.2.3 Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Value and Volume Data, 2021-2032

2.2.3 Products

2.2.3.1 Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Value and Volume Data, 2021-2032

2.2.4 Asia-Pacific and Japan (by Country)

2.2.4.1 Japan

2.2.4.1.1 Market

2.2.4.1.1.1 Buyers Attributes

2.2.4.1.1.2 Key Solution Providers in Japan

2.2.4.1.1.3 Business Challenges

2.2.4.1.1.4 Business Drivers

2.2.4.1.2 Applications

2.2.4.1.2.1 Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Value and Volume Data, 2021-2032

2.2.4.1.2.2 Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Value and Volume Data, 2021-2032

2.2.4.1.2.3 Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Value and Volume Data, 2021-2032

2.2.4.1.3 Products

2.2.4.1.3.1 Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Value and Volume Data, 2021-2032

2.2.4.2 South Korea

2.2.4.2.1 Market

2.2.4.2.1.1 Buyers Attributes

2.2.4.2.1.2 Key Solution Providers in South Korea

2.2.4.2.1.3 Business Challenges

2.2.4.2.1.4 Business Drivers

2.2.4.2.2 Applications

2.2.4.2.2.1 South Korea ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Value and Volume Data, 2021-2032

2.2.4.2.2.2 South Korea ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Value and Volume Data, 2021-2032

2.2.4.2.2.3 South Korea ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Value and Volume Data, 2021-2032

2.2.4.2.3 Products

2.2.4.2.3.1 South Korea ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Value and Volume Data, 2021-2032

2.2.4.3 India

2.2.4.3.1 Market

2.2.4.3.1.1 Buyer Attributes

2.2.4.3.1.2 Key Solution Providers in India

2.2.4.3.1.3 Business Challenges

2.2.4.3.1.4 Business Drivers

2.2.4.3.2 Applications

2.2.4.3.2.1 India ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Value and Volume Data, 2021-2032

2.2.4.3.2.2 India ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Value and Volume Data, 2021-2032

2.2.4.3.2.3 India ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Value and Volume Data, 2021-2032

2.2.4.3.3 Products

2.2.4.3.3.1 India ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Value and Volume Data, 2021-2032

2.2.4.4 Rest-of-Asia-Pacific and Japan

2.2.4.4.1 Market

2.2.4.4.1.1 Buyers Attributes

2.2.4.4.1.2 Key Solution Providers in Rest-of-Asia-Pacific and Japan

2.2.4.4.1.3 Business Challenges

2.2.4.4.1.4 Business Drivers

2.2.4.4.2 Applications

2.2.4.4.2.1 Rest-of-Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Value and Volume Data, 2021-2032

2.2.4.4.2.2 Rest-of-Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Value and Volume Data, 2021-2032

2.2.4.4.2.3 Rest-of-Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Value and Volume Data, 2021-2032

2.2.4.4.3 Products

2.2.4.4.3.1 Rest-of-Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Value and Volume Data, 2021-2032

3 MARKETS - COMPETITIVE BENCHMARKING & COMPANY PROFILES

3.1 Competitive Benchmarking

3.1.1 Competitive Position Matrix

3.1.1.1 Key Steps for Competitive Position Matrix

3.1.1.2 Analysis of Key Companies

3.1.2 Market Share Range

3.2 Company Profiles

3.2.1 Private Companies

3.2.1.1 Mingshang Technology Co., Ltd.

3.2.1.1.1 Company Overview

3.2.1.1.2 Role of Mingshang Technology Co., Ltd. in the ADAS and Autonomous Sensor Maintenance Equipment Market

3.2.1.1.3 Product Portfolio

3.2.1.1.4 Analyst View

4 RESEARCH METHODOLOGY

4.1 Data Sources

4.1.1 Primary Data Sources

4.1.2 Secondary Data Sources

4.2 Data Triangulation

4.3 Market Estimation and Forecast

4.3.1 Bottom-Up Approach

4.3.2 U.S. ADAS and Autonomous Sensor Maintenance Equipment Market Estimation

Process:

4.3.3 Factors for Data Prediction and Modeling

List Of Figures

LIST OF FIGURES

- Figure 1: Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market Overview, \$Thousand, 2021-2032
- Figure 2: Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market Overview, Thousand Units, 2021-2032
- Figure 3: Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), \$Million, 2021-2032
- Figure 4: Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Thousand Units, 2021-2032
- Figure 5: Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), \$Thousand, 2021-2032
- Figure 6: Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Thousand Units, 2021-2032
- Figure 7: Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), \$Million, 2021-2032
- Figure 8: Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Thousand Units, 2021-2032
- Figure 9: Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), \$Million, 2021-2032
- Figure 10: Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Thousand Units, 2021-2032
- Figure 11: ADAS and Autonomous Sensor Maintenance Equipment Market (by Region), \$Thousand, 2021
- Figure 12: ADAS and Autonomous Sensor Maintenance Equipment Market (by Region), Thousand Units, 2021
- Figure 13: ADAS and Autonomous Sensor Maintenance Equipment Market Supply Chain
- Figure 14: ADAS and Autonomous Sensor Maintenance Equipment Market: Business Dynamics
- Figure 15: Impact of Business Drivers
- Figure 16: Impact of Business Restraints
- Figure 17: Key Corporate Strategies (by Company), 2019-2023
- Figure 18: Partnerships, Joint Ventures, Collaborations, and Alliances (by Company), 2019-2023
- Figure 19: Impact of Business Opportunities
- Figure 20: Competitive Benchmarking for ADAS and Autonomous Sensor Maintenance

