

Global Highway NOA (Navigate on Autopilot) 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 (Navigate on Autopilot) market size was valued at US\$ 8337 million in 2025 and is forecast to a readjusted size of US\$ 11436 million by 2032 with a CAGR of 4.5% during review period.

Highway NOA (Navigate on Autopilot) refers to an advanced driver assistance function designed for highways, expressways, and other controlled-access road scenarios. Under the supervision of the driver, the system can support continuous longitudinal and lateral vehicle control, including adaptive cruise control, lane centering, lane keeping, automatic lane change, overtaking assistance, speed adjustment, following distance control, and navigation-based ramp entry and exit. Compared with basic ADAS functions, Highway NOA emphasizes route-based assisted driving, meaning that the vehicle can combine navigation information with real-time road perception to complete a more continuous and scenario-oriented assisted driving task on highways.

From a technical perspective, Highway NOA is not a fully autonomous driving system, but a Level 2 or Level 2+ intelligent driving function that still requires the driver to monitor the road and remain ready to take over at any time. Its core architecture usually includes perception sensors, high-performance computing hardware, positioning modules, vehicle control units, and software algorithms. Major raw materials and components include automotive-grade chips, AI processors, cameras, millimeter-wave radar, ultrasonic radar, lidar in some high-end solutions, printed circuit boards, connectors, electronic control units, wiring harnesses, memory devices, and thermal management components. Software elements such as perception algorithms, planning and decision-making algorithms, vehicle control algorithms, HD map data, navigation

data, and OTA update platforms are also essential parts of the system.

In terms of industrial chain, the upstream suppliers mainly include semiconductor companies, sensor manufacturers, automotive electronics suppliers, map and positioning service providers, and autonomous driving software developers. The midstream participants are usually Tier 1 suppliers, intelligent driving solution providers, domain controller manufacturers, and vehicle system integrators. Downstream customers are mainly passenger car OEMs, especially new energy vehicle manufacturers, premium vehicle brands, and automakers focusing on intelligent driving differentiation. The function is widely used in electric vehicles, hybrid vehicles, and high-end fuel vehicles, helping OEMs improve driving comfort, safety perception, product competitiveness, and user experience in long-distance highway driving scenarios.

The Highway NOA (Navigate on Autopilot) market is evolving rapidly as part of the broader transition toward intelligent and software-defined vehicles. The technology is increasingly positioned as a core differentiator for OEMs in the premium and mid-to-high-end passenger vehicle segments. In terms of technological trends, the system is shifting from rule-based assisted driving to AI-driven end-to-end perception and planning architectures, supported by large-scale driving data and cloud-based training systems. Hardware integration is also becoming more centralized, with domain controllers consolidating computing power and reducing system latency.

From a regional perspective, China is currently one of the most dynamic markets due to rapid NEV adoption, strong domestic OEM competition, and accelerated deployment of urban and highway NOA functions. North America and Europe are also advancing, driven by established OEMs and regulatory frameworks that gradually support higher levels of driver assistance. However, adoption strategies differ, with China focusing on fast commercialization while Europe emphasizes safety validation and incremental rollout.

Key growth drivers include rising consumer demand for advanced in-vehicle intelligence, increasing penetration of electric vehicles, continuous cost reduction of sensors and computing hardware, and improvements in AI perception algorithms. In addition, competition among OEMs has intensified, pushing faster feature deployment cycles. Regulatory progress toward Level 2+ and Level 3 autonomy also supports market expansion, while ecosystem collaboration between chipmakers, Tier 1 suppliers, and software companies accelerates system maturity. Despite growth momentum, challenges remain in algorithm reliability, map dependence, and functional safety validation.

This report is a detailed and comprehensive analysis for global Highway NOA (Navigate on Autopilot) 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 (Navigate on Autopilot) market size and forecasts, in consumption value (\$ Million), 2021-2032

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

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

Global Highway NOA (Navigate on Autopilot) 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 (Navigate on Autopilot)

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 (Navigate on Autopilot) 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 (Navigate on Autopilot) 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

Vision-based Highway NOA

Radar-camera Fusion Highway NOA

LiDAR Fusion Highway NOA

Market segment by Technical Route

HD Map-based Highway NOA

Light Map-based Highway NOA

Map-free Highway 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)

Global Highway NOA (Navigate on Autopilot) Market 2026 by Company, Regions, Type and Application, Forecast to...

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 (Navigate on Autopilot) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Highway NOA (Navigate on Autopilot), with revenue, gross margin, and global market share of Highway NOA (Navigate on Autopilot) from 2021 to 2026.

Chapter 3, the Highway NOA (Navigate on Autopilot) 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 (Navigate on Autopilot) 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 (Navigate on Autopilot).

Chapter 13, to describe Highway NOA (Navigate on Autopilot) research findings and conclusion.

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