

# **Global Gesture Recognition in Automotive Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023**

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## **Abstracts**

Gesture recognition is the ability of a device to identify and respond to different gestures, such as movement of hands, fingers, arms, head, or the entire body, of an individual.

### **Scope of the Report:**

This report studies the Gesture Recognition in Automotive market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Gesture Recognition in Automotive market by product type and applications/end industries. Driver safety regulations by various governments have boosted the adoption of automotive gesture recognition systems due to provision of benefits such as improved maneuvering control, compatibility of vehicle's electronic systems and drivability. However, high cost of integration and complexity may limit their adoption, hampering the automotive gesture recognition market growth. Manufacturers are investing heavily for upgrading the existing gesture recognition technology with advanced sensors, resulting in increased costs, further posing a threat to the industry growth. Passenger cars will dominate the automotive gesture recognition market, generating a demand for over 32 million units over the forecast timeframe. Rising demand from infotainment, navigation and multimedia features in the vehicles will stimulate the industry penetration. Surging demand for medium and high-end passenger vehicle across the globe along with shifting customer preference towards highly advanced variants in given vehicle range will further boost the automotive gesture recognition market from passenger cars. Heavy commercial vehicle manufacturers are less likely to adopt these systems owing to less proximity of vehicles in public utilities.

Europe is anticipated to dominate the automotive gesture recognition market, crossing USD 6 billion over the next eight years. High penetration of the premium cars such as BMW 5 and 7 series across the region is expected to primarily support the regional dominance. Established automotive industry with substantial vehicle production is likely to further propel the revenue generation. North America automotive gesture recognition market will exhibit more than 40% CAGR from 2017 to 2024 owing to rising demand for these systems across the region. This high demand is credited to rising R&D investments by OEMs and shifting consumer preference towards advanced vehicle features.

The global Gesture Recognition in Automotive market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Gesture Recognition in Automotive.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Cognivue

Harman

Microsoft

Softkinetic

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Touch Based Systems

Touchless Systems

Market Segment by Applications, can be divided into

Multimedia/Navigation/Infotainment

Door/Window

Sunroof

AC Blower

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