

Global Highway Driving Assist Market Size study & Forecast, by Vehicle Type, Component, Autonomous Level, Function and Regional Forecasts 2025-2035

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Abstracts

The Global Highway Driving Assist Market is valued at approximately USD 5.55 billion in 2024 and is expected to grow at an astonishing CAGR of 23.90% during the forecast period from 2025 to 2035. As automotive manufacturers race toward a safer, more autonomous future, the incorporation of Highway Driving Assist (HDA) systems has become an indispensable benchmark of innovation. These systems intelligently merge adaptive cruise control with lane centering technology, enabling vehicles to maintain safe distances, control speed, and stay within lanes—particularly on highways where driver fatigue and monotony often lead to accidents. Rising consumer demand for safety-enhancing technology and government mandates on vehicular safety compliance are accelerating the uptake of HDA systems across both luxury and mass-market segments.

The rapid electrification of vehicles, convergence of AI-enabled perception systems, and the maturity of connected infrastructure have together unlocked an ecosystem ripe for HDA adoption. Battery Electric Vehicles (BEVs), Plug-in Hybrid Electric Vehicles (PHEVs), and Fuel Cell Electric Vehicles (FCEVs) are emerging as prominent adopters, as OEMs leverage autonomous driving functions as key differentiators. Additionally, sensor technology—encompassing radar, cameras, ultrasonic modules—and advanced software modules are evolving concurrently to support Level 2 and Level 3+ autonomy. Simultaneously, consumer inclination toward advanced driver assistance, coupled with premium vehicle integration trends and the rising utility of intelligent cruise control and collision avoidance features, is propelling the market into a steep growth trajectory.

From a regional standpoint, North America continues to assert dominance in the Highway Driving Assist space, largely fueled by Tesla, GM, and Ford's aggressive

ADAS integration strategies and favorable regulatory frameworks. Europe is swiftly catching up, backed by the EU's stringent automotive safety directives and widespread deployment of semi-autonomous functionalities by brands like Mercedes-Benz, BMW, and Volvo. Meanwhile, Asia Pacific is forecasted to register the highest growth, spurred by rapid vehicle electrification, surging middle-class income, and strategic government policies in China, Japan, and South Korea to encourage autonomous mobility. As infrastructure advances and ADAS adoption widens, the HDA market is poised to evolve into a core pillar of modern driving.

Major market players included in this report are:

Hyundai Mobis

Tesla Inc.

ZF Friedrichshafen AG

Aptiv PLC

NVIDIA Corporation

Denso Corporation

Magna International Inc.

Robert Bosch GmbH

Continental AG

Mobileye Global Inc.

NXP Semiconductors

Valeo SA

Renesas Electronics Corporation

Infineon Technologies AG

Hitachi Astemo Ltd.

Global Highway Driving Assist 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. The detailed segments and sub-segments of the market are explained below:

By Vehicle Type:

Passenger Cars (PC)

Battery Electric Vehicles (BEV)

Hybrid Electric Vehicles (HEV)

Plug-in Hybrid Electric Vehicles (PHEV)

Fuel Cell Electric Vehicles (FCEV)

By Component:

Radar

Camera

Ultrasonic Sensor

Software Module

By Autonomous Level:

Level 2

Level 3 & Above

By Function:

Adaptive Cruise Control (ACC)

Lane Keep Assist (LKA)

Lane Change Assist (LCA)

Collision Avoidance Assist (CAA)

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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