

Global Urban NOA Assisted Driving 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 Urban NOA Assisted Driving market size was valued at US\$ 8649 million in 2025 and is forecast to a readjusted size of US\$ 76526 million by 2032 with a CAGR of 33.4% during review period.

Urban NOA Assisted Driving refers to an L2-level advanced driver assistance function designed for urban road environments. NOA usually means Navigation on Autopilot or Navigate on Autopilot, and in urban scenarios it enables the vehicle to follow a navigation route and assist with steering, acceleration, braking, lane keeping, lane changes, traffic light response, intersection passing, obstacle avoidance and merging in complex city traffic. It is still an assisted driving function rather than fully autonomous driving, so the driver must remain responsible for monitoring the road and taking over when necessary. Compared with highway NOA, Urban NOA faces more complex conditions, including pedestrians, bicycles, electric scooters, parked vehicles, traffic lights, roundabouts, unprotected turns and irregular road markings.

The upstream of Urban NOA Assisted Driving mainly includes cameras, millimeter-wave radar, ultrasonic radar, LiDAR in some configurations, driving domain controllers, AI chips, memory chips, PCBs, connectors, wiring harnesses, sensors, map data, simulation platforms, operating systems and algorithm software. The midstream participants are automakers, intelligent driving solution providers, chip companies, sensor suppliers and software developers. Downstream customers are mainly passenger car OEMs, new energy vehicle brands, smart vehicle platforms, Robotaxi operators and mobility fleet operators. The technology is mainly installed in smart passenger cars and electric vehicles, especially mid- to high-end models and models

positioned around intelligent driving experience.

The Urban NOA Assisted Driving market is developing rapidly as intelligent vehicles shift from basic L2 functions to higher-level navigation-based assisted driving. The industry trend is moving from highway NOA to urban NOA, and from limited mapped areas to wider city coverage. Automakers are increasingly using urban NOA as a key selling point for smart electric vehicles, while suppliers are promoting more standardized and scalable solutions. Another important trend is the transition from HD map-dependent solutions to light-map and map-free solutions, because automakers want faster city expansion, lower operating costs and better adaptability to changing road conditions.

In terms of technology, the market is moving toward stronger perception, higher computing power and more end-to-end algorithm architecture. Vision-based solutions are becoming more important due to cost advantages, while LiDAR-based and multi-sensor fusion solutions are still used in many mid- to high-end models to improve safety redundancy and perception reliability. AI foundation models, data-driven training, vehicle-cloud collaboration, simulation testing and OTA software updates are becoming key factors in product competitiveness. As hardware cost declines, Urban NOA is gradually moving from premium vehicles to mass-market models.

Regionally, China is one of the most active markets, supported by strong new energy vehicle penetration, intense competition among smart EV brands and rapid commercialization by local intelligent driving suppliers. North America is led by large technology-oriented automakers and software-defined vehicle platforms, while Europe is relatively more cautious due to stricter regulation, safety validation requirements and conservative deployment strategies. Other regions are still in earlier stages, with demand mainly concentrated in premium electric vehicles and selected smart mobility applications.

The main growth drivers include rising consumer demand for intelligent driving experience, strong competition among EV brands, rapid improvement in AI algorithms, falling sensor and computing hardware costs, and the expansion of software-defined vehicle architecture. In addition, automakers use Urban NOA to improve vehicle differentiation and brand value, while suppliers benefit from the increasing outsourcing demand from OEMs that do not have full-stack self-development capabilities. The growth of electric vehicles also supports adoption, because EV platforms are easier to integrate domain controllers, high-voltage electronic architecture and OTA upgrade systems. However, the market still faces constraints such as high validation difficulty,

safety responsibility issues, regulatory uncertainty, complex urban traffic conditions and consumer trust challenges. Overall, Urban NOA Assisted Driving is expected to remain one of the most important development directions in the intelligent vehicle industry.

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

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

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

Global Urban NOA Assisted Driving 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 Urban NOA Assisted Driving

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 Urban NOA Assisted Driving 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

Urban NOA Assisted Driving 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 Urban NOA

LiDAR-based Urban NOA

Multi-sensor Fusion Urban NOA

Market segment by Development Entity

OEM Self-developed Urban NOA

Supplier-developed Urban NOA

Joint-development Urban 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

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 Urban NOA Assisted Driving product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Urban NOA Assisted Driving 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 Urban NOA Assisted Driving 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 Urban NOA Assisted Driving.

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

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