

Global Advanced Driver Assistance System (ADAS) Market Forecast 2017-2025

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Abstracts

KEY FINDINGS

The Global advanced driver assistance system adas market generated a revenue of \$12014 Million in 2016 and is anticipated to contribute \$62520 Million by 2025, growing at a CAGR of 18.47%. Various reasons for growth of the ADAS market are increasing concerns and need for safety of driver, passengers, car and pedestrians, technological advancements, strict federal regulations about road safety, rising demand for ADAS systems and higher awareness among consumers.

Advanced driver assistance systems (ADAS) are used to provide an intelligent driving experience for the driver. These include electronic components installed in vehicles that facilitate safe driving and inform the driver about any risk from surrounding objects. ADAS system consists of radar camera, sensors, electronic devices and equipment. Image based sensor systems are used for tracking and identifying potential hazards.

ADAS market is segmented on the basis of geography and component type. Component types can be type and sensors. Various type of ADAS systems are tire pressure monitoring system, drowsiness monitor system, park assist system, adaptive cruise control, blind spot detection system, lane departure warning system, adaptive front lightning system and others like night vision and driver assistance. On the basis of sensors it is classified into ultrasonic sensor, infrared sensor, radar sensor, image sensor, LIDAR sensor and LASER sensor.

MARKET INSIGHTS

Market drivers for ADAS systems are the increased need for security measures to

protect driver, passengers and pedestrians, federal regulations for road safety technological advancements, growth of automobile industry and increasing awareness about these systems.

Adaptive cruise control is expected to report highest growth in the forecast period due to its safety benefits. The National Transport Safety Board, U.S, has considered this feature one of the top ten most wanted safety improvement. It is expected that the EU will soon make it mandatory for car to have adaptive cruise control which will lead to huge demand and market growth.

On basis of sensor technology, radars will show highest growth in the forecast period. High demand for radar sensors will drive its growth. Radars are utilized in emergency braking systems, adaptive cruise control and collision avoidance systems. Strict government rules regarding road safety will lead to higher market share in the forecast period.

Factors that will restrain market growth are high cost of ADAS systems and complexity and difficulty in testing systems.

Figure: Global ADAS Market by Geography (%) in 2016

REGIONAL INSIGHTS

Market regions that are covered in the report are North America, Europe, Asia-Pacific and RoW. Europe has the largest market share of ADAS market followed by North America. European automotive makers are innovative and adapt new changes and with changes in the automotive industry, there is high penetration and market adoption of ADAS systems. Europe is expected to be the highest revenue generator in the forecast period followed by North America. North America is the second largest producer of vehicles. This factor along with strict safety regulations will lead to market growth.

Asia-Pacific market is expected to report highest growth in the years 2017-2025. Improving economic condition, higher spending power, and growth of automotive industry and increasing awareness about active safety systems will be the market drivers for growth of ADAS market in Asia Pacific region.

COMPETITIVE INSIGHTS

The major market players for ADAS are Valeo, Magna International Inc., Robert Bosch

GmbH, Autoliv Inc., Continental AG, Denso Corporation, Wabco Holding Inc., Mobileye Inc., Infineon Technologies AG and General Motors (GM). Established companies have a good hold on the ADAS market due to high cost of investment needed to enter and sustain in the market. Companies are forming alliances and are going for mergers and acquisitions to strengthen their market position. Companies are investing in research and development to come up with novel and innovative products that will capture new market share.

