

# **North America Advanced Driver Assistance Systems (ADAS) Market 2020-2030 by Offering, Solution, Sensor Type, Vehicle Automation Level (Level 1 - Level 5), Vehicle Type, End User, and Country: Trend Outlook and Growth Opportunity**

<https://marketpublishers.com/r/N6F2BD8C4028EN.html>

Date: February 2020

Pages: 122

Price: US\$ 2,541.00 (Single User License)

ID: N6F2BD8C4028EN

## **Abstracts**

North America advanced driver assistance systems market is expected to grow by 16.5% annually in the forecast period and reach \$32.0 billion by 2026.

Highlighted with 35 tables and 56 figures, this 122-page report “North America Advanced Driver Assistance Systems (ADAS) Market 2020-2030 by Offering, Solution, Sensor Type, Vehicle Automation Level (Level 1 - Level 5), Vehicle Type, End User, and Country: Trend Outlook and Growth Opportunity” is based on a comprehensive research of the entire North America advanced driver assistance systems market and all its sub-segments through extensively detailed classifications. Profound analysis and assessment are generated from premium primary and secondary information sources with inputs derived from industry professionals across the value chain. In this report 2019 is the base year for market analysis, with estimates and forecast covering 2020-2030.

(Please Note: The report will be updated before delivery to make sure that the latest historical year is the base year and the forecast covers at least 5 years over the base year.)

In-depth qualitative analyses include identification and investigation of the following aspects:

Market Structure

## Growth Drivers

Restraints and Challenges

Emerging Product Trends & Market Opportunities

Porter's Fiver Forces

The trend and outlook of North America market is forecast in optimistic, balanced, and conservative view. The balanced (most likely) projection is used to quantify North America advanced driver assistance systems market in every aspect of the classification from perspectives of Offering, Solution, Sensor Type, Vehicle Automation Level, Vehicle Type, End User, and Country.

Based on offering, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2030 included in each section.

Hardware

Software

Service

Based on solution, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2030 included in each section.

Lane Assist (LA)

Crash Warning System (CWS)

Blind Spot Detection (BSD)

Adaptive Cruise Control (ACC)

Smart Park Assist (SPA)

Cross Traffic Alert (CTA)

Automatic Emergency Braking (AEB)

Traffic Jam Assist (TJA)

Other Solutions

Based on sensor type, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) and average selling price (USD/unit) for 2019-2030 included in each section.

Image Sensors

Front View

Side View

Rear View

Radar

Short-range Radars (SRRs)

Long-range Radars (LRRs)

Ultrasonic Sensors

LiDAR

Mechanical Automotive LiDAR

Solid State Automotive LiDAR

Electronic Control Units (ECUs)

Other Sensors

Based on vehicle automation level, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2030 included in each section. Each segment is further split by sensor type.

Level 1 (Driver Assistance)

Level 2 (Partial Automation)

Level 3 (Conditional Automation)

Level 4 (High Automation)

Level 5 (Full Automation)

Based on Vehicle Type, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2030 included in each section. Passenger vehicles and commercial vehicles are further segmented by sensor type.

Passenger Vehicles

Car/Robo-taxi

Van/Shuttle

Commercial Vehicles

Self-driving Trucks

Self-driving Buses

Based on end user, the North America market is segmented into the following sub-markets with annual revenue (\$ mn) for 2019-2030 included in each section.

OEM

Aftermarket

Geographically, the following national/local markets are fully investigated:

U.S.

## Canada

For each of the aforementioned countries, market analysis and revenue data are available for 2019-2030. The breakdown of major national markets by Solution, Vehicle Automation Level, and Sensor Type over the study years (2019-2030) is also included.

The report also covers current competitive scenario and the predicted trend; and profiles key vendors including market leaders and important emerging players.

Specifically, potential risks associated with investing in North America advanced driver assistance systems market are assayed quantitatively and qualitatively through GMD's Risk Assessment System. According to the risk analysis and evaluation, Critical Success Factors (CSFs) are generated as a guidance to help investors & stockholders identify emerging opportunities, manage and minimize the risks, develop appropriate business models, and make wise strategies and decisions.

Key Players (this may not be a complete list and extra companies can be added upon request):

AUDI AG  
Baidu  
BMW Group  
Daimler AG  
Delphi  
FCA Italy S.p.A.  
Ford Motor Company  
General Motors  
MAN SE  
Nissan Motor Co., Ltd  
Tesla, Inc.  
Toyota Motor Corporation  
Volkswagen AG  
Volvo Group  
Waymo LLC  
Zoox Inc.

(Please Note: The report will be updated before delivery to make sure that the latest historical year is the base year and the forecast covers at least 5 years over the base

year.)

