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Automotive Backup Camera Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global automotive backup camera market size reached US$ 2.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 4.1 Billion by 2028, exhibiting a growth rate (CAGR) of 8.14% during 2023-2028.

An automotive backup camera, also known as a rear-view camera, refers to a video camera attached to the rear of a vehicle. It is specifically designed to prevent a backup collision and assist the driver in reversing the vehicle safely. It is connected to a display screen that turns on automatically when the car is shifted into the reverse gear and shows real-time video of the area behind the vehicle. In recent years, automotive backup camera systems have gained traction as they provide better visibility and prevent crashes and accidents by alleviating the rear blind spots. Nowadays, manufacturers are offering automotive backup camera systems with sensors in the rear bumper to detect objects behind the vehicle.

Automotive Backup Camera Market Trends:
The increasing number of fatalities during the reversing of vehicles and the rising concerns regarding the safety of passengers and pedestrians represent the primary factors driving the market growth. Besides this, the emerging applications of automotive backup camera systems in commercial vehicles, such as tow trucks and trailers, that cover a larger area on the road and require assistance while parking or reversing are catalyzing the product demand. Additionally, governments of various countries are introducing stringent regulations mandating the installation of backup cameras in all new passenger vehicles to reduce the risk to pedestrians from accidents while reversing vehicles. This, in confluence with the escalating demand for advanced driver assistance systems (ADAS), is propelling the market growth. Furthermore, several leading

manufacturers are heavily investing in the development of innovative product variants to expand their customer base and maintain a competitive edge in the market. Other factors, including the surging sales of high-end automobiles, inflating consumer disposable incomes, rapid urbanization, and technological advancements, are also creating a positive market outlook.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global automotive backup camera market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on vehicle type, position and sales channel.

Breakup by Vehicle Type:

Passenger Vehicle
Commercial Vehicle

Breakup by Position:

Surface Mounted
Flush Mounted
License Mounted

Breakup by Sales Channel:

Original Equipment Manufacturers (OEMs)
Aftermarket

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia

Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:
The competitive landscape of the industry has also been examined along with the profiles of the key players being Borgwarner Inc., Continental Aktiengesellschaft, DENSO Corporation, Gentex Corporation, HELLA GmbH & Co. KGaA (Hella Stiftung GmbH), Magna International Inc, Omnivision Technologies Inc., Rear View Safety Inc. (Safe Fleet Holdings LLC), Robert Bosch GmbH, Stonkam Co. Ltd., Valeo and ZF Friedrichshafen AG.

Key Questions Answered in This Report
1. What was the size of the global automotive backup camera market in 2022?
2. What is the expected growth rate of the global automotive backup camera market during 2023-2028?
3. What are the key factors driving the global automotive backup camera market?
4. What has been the impact of COVID-19 on the global automotive backup camera market?
5. What is the breakup of the global automotive backup camera market based on the vehicle type?
6. What is the breakup of the global automotive backup camera market based on the position?
7. What is the breakup of the global automotive backup camera market based on the sales channel?
8. What are the key regions in the global automotive backup camera market?
9. Who are the key players/companies in the global automotive backup camera market?

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