

# Global Advanced Rider Assistance Systems?ARAS? Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Advanced Rider Assistance Systems?ARAS? market size was valued at US\$ 128 million in 2025 and is forecast to a readjusted size of US\$ 256 million by 2032 with a CAGR of 10.4% during review period.

Advanced rider assistance systems (ARAS) refer to a set of electronic safety systems designed for two-wheeled vehicles such as motorcycles, scooters/electric motorcycles, electric-assist bicycles, and electric skateboards. These systems are centered around sensors (millimeter-wave radar, cameras, IMU, wheel speed sensors, GNSS, etc.), controllers/algorithms, human-machine interaction, and actuators. They perceive and assess surrounding traffic targets and riding status, and then output warnings, assisted control, or active interventions. Typical functions include adaptive cruise control and distance keeping, forward collision warning/assisted braking, blind spot monitoring/lane change warning, speeding and following risk alerts, and cornering and attitude-related stability assistance. Information is delivered with low cognitive burden through methods such as lights, buzzers, vibrations, helmets, or instrument panel prompts. In advanced solutions, the system can also link with the braking/power control unit to achieve limited longitudinal control and risk mitigation. The core value of this type of system lies in improving visibility, predictability, and controllability in the high-exposure, high-uncertainty traffic environment of two-wheeled vehicles. In 2025, the global production of Advanced Cycling Assist Systems (ARAS) will reach 869,200 units, with an average price of approximately US\$142.71 per unit and a gross profit margin of approximately 15%-25%.

ADAS (Advanced Driver Assistance Systems) are changing motorcycle safety

standards at an unprecedented pace. This system uses various sensors mounted on the motorcycle—millimeter-wave radar, cameras, lidar, etc.—to collect real-time data on the vehicle's internal and external environment, identifying, detecting, and tracking static and dynamic objects, allowing riders to detect potential dangers as quickly as possible. From a technological development perspective, ADAS systems have evolved from single-function systems to multi-module collaboration. Early basic functions such as ABS and cruise control have now expanded to include a complete safety matrix encompassing adaptive cruise control (ACC), blind spot detection (BSD), lane departure warning (LDW), forward collision warning (FCW), and automatic emergency braking (AEB). While these functions are relatively mature in the automotive field, the unique aspect of motorcycle ADAS lies in its adaptation to the specific characteristics of two-wheeled vehicles—smaller size, higher center of gravity shifts, and more complex riding postures. By 2025, ADAS systems are rapidly penetrating the mid-range motorcycle market. Taking the Qianjiang Hong 150RS as an example, this scooter, priced at only 10,999 yuan, not only features a 150cc water-cooled fuel-injected engine, but also comes equipped with basic safety features such as front and rear disc brakes, dual-channel ABS, and TCS traction control system. More importantly, it marks the entry of ADAS technology into the 10,000-yuan-level market.

This report is a detailed and comprehensive analysis for global Advanced Rider Assistance Systems (ARAS) market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Advanced Rider Assistance Systems (ARAS) market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Advanced Rider Assistance Systems (ARAS) market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Advanced Rider Assistance Systems (ARAS) market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and

average selling prices (US\$/Unit), 2021-2032

Global Advanced Rider Assistance Systems?ARAS? market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

### **The Primary Objectives in This Report Are:**

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Advanced Rider Assistance Systems?ARAS?
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Advanced Rider Assistance Systems?ARAS? market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Robert Bosch GmbH, Continental AG, Garmin Ltd., Ride Vision, Vayyar Imaging, Arbe Robotics, oToBrite Electronics, Inc., BYTES?Cautio?, Horwin, Honda, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market Segmentation**

Advanced Rider Assistance Systems?ARAS? market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Electric Bicycles

Electric Mopeds

Electric Motorcycles

## Market segment by Market

OEM

Aftermarket

## Market segment by Technology

Radar Solution

Visual Solution

Other

## Market segment by Application

To C

To B

## Major players covered

Robert Bosch GmbH

Continental AG

Garmin Ltd.

Ride Vision

Vayyar Imaging

Arbe Robotics

oToBrite Electronics, Inc.

BYTES?Cautio?

Horwin

Honda

BMW

Segway-Ninebot

Niu Technologies

DJI

Wuling Motors Holdings Limited

Great Wall Motor

Huawei Technologies Co., Ltd.

QJMOTOR

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Advanced Rider Assistance Systems?ARAS? product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Advanced Rider Assistance Systems?ARAS?, with price, sales quantity, revenue, and global market share of Advanced Rider Assistance Systems?ARAS? from 2021 to 2026.

Chapter 3, the Advanced Rider Assistance Systems?ARAS? competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Advanced Rider Assistance Systems?ARAS? breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026.and Advanced Rider Assistance Systems?ARAS? market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Advanced Rider Assistance Systems?ARAS?.

Chapter 14 and 15, to describe Advanced Rider Assistance Systems?ARAS? sales channel, distributors, customers, research findings and conclusion.

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