

Automotive Biometric Market Report by Technology (Fingerprint Scan, Voice Recognition, Facial Recognition, and Others), Vehicle Type (Passenger Car, Commercial Vehicle), Sales Channel (OEMs, Aftermarket), Application (Vehicle Security System, Driver Safety System, Advanced Steering and Infotainment, and Others), and Region 2024-2032

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Abstracts

The global automotive biometric market size reached US\$ 989.6 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 3,097.0 Million by 2032, exhibiting a growth rate (CAGR) of 13.2% during 2024-2032.

Automotive biometric is an electronic device used to identify and authenticate in vehicles for different applications, such as ignition switch, immobilizer, rationalization, and health monitoring. It relies on biological characteristics like retinal and fingerprint scans and facial and voice recognition for verification, thereby increasing the security of vehicles and minimizing theft cases. It also collects data on the steering wheel, accelerator, and other components to monitor the stress and anxiety level of the driver and ensure his comfort as well as safety. Due to these benefits, car rental agencies nowadays rely on automobiles with automotive biometrics to streamline transactions.

Automotive Biometric Market Trends:

The growing integration of biometric technology in automobiles represents one of the key factors driving the market. Moreover, insurance companies are offering a considerable discount to vehicles with biometric systems as they have a safe remote start-up, in-car payments, hands-free features, automatic preset adjustments and myriad passenger safety benefits. This, along with the increasing collaboration of

automotive original equipment manufacturers (OEMs) with wearable companies to collect biometric data, is propelling the growth of the market. In addition, there is a rise in the demand for autonomous vehicles with advanced technologies, such as the internet of things (IoT), artificial learning (AI), and machine learning (ML) across the globe. This, coupled with the increasing utilization of Vehicle-to-Vehicle (V2V) and Vehicle-to-Infrastructure (V2I) technology for enhancing mobility communication, is offering lucrative growth opportunities to industry players. Besides this, the rising employment of the human-machine interface (HMI), which allows the dashboard of the driver to work as an iPad while using the voice-activated interface to browse data from the cloud, is positively influencing the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global automotive biometric market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on technology, vehicle type, sales channel and application.

Breakup by Technology:

- Fingerprint Scan
- Voice Recognition
- Facial Recognition
- Others

Breakup by Vehicle Type:

- Passenger Car
- Commercial Vehicle

Breakup by Sales Channel:

- OEMs
- Aftermarket

Breakup by Application:

- Vehicle Security System
- Driver Safety System
- Advanced Steering and Infotainment

Others

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 Aware Inc., BioEnable Technologies Pvt. Ltd., Continental AG, Fingerprint Cards AB, Fujitsu Limited, Hitachi Ltd., IriTech Inc., Methode Electronics Inc., Precise Biometrics AB, Shenzhen Goodix Technology Co. Ltd., Synaptics Incorporated and VOXX International Corporation.

Key Questions Answered in This Report

1. What was the size of the global automotive biometric market in 2023?

2. What is the expected growth rate of the global automotive biometric market during 2024-2032?
3. What are the key factors driving the global automotive biometric market?
4. What has been the impact of COVID-19 on the global automotive biometric market?
5. What is the breakup of the global automotive biometric market based on the technology?
6. What is the breakup of the global automotive biometric market based on the vehicle type?
7. What is the breakup of the global automotive biometric market based on the sales channel?
8. What is the breakup of the global automotive biometric market based on the application?
9. What are the key regions in the global automotive biometric market?
10. Who are the key players/companies in the global automotive biometric market?

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