

Europe Heavy-Duty Autonomous Vehicle Market: Analysis and Forecast, 2023-2032

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Abstracts

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Introduction to Europe Heavy-Duty Autonomous Vehicle Market

The Europe heavy-duty autonomous vehicle market (excluding U.K.) was valued at \$39.6 billion in 2023 and is anticipated to reach \$387.2 billion by 2032, witnessing a CAGR of 28.82% during the forecast period 2023-2032. The heavy-duty autonomous vehicle market is expected to grow due to rising demand for autonomous driving technology and the continuous progress and uptake of heavy-duty autonomous vehicles in public transportation, encompassing both semi-autonomous and fully autonomous functionalities.

Market Introduction

The Europe heavy-duty autonomous vehicle market in Europe is poised for significant growth, driven by increasing demand for autonomous driving technology and the widespread adoption of heavy-duty autonomous vehicles in public transportation. With advancements in technology and regulatory frameworks supporting autonomous vehicle deployment, European countries are witnessing a surge in interest and investment in this sector. Companies are developing and deploying semi-autonomous and fully autonomous heavy-duty vehicles for various applications, including freight transportation, logistics, and public transit. Additionally, initiatives promoting sustainability and reducing carbon emissions further incentivize the adoption of autonomous vehicles. As Europe continues to embrace innovative transportation

solutions, the heavy-duty autonomous vehicle market is expected to expand rapidly, transforming the future of mobility in the region.

Market Segmentation:

Segmentation 1: by Application

Logistics

Public Transportation

Construction and Mining

Others

Segmentation 2: by Propulsion Type

Internal Combustion Engine Vehicles

Electric Vehicles

Segmentation 3: by Vehicle Type

Heavy Trucks

Heavy Buses

Roboshuttles

Segmentation 4: by Level of Autonomy

Semi-Autonomous Vehicles

Autonomous Vehicles

Segmentation 5: by Sensor Type

LiDAR

RADAR

Camera

Others

Segmentation 6: by Country

Germany

France

Italy

Rest-of-Europe

How can this report add value to an organization?

Product/Innovation Strategy: The leading autonomous vehicle 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 heavy-duty autonomous vehicles is one of the major factors for the growth of the heavy-duty autonomous vehicle market. The market is more on the consolidated side at present, where heavy-duty autonomous vehicle manufacturers have been successful to a certain extent in strengthening their market position in the market, with a few autonomous vehicle OEMs and autonomous vehicle technology providers 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 heavy-duty autonomous vehicle industry.

Growth/Marketing Strategy: The Europe heavy-duty autonomous vehicle 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 Europe heavy-duty autonomous vehicle market analyzed and profiled in the study include multiple vehicle type manufacturers, bus manufacturers, truck manufacturers, roboshuttle manufacturers, and autonomous vehicle technology providers that develop, maintain, and market heavy-duty autonomous vehicles. Moreover, a detailed competitive benchmarking of the players operating in the Europe heavy-duty autonomous vehicle 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 are expected to aid the reader in understanding the untapped revenue pockets in the market.

Key Market Players and Competition Synopsis

The companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Some of the prominent names established in this market are:

AB Volvo

Mercedes-Benz Group AG

BMW Group

ZF Friedrichshafen AG

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