## Contents

### **1 INTRODUCTION**

- 1.1 Industry Definition and Research Scope
  - 1.1.1 Industry Definition
  - 1.1.2 Research Scope
- 1.2 Research Methodology
  - 1.2.1 Overview of Market Research Methodology
  - 1.2.2 Market Assumption
  - 1.2.3 Secondary Data
  - 1.2.4 Primary Data
  - 1.2.5 Data Filtration and Model Design
  - 1.2.6 Market Size/Share Estimation
  - 1.2.7 Research Limitations
- 1.3 Executive Summary

### **2 MARKET OVERVIEW AND DYNAMICS**

- 2.1 Market Size and Forecast
- 2.2 Major Growth Drivers
- 2.3 Market Restraints and Challenges
- 2.4 Emerging Opportunities and Market Trends
- 2.5 Porter's Fiver Forces Analysis

### **3 SEGMENTATION OF NORTH AMERICA MARKET BY OFFERING**

- 3.1 Market Overview by Offering
- 3.2 Hardware
- 3.3 Software
- 3.4 Service

### **4 SEGMENTATION OF NORTH AMERICA MARKET BY SOLUTION**

- 4.1 Market Overview by Solution
- 4.2 Lane Assist (LA)
- 4.3 Crash Warning System (CWS)
- 4.4 Blind Spot Detection (BSD)
- 4.5 Adaptive Cruise Control (ACC)

- 4.6 Smart Park Assist (SPA)
- 4.7 Cross Traffic Alert (CTA)
- 4.8 Automatic Emergency Braking (AEB)
- 4.9 Traffic Jam Assist (TJA)
- 4.10 Other Solutions

## **5 SEGMENTATION OF NORTH AMERICA MARKET BY SENSOR TYPE**

- 5.1 Market Overview by Sensor Type
- 5.2 Image Sensors
- 5.3 Radar
- 5.4 Ultrasonic Sensors
- 5.5 LiDAR
- 5.6 Electronic Control Units (ECUs)
- 5.7 Other Sensors

## **6 SEGMENTATION OF NORTH AMERICA MARKET BY VEHICLE AUTOMATION LEVEL**

- 6.1 Market Overview by Vehicle Automation Level
- 6.2 Level 1 (Driver Assistance)
- 6.3 Level 2 (Partial Automation)
- 6.4 Level 3 (Conditional Automation)
- 6.5 Level 4 (High Automation)
- 6.6 Level 5 (Full Automation)

## **7 SEGMENTATION OF NORTH AMERICA MARKET BY VEHICLE TYPE**

- 7.1 Market Overview by Vehicle Type
- 7.2 Passenger Vehicles
- 7.3 Commercial Vehicles

## **8 SEGMENTATION OF NORTH AMERICA MARKET BY END USER**

- 8.1 Market Overview by End User
- 8.2 OEM
- 8.3 Aftermarket

## **9 NORTH AMERICA MARKET 2019-2030 BY COUNTRY**



- 9.1 Overview of North America Market
- 9.2 U.S. Market
- 9.3 Canadian Market

## **10 COMPETITIVE LANDSCAPE**

- 10.1 Overview of Key Vendors
- 10.2 New Product Launch, Partnership, Investment, and M&A
- 10.3 Company Profiles
  - Aptiv
  - Autoliv Inc.
  - Continental AG
  - DENSO
  - Infineon Technologies AG
  - Intel Corporation
  - Magna International Inc.
  - Murata Manufacturing Co., Ltd.
  - Quanergy Systems Inc.
  - NXP Semiconductors
  - Robert Bosch GmbH
  - Texas Instruments Incorporated
  - Valeo Group
  - Velodyne LiDAR, Inc.
  - ZF Friedrichshafen AG

## **11 INVESTING IN NORTH AMERICA MARKET: RISK ASSESSMENT AND MANAGEMENT**

- 11.1 Risk Evaluation of North America Market
- 11.2 Critical Success Factors (CSFs)
- Related Reports and Products

## List Of Tables

### LIST OF TABLES

Table 1. Snapshot of North America Advanced Driver Assistance Systems Market, 2019-2030

Table 2. Main Product Trends and Market Opportunities in North America Advanced Driver Assistance Systems Market

Table 3. North America Advanced Driver Assistance Systems Market by Offering, 2019-2030, \$ mn

Table 4. North America Advanced Driver Assistance Systems Market by Solution, 2019-2030, \$ mn

Table 5. North America Advanced Driver Assistance Systems Market by Sensor Type, 2019-2030, \$ mn

Table 6. North America Advanced Driver Assistance Systems Market: Image Sensors by Camera Type, 2019-2030, \$ mn

Table 7. North America Advanced Driver Assistance Systems Market: Radar by Type, 2019-2030, \$ mn

Table 8. North America Advanced Driver Assistance Systems Market: LiDAR by Type, 2019-2030, \$ mn