Equipment Manufacturers in China

Figure 21: China ADAS and Autonomous Sensor Maintenance Equipment Market, \$Thousand and Thousand Units, 2021-2032

Figure 22: Competitive Benchmarking for ADAS and Autonomous Sensor Maintenance Equipment Manufacturers in Asia-Pacific and Japan

Figure 23: Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market, \$Thousand and Thousand Units, 2021-2032

Figure 24: Competitive Benchmarking for the ADAS and Autonomous Sensor Maintenance Equipment Market, 2021

Figure 25: Research Methodology

Figure 26: Data Triangulation

Figure 27: Top-Down and Bottom-Up Approach

Figure 28: Assumptions and Limitations

List Of Tables

LIST OF TABLES

Table 1: Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market Overview, Value

Table 2: Asia-Pacific ADAS and Autonomous Sensor Maintenance Equipment Market Overview, Volume

Table 3: Key Companies Profiled

Table 4: Key Stakeholders in the ADAS and Autonomous Sensor Maintenance Equipment Market Supply Chain

Table 5: Consortiums, Associations, and Regulatory Bodies in the Automotive Ecosystem

Table 6: ADAS and Autonomous Sensor Maintenance Equipment Market (by Region), \$Thousand, 2021-2032

Table 7: ADAS and Autonomous Sensor Maintenance Equipment Market (by Region), Thousand Units, 2021-2032

Table 8: China ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), \$Thousand, 2021-2032

Table 9: China ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Thousand Units, 2021-2032

Table 10: China ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), \$Thousand, 2021-2032

Table 11: China ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Thousand Units, 2021-2032

Table 12: China ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), \$Thousand, 2021-2032

Table 13: China ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Thousand Units, 2021-2032

Table 14: China ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), \$Thousand, 2021-2032

Table 15: China ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Thousand Units, 2021-2032

Table 16: Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), \$Thousand, 2021-2032

Table 17: Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Thousand Units, 2021-2032

Table 18: Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), \$Thousand, 2021-2032

Table 19: Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Thousand Units, 2021-2032

Table 20: Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), \$Thousand, 2021-2032

Table 21: Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Thousand Units, 2021-2032

Table 22: Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), \$Thousand, 2021-2032

Table 23: Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Thousand Units, 2021-2032

Table 24: Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), \$Thousand, 2021-2032

Table 25: Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Thousand Units, 2021-2032

Table 26: Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), \$Thousand, 2021-2032

Table 27: Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Thousand Units, 2021-2032

Table 28: Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), \$Thousand, 2021-2032

Table 29: Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Thousand Units, 2021-2032

Table 30: Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), \$Thousand, 2021-2032

Table 31: Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Thousand Units, 2021-2032

Table 32: South Korea ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), \$Thousand, 2021-2032

Table 33: South Korea ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Thousand Units, 2021-2032

Table 34: South Korea ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), \$Thousand, 2021-2032

Table 35: South Korea ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Thousand Units, 2021-2032

Table 36: South Korea ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), \$Thousand, 2021-2032

Table 37: South Korea ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Thousand Units, 2021-2032

Table 38: South Korea ADAS and Autonomous Sensor Maintenance Equipment Market

(by Product Type), \$Thousand, 2021-2032

Table 39: South Korea ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Thousand Units, 2021-2032

Table 40: India ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), \$Thousand, 2021-2032

Table 41: India ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Thousand Units, 2021-2032

Table 42: India ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), \$Thousand, 2021-2032

Table 43: India ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Thousand Units, 2021-2032

Table 44: India ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), \$Thousand, 2021-2032

Table 45: India ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Thousand Units, 2021-2032

Table 46: India ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), \$Thousand, 2021-2032

Table 47: India ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Thousand Units, 2021-2032

Table 48: Rest-of-Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), \$Thousand, 2021-2032

Table 49: Rest-of-Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Vehicle Type), Thousand Units, 2021-2032

Table 50: Rest-of-Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), \$Thousand, 2021-2032

Table 51: Rest-of-Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Propulsion Type), Thousand Units, 2021-2032

Table 52: Rest-of-Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), \$Thousand, 2021-2032

Table 53: Rest-of-Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Thousand Units, 2021-2032

Table 54: Rest-of-Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), \$Thousand, 2021-2032

Table 55: Rest-of-Asia-Pacific and Japan ADAS and Autonomous Sensor Maintenance Equipment Market (by Product Type), Thousand Units, 2021-2032

Table 56: Market Share Range of the Key Companies for the ADAS and Autonomous Sensor Maintenance Equipment Market, 2021

Table 57: Mingshang Technology Co., Ltd.: Product and Service Portfolio

Table 58: U.S. Automotive Production, Thousand Units, 2021-2032

Table 59: U.S. ADAS Integrated Automotive Production, Thousand Units, 2021-2032
Table 60: U.S. ADAS and Autonomous Sensor Maintenance Equipment Market (by Level of Autonomy), Thousand Units, 2021-2032

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