

Global Highway NOA and Urban NOA Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Highway NOA and Urban NOA market size was valued at US\$ 16985 million in 2025 and is forecast to a readjusted size of US\$ 88187 million by 2032 with a CAGR of 25.7% during review period.

Highway NOA and Urban NOA refer to navigation-based advanced driver assistance functions used in intelligent vehicles. Highway NOA is mainly designed for highways, expressways, elevated roads and other relatively structured road environments, where the vehicle can assist the driver with adaptive cruising, lane keeping, lane centering, automatic lane change, overtaking assistance, ramp entry and exit, and route-based driving under driver supervision. Urban NOA is applied to more complex urban road scenarios, including intersections, traffic lights, pedestrian crossings, non-motor vehicles, unprotected turns, roundabouts, road merging, lane splitting and temporary construction areas. Both functions belong to assisted driving rather than fully autonomous driving, so the driver still needs to monitor the road and take over when necessary.

The core system of Highway NOA and Urban NOA is built on a combination of hardware, software and vehicle control technologies. Major raw materials and components include automotive-grade chips, AI computing chips, cameras, millimeter-wave radar, ultrasonic radar, lidar in some high-end solutions, optical lenses, PCB boards, connectors, wiring harnesses, memory devices, domain controllers, electronic control units and thermal management components. Software elements include perception algorithms, decision-making and planning algorithms, control algorithms, HD maps or light maps, navigation data, positioning modules, simulation testing systems

and OTA platforms. The upstream includes semiconductor suppliers, sensor manufacturers, map and positioning service providers, automotive electronics companies and autonomous driving software developers. The downstream customers are mainly passenger car OEMs, especially new energy vehicle manufacturers, premium car brands, smart EV brands and traditional automakers upgrading intelligent driving functions.

The market for Highway NOA and Urban NOA is developing rapidly as intelligent driving becomes one of the most important directions in the automotive industry. Highway NOA has entered a relatively mature commercialization stage because highway scenarios are more structured, with clearer lane markings, more predictable traffic flow and fewer mixed traffic participants. Urban NOA is developing at a faster but more challenging pace, as urban roads require stronger perception, prediction, decision-making and control capabilities. The overall industry trend is moving from highway-only NOA to integrated highway, urban and parking assisted driving solutions, and from function-based assistance to scenario-based intelligent driving experience.

In terms of technology, the market is shifting from HD map-dependent solutions to light-map and map-free solutions. Sensor configurations are also becoming more diversified, including vision-based solutions, radar-camera fusion solutions and lidar fusion solutions. At the same time, algorithms are evolving from rule-based logic to AI-driven, data-driven and end-to-end architectures. Vehicle electronic architecture is becoming more centralized, which supports the integration of NOA functions with domain controllers, high-performance computing platforms, vehicle operating systems and cloud-based training systems. OTA upgrades are also becoming an important tool for automakers to improve NOA performance after vehicle delivery.

From a regional perspective, China is one of the most active markets, supported by fast growth of new energy vehicles, strong competition among domestic automakers, high consumer acceptance of intelligent driving and a relatively complete local supply chain. North America has advantages in software platforms, AI chips and autonomous driving technology ecosystems, while Europe focuses more on safety verification, compliance and gradual function rollout. Japan and South Korea are also promoting NOA functions through established automakers and automotive electronics suppliers.

The main growth drivers include increasing consumer demand for intelligent driving, faster penetration of electric vehicles, continuous upgrades of vehicle electronic and electrical architecture, falling costs of sensors and computing hardware, and rapid improvement of AI algorithms. In addition, competition among automakers is pushing

NOA from premium optional features to more mainstream configurations. Urban commuting pressure, long-distance highway driving fatigue, demand for safer driving experience and the expansion of software-defined vehicles are also supporting market growth. Cooperation among OEMs, Tier 1 suppliers, chip companies, sensor manufacturers and software developers is accelerating product maturity. However, the market still faces challenges such as functional safety verification, driver misuse, complex urban edge cases, weather adaptability, regulatory differences and responsibility boundaries.

This report is a detailed and comprehensive analysis for global Highway NOA and Urban NOA market. Both quantitative and qualitative analyses are presented by company, 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 Highway NOA and Urban NOA market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Highway NOA and Urban NOA market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Highway NOA and Urban NOA market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Highway NOA and Urban NOA market shares of main players, in revenue (\$ Million), 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 Highway NOA and Urban NOA

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 Highway NOA and Urban NOA market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Momenta, Tesla, NIO, Li Auto, XPeng, Xiaomi, Huawei, DEEPROUTE, Horizon Robotics, Shenzhen Zhuoyu Technology Co., Ltd., etc.

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

Market segmentation

Highway NOA and Urban NOA 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. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Highway NOA

Urban NOA

Market segment by Sensor Configuration

Vision-based NOA

Radar-camera Fusion NOA

LiDAR Fusion NOA

Market segment by Application

Sedan

SUV

Others

Market segment by players, this report covers

Momenta

Tesla

NIO

Li Auto

XPeng

Xiaomi

Huawei

DEEPROUTE

Horizon Robotics

Shenzhen Zhuoyu Technology Co., Ltd.

QCraft

Baidu Apollo

WeRide

Motovis

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Highway NOA and Urban NOA product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Highway NOA and Urban NOA, with revenue, gross margin, and global market share of Highway NOA and Urban NOA from 2021 to 2026.

Chapter 3, the Highway NOA and Urban NOA competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Highway NOA and Urban NOA market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Highway NOA and Urban NOA.

Chapter 13, to describe Highway NOA and Urban NOA research findings and conclusion.

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