

Global Urban NOA Solution Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our latest research, the global Urban NOA Solution market size will reach USD 30000 million in 2031, growing at a CAGR of 36.1% over the analysis period.

The full name of NOA is Navigate on Autopilot, which is an advanced driving assistance system. As the name suggests, urban NOA refers to a driving assistance system developed for urban traffic environments. This system can provide drivers with automatic navigation assistance and other functions, including automatic lane changing, overtaking, intelligent following, automatic parking, and other operations.

As the high-speed NOA function gradually enters the stage of mass production, urban NOA has become a key focus for car companies to strive for and seize the opportunity. There are currently two main technological routes around urban NOA. One is the pure visual faction represented by Tesla, which advocates the cancellation of LiDAR and the use of vision to achieve urban NOA; The other faction is the 'vision+LiDAR' technology route, which believes that pure vision has certain shortcomings and needs to be combined with LiDAR to achieve rapid implementation of urban NOA.

Starting from 2023, several consensuses have gradually formed for the development of urban NOA: firstly, the technological roadmap tends to be unified, with BEV+Transformer architecture becoming the core; Secondly, the prevalence of heavy perception and light map solutions has led to a search for balance between car companies, intelligent driving companies, and map vendors; Thirdly, in order for NOA to truly achieve large-scale popularization, cost reduction is the only way, and the cost of laser radar and pure vision solutions remains to be considered.

The Urban NOA Solution market report provides a detailed analysis of global market

size, regional and country-level market size, segmentation market growth, market share, competitive Landscape, sales analysis, impact of domestic and global market players, value chain optimization, trade regulations, recent developments, opportunities analysis, strategic market growth analysis, product launches, area marketplace expanding, and technological innovations.

Market segmentation

Urban NOA Solution market is split by Type and by Application. For the period 2025-2031, the growth among segments provide accurate calculations and forecasts for revenue by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type, covers

Pure Visual Solution

Vision and LiDAR

Market segment by Application, can be divided into

Passenger Cars

Commercial Vehicles

Market segment by players, this report covers

Tesla

NIO

Li Auto

XPENG Motors

Xiaomi

Momenta

Huawei

Bosch

Horizon Robotics

Zhuoyu

Shenzhen Deeproute.ai

Baidu

Market segment by regions, regional analysis covers

North America

Europe

Asia-Pacific

South America

Middle East & Africa

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