

Global L2-level Highway NOA and L2-level 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 L2-level Highway NOA and L2-level 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.

L2-level Highway NOA and L2-level Urban NOA refer to advanced driver assistance systems that provide navigation-based assisted driving under Level 2 automation. Under this level, the vehicle can assist with both longitudinal and lateral control, such as acceleration, braking, lane keeping, lane centering, following distance control, automatic lane change, ramp entry and exit, traffic-light response, intersection passing, and navigation-guided route execution. However, the system is still not fully autonomous driving. The driver must continuously monitor the driving environment, keep hands or attention ready according to system requirements, and take over immediately when the system requests or when road conditions exceed its operational design domain.

L2-level Highway NOA is mainly used on highways, expressways, and controlled-access roads, where traffic flow is relatively structured and the system focuses on cruising, overtaking, lane changing, and ramp navigation. L2-level Urban NOA is applied to urban roads, including city streets, intersections, traffic lights, roundabouts, unprotected turns, pedestrian crossings, mixed traffic, and complex road markings. Compared with Highway NOA, Urban NOA requires stronger perception, prediction, decision-making, and control capabilities. The main raw materials and key components include automotive-grade chips, AI computing chips, cameras, millimeter-wave radar, ultrasonic radar, lidar in some higher-end solutions, printed circuit boards, connectors, wiring harnesses, optical lenses, electronic control units, domain controllers, memory

devices, thermal management materials, and vehicle body electronic components. The industrial chain also includes software algorithms, HD maps or light maps, navigation data, cloud training platforms, OTA systems, and vehicle control software.

The upstream participants mainly include semiconductor suppliers, sensor manufacturers, automotive electronics companies, map and positioning service providers, and autonomous driving algorithm developers. The midstream includes Tier 1 suppliers, intelligent driving solution providers, domain controller manufacturers, and vehicle integration companies. Downstream customers are mainly passenger car OEMs, especially new energy vehicle manufacturers, premium car brands, emerging EV brands, and traditional automakers upgrading their intelligent driving systems. The technology is mainly used in smart passenger vehicles, with growing application in electric vehicles, hybrid vehicles, and high-end fuel vehicles.

The market for L2-level Highway NOA and L2-level Urban NOA is developing rapidly as intelligent driving becomes a core direction of automotive technology. Highway NOA has entered a relatively mature commercialization stage, while Urban NOA is still in a faster development and expansion phase. The overall market trend is moving from single-scenario assisted driving to multi-scenario navigation-based assisted driving, and from highway-only functions to integrated highway, urban, and parking scenarios. As vehicle electronic architecture becomes more centralized, NOA systems are increasingly integrated with domain controllers, centralized computing platforms, vehicle operating systems, and cloud-based data training systems.

In terms of technology trends, the industry is shifting from HD map-dependent solutions to light-map and map-free solutions. At the same time, perception systems are moving from simple camera or radar-camera fusion toward multi-sensor fusion, while algorithms are evolving from rule-based logic to AI-driven and end-to-end architectures. OTA updates also play an important role, allowing OEMs to continuously improve system performance, expand available cities, and optimize user experience after vehicle delivery. For automakers, L2-level NOA is no longer only a premium feature, but is gradually becoming an important selling point for mid-to-high-end intelligent vehicles.

From a regional perspective, China is one of the most active markets due to strong new energy vehicle penetration, fast product iteration, intense competition among OEMs, and high consumer acceptance of intelligent driving features. North America has strong technological accumulation in software, chips, and autonomous driving development, while Europe places more emphasis on safety validation, compliance, and gradual

deployment. Japan and South Korea are also promoting advanced driver assistance functions through established automakers and electronics supply chains. Overall, regional development differs in pace: China focuses on fast commercialization, North America emphasizes software capability and ecosystem integration, and Europe focuses more on regulation, reliability, and safety.

The main growth drivers include rising consumer demand for smart driving functions, increasing penetration of electric vehicles, continuous upgrades of vehicle electronic and electrical architecture, cost reduction of sensors and computing chips, and rapid improvement in AI perception and decision-making algorithms. In addition, competition among OEMs is pushing NOA functions from optional luxury features toward more mainstream configurations. The expansion of urban NOA also creates stronger demand for high-performance chips, domain controllers, sensors, simulation testing, data annotation, and cloud training. Policy support for intelligent connected vehicles, infrastructure improvement, and stronger collaboration among OEMs, Tier 1 suppliers, chip companies, and software developers are also accelerating market growth. However, the market still faces challenges such as functional safety verification, driver misuse, complex urban edge cases, weather impact, and differences in regulatory approval across regions.

This report is a detailed and comprehensive analysis for global L2-level Highway NOA and L2-level 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 L2-level Highway NOA and L2-level Urban NOA market size and forecasts, in consumption value (\$ Million), 2021-2032

Global L2-level Highway NOA and L2-level Urban NOA market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global L2-level Highway NOA and L2-level Urban NOA market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global L2-level Highway NOA and L2-level 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 L2-level Highway NOA and L2-level 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 L2-level Highway NOA and L2-level 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

L2-level Highway NOA and L2-level 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 L2-level Highway NOA and L2-level Urban NOA product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of L2-level Highway NOA and L2-level Urban NOA, with revenue, gross margin, and global market share of L2-level Highway NOA and L2-level Urban NOA from 2021 to 2026.

Chapter 3, the L2-level Highway NOA and L2-level 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 L2-level Highway NOA and L2-level 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 L2-level Highway NOA and L2-level Urban NOA.

Chapter 13, to describe L2-level Highway NOA and L2-level Urban NOA research findings and conclusion.

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