Table 9. North America Advanced Driver Assistance Systems Market by Vehicle Automation Level, 2019-2030, \$ mn

Table 10. North America Market of ADAS for Level 1 Autonomous Vehicles by Sensor Type, 2019-2030, % of Revenue

Table 11. North America Market of ADAS for Level 2 Autonomous Vehicles by Sensor Type, 2019-2030, % of Revenue

Table 12. North America Market of ADAS for Level 3 Autonomous Vehicles by Sensor Type, 2019-2030, % of Revenue

Table 13. North America Market of ADAS for Level 4 Autonomous Vehicles by Sensor Type, 2019-2030, % of Revenue

Table 14. North America Market of ADAS for Level 5 Autonomous Vehicles by Sensor Type, 2019-2030, % of Revenue

Table 15. North America Advanced Driver Assistance Systems Market by Vehicle Type, 2019-2030, \$ mn

Table 16. North America Market of ADAS for Passenger Vehicles by Vehicle Type, 2019-2030, \$ mn

Table 17. North America Market of ADAS for Passenger Vehicles by Sensor Type, 2019-2030, \$ mn

Table 18. North America Market of ADAS for Commercial Vehicles by Vehicle Type,

2019-2030, \$ mn

Table 19. North America Market of ADAS for Commercial Vehicles by Sensor Type, 2019-2030, \$ mn

Table 20. North America Advanced Driver Assistance Systems Market by End User, 2019-2030, \$ mn

Table 21. North America Advanced Driver Assistance Systems Market by Country, 2019-2030, \$ mn

Table 22. U.S. Advanced Driver Assistance Systems Market by Solution, 2019-2030, \$ mn

Table 23. U.S. Advanced Driver Assistance Systems Market by Sensor Type, 2019-2030, \$ mn

Table 24. U.S. Advanced Driver Assistance Systems Market by Vehicle Automation Level, 2019-2030, \$ mn

Table 25. Canada Advanced Driver Assistance Systems Market by Solution, 2019-2030, \$ mn

Table 26. Canada Advanced Driver Assistance Systems Market by Sensor Type, 2019-2030, \$ mn

Table 27. Canada Advanced Driver Assistance Systems Market by Vehicle Automation Level, 2019-2030, \$ mn

Table 28. Breakdown of North America Market by Key Vendor, 2019, %

Table 29. Aptiv: Company Snapshot

Table 30. Aptiv: Business Segmentation

Table 31. Aptiv: Product Portfolio

Table 32. Aptiv: Revenue, 2016-2018, \$ mn

Table 33. Aptiv: Recent Developments

Table 34. Risk Evaluation for Investing in North America Market, 2019-2030

Table 35. Critical Success Factors and Key Takeaways

## List Of Figures

### LIST OF FIGURES

Figure 1. Research Method Flow Chart

Figure 2. Bottom-up Approach and Top-down Approach for Market Estimation

Figure 3. North America Market Forecast in Optimistic, Conservative and Balanced Perspectives, 2019-2030

Figure 4. North America Advanced Driver Assistance Systems Market, 2019-2030, \$ mn

Figure 5. Primary Drivers and Impact Factors of North America Advanced Driver Assistance Systems Market

Figure 6. North America Autonomous Vehicle Market by Volume, 2019-2030, units

Figure 7. Primary Restraints and Impact Factors of North America Advanced Driver Assistance Systems Market

Figure 8. Porter's Fiver Forces Analysis of North America Advanced Driver Assistance Systems Market

Figure 9. Providers of ADAS Offering

Figure 10. Breakdown of North America Advanced Driver Assistance Systems Market by Offering, 2019-2030, % of Revenue

Figure 11. Contribution to North America 2020-2030 Cumulative Revenue by Offering, Value (\$ mn) and Share (%)

Figure 12. North America Advanced Driver Assistance Systems Market: Hardware, 2019-2030, \$ mn

Figure 13. North America Advanced Driver Assistance Systems Market: Software, 2019-2030, \$ mn

Figure 14. North America Advanced Driver Assistance Systems Market: Service, 2019-2030, \$ mn

Figure 15. ADAS Infographic Illustration by Solution

Figure 16. Breakdown of North America Advanced Driver Assistance Systems Market by Solution, 2019-2030, % of Revenue

Figure 17. Contribution to North America 2020-2030 Cumulative Revenue by Solution, Value (\$ mn) and Share (%)

Figure 18. North America Advanced Driver Assistance Systems Market: Lane Assist (LA), 2019-2030, \$ mn

Figure 19. North America Advanced Driver Assistance Systems Market: Crash Warning System (CWS), 2019-2030, \$ mn

Figure 20. North America Advanced Driver Assistance Systems Market: Blind Spot Detection (BSD), 2019-2030, \$ mn

