

Global AVAS Market Size Study & Forecast, by Vehicle Type, Propulsion, Sales Channel, and Regional Forecasts 2022–2032

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Abstracts

The Global Acoustic Vehicle Alerting System (AVAS) Market is valued at approximately USD 0.6 billion in 2024 and is projected to surge at a robust CAGR of 14.40% during the forecast period 2025–2035, ultimately reaching an estimated value of USD 2.64 billion by 2035. As silent electric vehicles continue to gain widespread traction, AVAS has emerged as an indispensable safety technology, mitigating risks associated with pedestrian unawareness. These systems are designed to emit artificial sound signatures at low speeds, effectively alerting pedestrians and visually impaired individuals about an approaching vehicle. Regulatory frameworks mandating AVAS integration in electric and hybrid vehicles are accelerating the market's momentum, aligning vehicle safety with technological innovation.

Manufacturers are proactively embedding AVAS into their vehicle architectures not merely to comply with mandates but also to reinforce brand identity through unique acoustic signatures. The market's rapid growth trajectory is fueled by advancements in sensor-based audio modulation, artificial intelligence-based acoustic design, and enhanced sound localization technologies. Moreover, the burgeoning growth of electric two-wheelers and last-mile delivery vehicles is expanding the addressable market. OEMs and Tier-1 suppliers are actively partnering with specialized acoustic engineering firms to co-develop systems that meet both functional safety and design aesthetics, particularly for urban mobility ecosystems.

Geographically, North America is poised to capture a significant share of the AVAS market by 2025, owing to its proactive regulatory stance, rapid adoption of EVs, and growing investments in autonomous mobility solutions. The U.S., in particular, remains at the forefront, bolstered by stringent NHTSA regulations and aggressive electrification

goals. Meanwhile, Europe trails closely behind, driven by EU directives mandating AVAS in all newly manufactured electric and hybrid vehicles since July 2021. Asia Pacific, however, is projected to be the fastest-growing region through 2035, with China and India witnessing exponential growth in electric mobility adoption, especially in the two-wheeler and small commercial vehicle segments. Local governments' EV subsidy programs and rising urban pedestrian density are catalyzing the regional demand.

Major market player included in this report are:

Harman International

Hyundai Mobis Co., Ltd.

Continental AG

SoundRacer AB

Brigade Electronics Group Plc

Tesla, Inc.

Robert Bosch GmbH

General Motors

Daimler AG

Renault Group

BMW AG

Aptiv PLC

Mando Corporation

Denso Corporation

Panasonic Corporation

Global AVAS Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025–2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope – North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope – Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players.

By Vehicle Type:

Two-Wheelers

Passenger Vehicles

Commercial Vehicles

By Propulsion:

Battery Electric Vehicles (BEVs)

Plug-in Hybrid Electric Vehicles (PHEVs)

Hybrid Electric Vehicles (HEVs)

Fuel Cell Electric Vehicles (FCEVs)

By Sales Channel:

OEM

Aftermarket

By Region:**North America**

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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