Contents

1. RESEARCH SCOPE

- 1.1. STUDY DELIVERABLES
- 1.2. SCOPE OF THE STUDY MARKET AND FORECASTING YEARS

2. RESEARCH METHODOLOGY

- 2.1. SOURCES OF DATA
- 2.2. BOTTOM-UP APPROACH
- 2.3. TOP-DOWN APPROACH
- 2.4. DATA TRIANGULATION

3. EXECUTIVE SUMMARY

- 3.1. MARKET SUMMARY
 - 3.3.1. KEY FINDINGS OF THE STUDY

4. MARKET OVERVIEW

- 4.1. DRIVERS AND IMPACT
- 4.2. RESTRAIN AND IMPACT

5. MARKET BY COMPONENT TYPE

- 5.1. PARKING ASSIST SYSTEM
- 5.2. ADAPTIVE FRONT-LIGHTING SYSTEM (AFS)
- 5.3. BLIND SPOT DETECTION
- 5.4. ADVANCED EMERGENCY BRAKING SYSTEM (AEBS)
- 5.5. COLLISION WARNING SYSTEM
- 5.6. ELECTRONIC STABILITY CONTROL (ESC)
- 5.7. DRIVER DROWSINESS ALERT
- 5.8. SIGNAL RECOGNITION MARKET
- 5.9. LANE DEPARTURE WARNING SYSTEM (LDWS)
- 5.10. ADAPTIVE CRUISE CONTROL
- 5.11. OTHERS

6. MARKET BY SENSOR TYPE

- 6.1. IMAGE SENSORS
- 6.2. ULTRASONIC SENSORS
- 6.3. LASER SENSORS
- 6.4. RADAR SENSORS
- 6.5. INFRARED SENSORS

7. KEY ANALYTICAL

- 7.1. PORTER 5 FORCES ANALYSIS
- 7.2. TOP THREE MARKET TRENDS
- 7.3. TOP THREE GEOGRAPHIES
- 7.4. MERGERS AND ACQUISITIONS

