

# **Global Acoustic Vehicle Alerting System Market Size Study & Forecast, by Vehicle Type (Passenger cars, Commercial vehicles), by Propulsion type (BEV, PHEV, FCEV), by Mounting Position (Integrated, Separated), by Electric Two-wheelers (E-Scooter/Moped, E-Motorcycle), by Sales Channel (OEM, Aftermarket), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Acoustic Vehicle Alerting System Market is valued at approximately USD 1.12 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 38.10% during the forecast period 2023-2030. Acoustic Vehicle Alerting Systems (AVAS) serve as safety mechanisms for Electric Vehicles (EVs). Given the inherently lower noise levels of EVs compared to traditional Internal Combustion Engine (ICE) vehicles, especially at low speeds, pedestrians, particularly those with impairments, is challenging to detect their presence. AVAS addresses this concern by incorporating artificial sounds produced through loudspeakers or actuators, taking into account various vehicle parameters such as velocity, gas pedal position, and gear. These sounds serve as audible warnings to pedestrians about the approaching silent vehicle. Recognizing the importance of pedestrian safety, many countries, including the European Union, have mandated the implementation of AVAS in all EVs and hybrid vehicles, reinforcing the safety standards for electric vehicle operation, especially at speeds below 12mph. This ensures enhanced safety for both pedestrians and electric vehicle users. The rising urbanization and congestion in urban areas, imposition of pedestrian safety regulations, as well as growing environmental concerns and noise pollution reduction are the most prominent factors that are propelling the market demand across the globe.

Additionally, the increasing adoption of Electric Vehicles (EVs) and hybrid vehicles globally, driven by environmental concerns and government incentives, fuels the demand for AVAS as a safety feature. According to Statista, in 2021, there were nearly 16.9 million electric vehicles in operation around the world. Also, in 2022, the electric vehicle in operation reached approximately 25.9 million units globally, with all-electric vehicles comprising roughly 69.5% of the total plug-in electric vehicle market. Moreover, the growing trend of shared mobility, as well as the rising focus on enhanced vehicle-to-pedestrian communication presents various lucrative opportunities over the forecast years. However, the lack of standardization regarding regulations in many regions and government regulations regarding AVAS is hindering the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Acoustic Vehicle Alerting System Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market in 2022 owing to the swift commercialization of electric vehicles, particularly in China, India, and Japan. The rapid commercialization of electric vehicles, as well as the government's strong support for adopting electric vehicles in the automotive and transportation industry. Whereas, Europe is expected to grow at a significant CAGR over the forecast years. The surge in demand for performance electric two-wheelers, advancement in EV sound technology and increasing government regulations regarding road safety are significantly propelling the market demand across the region.

Major market players included in this report are:

HELLA GmbH & Co. KGaA (Germany)

CONTINENTAL AG (Germany)

Siemens (U.S.)

STMicroelectronics (China)

THOR Middle East LLC (Dubai)

Brigade Electronics Group Plc (U.K.)

SEGER AS (Türkiye)

Kendrion N.V. (Netherlands)

Texas Instruments Incorporated (U.S.)

American Honda Motor Co., Inc. (U.S.)

#### Recent Developments in the Market:

In July 2023, Maruti Suzuki India Limited launched the 'Acoustic Vehicle Alerting System' for its Intelligent Electric Hybrid models, including the premium SUV, the Grand Vitara. This novel technology is designed to improve safety for both drivers and pedestrians by delivering timely alerts regarding the vehicle's presence. Maruti Suzuki showed its commitment to innovative solutions that advance road safety and contribute to sustainable mobility.

In September 2022, BlackBerry Limited and Shanghai Dayin Technology Co., Ltd. unveiled their collaboration in developing the "Yin" 2.0 app, set to be integrated into Great Wall Motors' intelligent cockpit. Powered by BlackBerry QNX acoustics technology, particularly the Software-Defined Audio Architecture (SDAA), the app offer a variety of unique sound applications. These features encompass an acoustic vehicle alert system, engine sound enhancements, and dynamic chimes, all aimed at elevating the auditory experience for both vehicle occupants and those in the surrounding environment.

In May 2021, Volvo Trucks unveiled a specialized acoustic alert system with unique sounds tailored for electric truck models. Developed by Volvo, this alert system is designed to improve safety by notifying pedestrians, cyclists, and other road users about the presence of electric trucks, which operate quietly. The distinct sounds serve to mitigate potential risks by enhancing awareness of the vehicle's presence on the road.

#### Global Acoustic Vehicle Alerting System Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Vehicle Type, Propulsion type, Mounting Position, Electric Two-wheelers, Sales Channel, Region

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

Customization Scope - Free report customization (equivalent up to 8 analyst's 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 to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Vehicle Type:

Passenger cars

Commercial vehicles

By Propulsion type:

BEV

PHEV

FCEV

By Mounting Position:

Integrated

Separated

By Electric Two-wheelers:

E-Scooter/Moped

E-Motorcycle

By Sales Channel:

OEM

Aftermarket

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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