

Global Automotive Surround-View Systems Market Research Report 2026(Status and Outlook)

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Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Automotive Surround-View Systems competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Automotive Surround-View Systems (also known as 360-degree panoramic imaging systems) use multiple cameras mounted around the vehicle (typically located in the front and rear bumpers and left and right exterior mirrors) to capture images. Using image stitching technology, they present a bird's-eye view of the vehicle's surroundings on the central control screen, helping the driver gain a comprehensive understanding of the surrounding environment when driving at low speeds, parking, or navigating narrow roads. This system significantly improves driving safety and convenience and has been widely adopted in mid- to high-end vehicles and intelligent driver assistance systems. With the continuous development of intelligent driving technology and rising consumer safety awareness, automotive surround-view systems (360° panoramic imaging systems) are rapidly penetrating from high-end models into the mid- and low-end markets, becoming a key component of modern vehicles' active safety features. Key factors driving market expansion include: First, the strengthening of driving safety regulations and the growing demand for ADAS systems. Countries such as Europe, the United States, and China have gradually incorporated parking assistance systems and blind spot monitoring into mandatory safety standards for new cars, driving the widespread adoption of 360° surround-view systems as standard features. Second, the increasingly complex urban driving environment, with increasingly prominent issues such as parking difficulties and numerous blind spots, has led to a high reliance on low-speed driving assistance systems. Third, the maturity of key technologies such as cameras and image processing chips has driven system costs down, accelerating their adoption in A-segment vehicles and new energy

vehicles. However, market development also faces certain challenges. On the one hand, image stitching errors and limited recognition capabilities at night or in extreme weather remain technical difficulties that hinder the improvement of system experience. On the other hand, the high integration requirements of OEMs and the inconsistent standards in the aftermarket modification market require suppliers to continuously strengthen software and hardware collaboration, customer customization, and service responsiveness. At the same time, some low- and mid-end markets are price-sensitive, placing higher demands on system cost control. Currently, the global market is highly concentrated, with Tier 1 component suppliers from countries such as Japan, Europe, North America, and South Korea dominating the market. Representative companies include Valeo, DENSO, Continental, Magna, Mobis, and Sunny Optical. These companies leverage their advantages in image algorithms, embedded systems, and OEM partnerships to establish strong market barriers. Furthermore, with the development of electric vehicles and smart cockpits, a growing number of emerging technology companies are entering the market, driving product upgrades towards "AI visual recognition + 3D modeling + AR display." Looking ahead, automotive surround-view systems will go beyond simply being parking assistance tools and will become integral to autonomous driving perception systems, integrating with high-definition maps and millimeter-wave radar to support Level 2+/L3 intelligent driving. Furthermore, features such as 3D surround view, dynamic obstacle recognition, and AR navigation overlays will gradually become mainstream in the industry. With the continuous innovation of smart car technology, the automotive panoramic system market will move towards a new stage of broader intelligent perception and become an indispensable key link in the global intelligent connected car industry chain.

The global Automotive Surround-View Systems market size was estimated at USD 6591.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 15.20% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Automotive Surround-View Systems market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Automotive Surround-View Systems market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Automotive Surround-View Systems market.

Global Automotive Surround-View Systems Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Valeo
Continental
Magna
Denso
Mobis
Clarion
SL Corporation
socionext
STONKAM
TTE

Baolong Automotive Corporation
Huizhou Foryou General Electronics

Market Segmentation (by Type)

4 Cameras Type
6 Cameras Type
Others

Market Segmentation (by Application)

OEM
Aftermarket

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the Automotive Surround-View Systems Market
Overview of the regional outlook of the Automotive Surround-View Systems Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Automotive Surround-View Systems Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Automotive Surround-View Systems, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail,

including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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