8. REGIONAL ANALYSIS

9. NORTH AMERICA

- 9.1. THE UNITED STATES
- 9.2. CANADA
- 9.3. MEXICO
- 9.4. REST OF NORTH AMERICA

10. EUROPE

- 10.1. GERMANY
- 10.2. UNITED KINGDOM
- 10.3. FRANCE
- 10.4. ITALY
- 10.5. SPAIN
- 10.6. RUSSIA
- 10.7. REST OF EUROPE

11. ASIA-PACIFIC

- 11.1. CHINA
- 11.2. JAPAN
- 11.3. INDIA
- 11.4. AUSTRALIA

11.5. SOUTH KOREA

11.6. REST OF ASIA PACIFIC

12. MIDDLE EAST AND AFRICA

12.1. UAE

12.2. SAUDI ARABIA

12.3. SOUTH AFRICA

12.4. REST OF MEA

13. SOUTH AMERICA

13.1. BRAZIL

13.2. ARGENTINA

13.3. REST OF SA

14. COMPETITIVE LANDSCAPE

14.1. INTRODUCTION

14.2. MARKET SHARE

15. COMPANY PROFILES

15.1. AISIN SEIKI CO., LTD.

15.2. HELLA KGaA HUECK & CO

15.3. SAMVARDHANA MOTHERSON (SMR)

15.4. PANASONIC CORPORATION

15.5. AUTOLIV INC.

15.6. MOBILEYE

15.7. ZF TRW

15.8. DENSO CORPORATION

15.9. DELPHI AUTOMOTIVE PLC

15.10. ROBERT BOSCH GmbH

15.11. VALEO S.A.

15.12. MAGNA INTERNATIONAL

15.13. TAKATA

15.14. HYUNDAI MOBIS

15.15. CONTINENTAL AG

15.16. INFINEON TECHNOLOGIES

List Of Tables

LIST OF TABLES

- 1. AN OVERVIEW OF THE EXISTING SYSTEMS.**
- 2. GLOBAL ADAS MARKET REVENUE, BY PRODUCT TYPE, 2017-2025 (IN US\$ MILLION)**
- 3. GLOBAL ADAS MARKET REVENUE, BY TECHNOLOGY, 2017-2025 (IN US\$ MILLION)**
- 4. GLOBAL ADAS MARKET REVENUE, BY GEOGRAPHY, 2017-2025 (IN USD MILLION)**
- 5. NORTH AMERICA: GLOBAL ADVANCED DRIVING ASSISTANCE SYSTEMS MARKET, BY GEOGRAPHY, REVENUE 2017-2025 (IN USD MILLION)**
- 6. EUROPE: GLOBAL AUTOMOTIVE ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET REVENUE, BY GEOGRAPHY, 2017-2025 (IN USD MILLION)**
- 7. ASIA-PACIFIC: GLOBAL ADVANCED DRIVING ASSISTANCE SYSTEMS MARKET, BY GEOGRAPHY, REVENUE 2017-2025 (IN USD MILLION)**
- 8. MIDDLE EAST AND AFRICA: GLOBAL ADVANCED DRIVING ASSISTANCE SYSTEMS MARKET, BY GEOGRAPHY, REVENUE 2017-2025 (IN USD MILLION)**
- 9. SOUTH AMERICA: GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET, BY GEOGRAPHY, REVENUE 2017-2025 (IN USD MILLION)**

List Of Figures

LIST OF FIGURES

- 1. ADAS FEATURES, ACTUAL PRICE VERSUS CUSTOMER WILLINGNESS TO PAY (IN USD)**
- 2. GLOBAL ADAS MARKET SHARE, BY PRODUCT TYPE (2016)**
- 3. PARKING ASSIST MARKET REVENUE, (IN USD MILLION) 2017-2025**
- 4. VOLVO PARKING ASSISTANCE SYSTEM**
- 5. ADAPTIVE FRONT-LIGHTING SYSTEM MARKET, REVENUE (IN USD MILLION) 2017-2025**
- 6. ILLUSTRATION OF A VEHICLE WITH AND WITHOUT ADAPTIVE FRONT LIGHTING SYSTEM**
- 7. BLIND SPOT DETECTION SYSTEM MARKET FORECAST, REVENUE (USD MILLION) 2017-2025**
- 8. BSD WARNING IN ACTION, WARNING AN APPROACHING VEHICLE**
- 9. TESTING OF EMERGENCY BRAKING SYSTEM**
- 10. ADVANCED EMERGENCY BRAKING SYSTEM MARKET FORECAST, REVENUE (USD MILLION), 2017-2025**
- 11. COLLISION WARNING SYSTEM MARKET FORECAST, REVENUE (USD MILLION), 2017-2025**
- 12. COLLISION WARNING SYSTEMS**
- 13. ELECTRONIC STABILITY CONTROL MARKET FORECAST, REVENUE (USD MILLION), 2017-2025**
- 14. DRIVER DROWSINESS ALERT MARKET FORECAST, REVENUE (USD**

