

Global Around View System (AVS) Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Around View System (AVS) market size is expected to reach \$ 10627 million by 2032, rising at a market growth of 11.9% CAGR during the forecast period (2026-2032).

An AVS (Around View System/Around View Monitor System) is an in-vehicle driver assistance system that uses multiple wide-angle cameras installed at the front, rear, left, and right of a vehicle to capture images of the vehicle's surroundings. These images are then processed by an image processing controller, distortion correction, perspective conversion, and image stitching algorithms to generate a 360° overhead or multi-view view of the vehicle's surroundings. This system is primarily used for low-speed driving, parking, narrow road maneuvering, blind spot monitoring during turns, and obstacle recognition, helping drivers gain a more intuitive understanding of their surroundings and reducing the risk of scrapes, collisions, and blind spot incidents. With the upgrading of ADAS, automatic parking, smart cockpits, and new energy vehicle configurations, AVS is evolving from a traditional reversing camera into an intelligent vision system integrating dynamic guide lines, a transparent chassis, 3D surround view, obstacle detection, and automatic parking assistance. By 2025, approximately 28 million AVS systems are expected to be installed globally.

In recent years, with the rapid development of global automotive intelligence, electrification, and driver assistance technologies, surround view systems (AVS), as an important configuration for in-vehicle visual perception and low-speed safety assistance, have seen continuous market demand growth. Around View Systems (AVS) typically use multiple wide-angle cameras installed at the front, rear, left, and right of the vehicle to capture images of the vehicle's surrounding environment. Through image processing controllers, distortion correction, perspective conversion, and image stitching

algorithms, they generate 360° overhead views or multi-view images, helping drivers to more intuitively understand their surroundings when parking, navigating narrow roads, turning at low speeds, meeting oncoming traffic, and in complex road conditions, reducing the risk of scrapes, collisions, and blind spots.

From a demand structure perspective, passenger vehicles are the primary application market for surround view systems. As consumers' demands for driving safety, parking convenience, and intelligent cockpit experiences continue to increase, AVS is gradually penetrating from luxury and high-end models to mid-range models, new energy vehicles, and intelligent connected vehicles. Especially in the new energy vehicle market, OEMs are placing greater emphasis on the differentiation of intelligent configurations. Surround-view systems are often integrated with automatic parking, transparent chassis, low-speed obstacle recognition, driving records, reversing assistance, and intelligent cockpit display systems, becoming a crucial feature for enhancing the vehicle's technological feel and user experience. Simultaneously, some commercial vehicles, logistics vehicles, buses, and engineering vehicles are also beginning to utilize surround-view systems to improve blind spot monitoring and low-speed operation safety.

In terms of the industry chain, the upstream mainly includes suppliers of automotive camera modules, CMOS image sensors, lenses, image processing chips, connectors, wiring harnesses, displays, algorithm software, and controllers; the midstream consists of surround-view system integrators, automotive electronics companies, and Tier 1 component suppliers; and the downstream comprises OEMs and the aftermarket. The core of industry competition lies not only in camera clarity, image stitching quality, system latency, and environmental adaptability, but also in algorithm capabilities, automotive-grade reliability, platform development capabilities, cost control, and integration capabilities with the vehicle's electronic and electrical architecture. As OEMs increase their demands for software-hardware synergy and platform-based cost reduction, suppliers with algorithm, hardware, and system integration capabilities will have a greater competitive advantage.

From a regional market perspective, China, Europe, North America, Japan, and South Korea are the main demand areas for surround view systems globally. The rapid increase in the penetration rate of new energy vehicles and intelligent vehicles in China is driving a continuous rise in AVS (Automatic Visual System) configuration rates. The European and North American markets are experiencing a clear trend of system upgrades, driven by the popularization of ADAS (Advanced Driver Assistance Systems), safety regulations, and demand for high-end models. Japan and South Korea have a

strong automotive electronics industry base, and OEMs have been early adopters of parking assistance and smart cockpit configurations. In the future, with the upgrading of mid-to-low-end models and the advancement of automotive intelligence in emerging markets, the installation scale of surround view systems is expected to further expand.

Looking ahead, the global surround view system market will be driven by three major factors: first, the continued increase in consumer demand for parking safety, low-speed assistance, and driving convenience; second, the upgrading of new energy vehicles, smart cockpits, and ADAS configurations driving increased AVS penetration rates; and third, the continuous maturation of technologies integrating high-definition cameras, AI vision algorithms, 3D modeling, transparent chassis, and automatic parking. Market growth is not only reflected in increased installation volume but also in the enhanced value brought by high resolution, multi-sensor fusion, and intelligent software functions.

This report studies the global Around View System (AVS) production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Around View System (AVS) and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Around View System (AVS) that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Around View System (AVS) total production and demand, 2021-2032, (K Units)

Global Around View System (AVS) total production value, 2021-2032, (USD Million)

Global Around View System (AVS) production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Around View System (AVS) consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Around View System (AVS) domestic production, consumption, key domestic manufacturers and share

Global Around View System (AVS) production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Around View System (AVS) production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Around View System (AVS) production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Around View System (AVS) market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Valeo, Continental, Magna, Denso, Faurecia, Mobis, SL Corporation, Desay SV, STONKAM, TTE, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Around View System (AVS) market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Around View System (AVS) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Around View System (AVS) Market, Segmentation by Type:

4 Cameras

6 Cameras

Global Around View System (AVS) Market, Segmentation by Chassis:

Transparent Chassis

Non-transparent Chassis

Global Around View System (AVS) Market, Segmentation by Market:

OEM Market

Aftermarket

Global Around View System (AVS) Market, Segmentation by Application:

Commercial Vehicle

Passenger Car

Companies Profiled:

Valeo

Continental

Magna

Denso

Faurecia

Mobis

SL Corporation

Desay SV

STONKAM

TTE

Baolong Automotive

Huizhou Foryou General Electronics

OFILM Group

Zhihua Automotive Electronics

Hikvision

BYD

Bosch

Longhorn Auto

IS Electronic Technology

Key Questions Answered:

1. How big is the global Around View System (AVS) market?
2. What is the demand of the global Around View System (AVS) market?
3. What is the year over year growth of the global Around View System (AVS) market?
4. What is the production and production value of the global Around View System (AVS) market?
5. Who are the key producers in the global Around View System (AVS) market?
6. What are the growth factors driving the market demand?

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