Figure 21. North America Advanced Driver Assistance Systems Market: Adaptive

Cruise Control (ACC), 2019-2030, \$ mn

Figure 22. North America Advanced Driver Assistance Systems Market: Smart Park Assist (SPA), 2019-2030, \$ mn

Figure 23. North America Advanced Driver Assistance Systems Market: Cross Traffic Alert (CTA), 2019-2030, \$ mn

Figure 24. North America Advanced Driver Assistance Systems Market: Automatic Emergency Braking (AEB), 2019-2030, \$ mn

Figure 25. North America Advanced Driver Assistance Systems Market: Traffic Jam Assist (TJA), 2019-2030, \$ mn

Figure 26. North America Advanced Driver Assistance Systems Market: Other Solutions, 2019-2030, \$ mn

Figure 27. Breakdown of North America Advanced Driver Assistance Systems Market by Sensor Type, 2019-2030, % of Revenue

Figure 28. Average Selling Price of Advanced Driver Assistance Systems by Sensor Type, 2019-2030, USD/unit

Figure 29. Contribution to North America 2020-2030 Cumulative Revenue by Sensor Type, Value (\$ mn) and Share (%)

Figure 30. North America Advanced Driver Assistance Systems Market: Image Sensors, 2019-2030, \$ mn

Figure 31. North America Advanced Driver Assistance Systems Market: Radar, 2019-2030, \$ mn

Figure 32. North America Advanced Driver Assistance Systems Market: Ultrasonic Sensors, 2019-2030, \$ mn

Figure 33. North America Advanced Driver Assistance Systems Market: LiDAR, 2019-2030, \$ mn

Figure 34. North America Advanced Driver Assistance Systems Market: Electronic Control Units (ECUs), 2019-2030, \$ mn

Figure 35. North America Advanced Driver Assistance Systems Market: Other Sensors, 2019-2030, \$ mn

Figure 36. Classification of Autonomous Vehicles by Automation Level

Figure 37. Breakdown of North America Advanced Driver Assistance Systems Market by Vehicle Automation Level, 2019-2030, % of Revenue

Figure 38. Contribution to North America 2020-2030 Cumulative Revenue by Vehicle Automation Level, Value (\$ mn) and Share (%)

Figure 39. North America Advanced Driver Assistance Systems Market: Level 1 (Driver Assistance), 2019-2030, \$ mn

Figure 40. North America Advanced Driver Assistance Systems Market: Level 2 (Partial Automation), 2019-2030, \$ mn

Figure 41. North America Advanced Driver Assistance Systems Market: Level 3

(Conditional Automation), 2019-2030, \$ mn

Figure 42. North America Advanced Driver Assistance Systems Market: Level 4 (High Automation), 2019-2030, \$ mn

Figure 43. North America Advanced Driver Assistance Systems Market: Level 5 (Full Automation), 2019-2030, \$ mn

Figure 44. Breakdown of North America Advanced Driver Assistance Systems Market by Vehicle Type, 2019-2030, % of Revenue

Figure 45. Contribution to North America 2020-2030 Cumulative Revenue by Vehicle Type, Value (\$ mn) and Share (%)

Figure 46. North America Advanced Driver Assistance Systems Market: Passenger Vehicles, 2019-2030, \$ mn

Figure 47. North America Advanced Driver Assistance Systems Market: Commercial Vehicles, 2019-2030, \$ mn

Figure 48. Breakdown of North America Advanced Driver Assistance Systems Market by End User, 2019-2030, % of Revenue

Figure 49. Contribution to North America 2020-2030 Cumulative Revenue by End User, Value (\$ mn) and Share (%)

Figure 50. North America Advanced Driver Assistance Systems Market: OEM, 2019-2030, \$ mn

Figure 51. North America Advanced Driver Assistance Systems Market: Aftermarket, 2019-2030, \$ mn

Figure 52. Breakdown of North America Advanced Driver Assistance Systems Market by Country, 2019 and 2030, % of Revenue

Figure 53. Contribution to North America 2020-2030 Cumulative Revenue by Country, Value (\$ mn) and Share (%)

Figure 54. U.S. Advanced Driver Assistance Systems Market, 2019-2030, \$ mn

Figure 55. Canada Advanced Driver Assistance Systems Market, 2019-2030, \$ mn

Figure 56. Growth Stage of North America Advanced Driver Assistance Systems Industry over the Forecast Period

## I would like to order

Product name: North America Advanced Driver Assistance Systems (ADAS) Market 2020-2030 by Offering, Solution, Sensor Type, Vehicle Automation Level (Level 1 - Level 5), Vehicle Type, End User, and Country: Trend Outlook and Growth Opportunity

Product link: <https://marketpublishers.com/r/N6F2BD8C4028EN.html>

Price: US\$ 2,541.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N6F2BD8C4028EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970