MILLION), 2017-2025

15. DROWSINESS DETECTION SYSTEMS ALERTING THE DRIVER TO TAKE A BREAK

16. TRAFFIC SIGN RECOGNITION DISPLAY ON INSTRUMENT CLUSTER

17. TRAFFIC SIGN RECOGNITION MARKET FORECAST, REVENUE (USD MILLION), 2017-2025

18. LANE DEPARTURE WARNING SYSTEM MARKET FORECAST, REVENUE (USD MILLION), 2017-2025

19. LANE DEPARTURES MONITORING ON KIA

20. ADAPTIVE CRUISE CONTROL MARKET FORECAST, REVENUE (USD MILLION), 2017-2025

21. AUDI CRUISE CONTROL WITH STOP AND GO FEATURE

22. OTHER ADAS SYSTEM MARKET FORECAST, REVENUE (USD MILLION), 2017-2025

23. GLOBAL ADAS MARKET SHARE, BY TECHNOLOGY (2016)

24. IMAGE SENSORS-BASED ADAS MARKET FORECAST, REVENUE (IN USD MILLION), 2017-2025

25. ULTRASONIC-BASED ADAS MARKET FORECAST, REVENUE (IN USD MILLION), 2017-2025

26. LASER-BASED ADAS MARKET FORECAST, REVENUE (IN USD MILLION), 2017-2025

27. RADAR-BASED ADAS MARKET FORECAST, REVENUE (IN USD MILLION), 2017-2025

28. INFRARED-BASED ADAS MARKET FORECAST, REVENUE (IN USD MILLION), 2017-2025

- 29. GLOBAL ADAS MARKET SHARE, BY GEOGRAPHY (2016)**
- 30. NORTH AMERICA ADAS MARKET SHARE, BY COUNTRY (2016)**
- 31. US VEHICLE PRODUCTION STATISTICS, 2017-2025(IN UNITS)**
- 32. US VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 33. UNITED STATES OF AMERICA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 34. CANADA VEHICLE PRODUCTION STATISTICS, 2017-2025 (IN UNITS)**
- 35. CANADA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 36. MEXICO VEHICLE PRODUCTION STATISTICS, 2017-2025 (IN UNITS)**
- 37. MEXICO ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 38. REST OF NORTH AMERICA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 39. EUROPE ADAS MARKET SHARE, BY COUNTRY (2016)**
- 40. GERMANY VEHICLE PRODUCTION STATISTICS, 2017-2025 (IN UNITS)**
- 41. GERMANY VEHICLE SALES STATISTICS, 2017-2025 (IN UNITS)**
- 42. GERMANY ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 43. UK VEHICLE PRODUCTION STATISTICS, 2017-2025 (IN UNITS)**
- 44. UK VEHICLE SALES STATISTICS, 2017-2025 (IN UNITS)**
- 45. UNITED KINGDOM ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 46. FRANCE VEHICLE PRODUCTION STATISTICS, 2017-2025 (IN UNITS)**

- 47. FRANCE VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 48. FRANCE ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 49. ITALY VEHICLE PRODUCTION STATISTICS, 2017-2025 (IN UNITS)**
- 50. ITALY VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 51. ITALY ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 52. SPAIN VEHICLE PRODUCTION STATISTICS, 2017-2025(IN UNITS)**
- 53. SPAIN VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 54. SPAIN ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 55. RUSSIA VEHICLE PRODUCTION STATISTICS, 2017-2025(IN UNITS)**
- 56. RUSSIA VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 57. RUSSIA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 58. REST OF EUROPE ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 59. ASIA-PACIFIC ADAS MARKET SHARE, BY COUNTRY (2016)**
- 60. CHINA VEHICLE PRODUCTION STATISTICS, 2017-2025(IN UNITS)**
- 61. CHINA VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 62. CHINA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 63. JAPAN VEHICLE PRODUCTION STATISTICS, 2017-2025(IN UNITS)**
- 64. JAPAN VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 65. JAPAN ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 66. INDIA VEHICLE PRODUCTION STATISTICS, 2017-2025(IN UNITS)**

- 67. INDIA VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 68. INDIA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 69. AUSTRALIA VEHICLE PRODUCTION STATISTICS, 2017-2025(IN UNITS)**
- 70. AUSTRALIA VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 71. AUSTRALIA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 72. SOUTH KOREA VEHICLE PRODUCTION STATISTICS, 2017-2025(IN UNITS)**
- 73. SOUTH KOREA VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 74. SOUTH KOREA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 75. REST OF APAC ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 76. MIDDLE EAST & AFRICA ADAS MARKET SHARE, BY COUNTRY (2016)**
- 77. UAE VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 78. UAE ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 79. SAUDI ARABIA VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 80. SAUDI ARABIA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 81. SOUTH AFRICA VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)**
- 82. SOUTH AFRICA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 83. REST OF MIDDLE EAST & AFRICA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)**
- 84. SOUTH AMERICA ADAS MARKET SHARE, BY COUNTRY (2016)**
- 85. BRAZIL VEHICLE PRODUCTION STATISTICS, 2017-2025(IN UNITS)**

86. BRAZIL VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)

87. BRAZIL ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)

88. ARGENTINA VEHICLE PRODUCTION STATISTICS, 2017-2025(IN UNITS)

89. ARGENTINA VEHICLE SALES STATISTICS, 2017-2025(IN UNITS)

90. ARGENTINA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLIONS)

91. REST OF SOUTH AMERICA ADAS MARKET REVENUE, 2017-2025 (IN USD MILLION)

92. ADAS MARKET SHARE

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