

# Global Advanced Driver Assistance Systems (ADAS) Market: Trends and Opportunities (2013-18)

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## Abstracts

The report titled “Global Advanced Driver Assistance Systems (ADAS) Market: Trends and Opportunities (2013-2018)” provides an in-depth analysis of global advanced driver assistance system market with focus on major ADAS segments like Sensor level, System level and Semiconductor level. The report also covers major ADAS functional systems like Forward Collision Warning (FCW) Systems, Park Assist Systems, Blind Spot Detection Systems and Adaptive Cruise Control Systems. It also accesses the key opportunities and underlying trends in the market and outlines the factors that are and will be driving the growth of the industry in the forecasted period (2013-18). Further, key players of the industry like Autoliv Inc., Continental AG, Denso Corporation and Bosch Limited are also profiled in the report.

## Geographical Coverage

North America

Asia-Pacific

Europe

## Company Coverage

Autoliv Inc.

Continental AG

Denso Corporation

Bosch Limited

## **Executive Summary**

Advanced Driver Assistance Systems, or ADAS, are systems which helps the driver in the driving process. ADAS constitutes of major sensors like ultrasonic, camera and radar; actuators like ESC and EPS; and Systems like SPAS, LKAS, SCC and PCS. Some of the well-known and widely accepted ADAS features like Adaptive cruise control (ACC), Lane departure warning system (LDWS), Lane change assistance, Park assist, Collision avoidance system (Pre-crash system), etc. provide convenience and safety. These advanced ADAS features acts preemptively unlike seatbelts and airbags that work towards mitigating the effects of a crash. Hence, in-vehicle ADAS systems are seen to considerably increase occupant's safety.

In recent years, the global advanced driver assistance systems market is on the threshold of enormous growth. The growth of the segment is driven by increasing focus of consumers on safety, rise in number of safety regulation in developed nations and demand for comfort driving. However, factors such as inflation and pricing pressures, complexity and cost pressure, driver's distraction due to ADAS, difficulty in testing and validating systems and environmental factors affecting system's performance are posing challenge to growth of the industry. Major trends prevailing in the market are deployment of ADAS in low-cost cars, rise in number of driverless cars and increased electronic content and electronics integration.

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