

# LAMEA Advanced Driver Assistance System (ADAS) Market (2016 - 2022)

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## Abstracts

Advanced driver assistance systems (ADAS) are electronic components installed in vehicles, which present an intelligent driving experience to the driver. These systems comprise of unique sensors such as ultrasonic, image, RADAR, LiDAR, infrared and LASER. There has been tremendous rise in the usage of the Advanced Driving Assistance System technology in various applications such as Adaptive Cruise Control System, Lane Departure Warning System, Park Assist, Blind Spot Detection System and Adaptive Front Lighting System. Europe and North America are the regions that have witnessed successful adoption of ADAS in varied applications and in providing safer driving. The ADAS market is expected to gain momentum with the unprecedented rise in the automotive sector. The use of RADAR sensors, on the other hand, within applications such as adaptive cruise control, park assist and blind spot detection is anticipated to witness a decline during the forecast period. The key reason for the declining adoption of RADAR sensors is the falling prices of other sensors such as ultrasonic sensors.

The report highlights the adoption of Advanced Driver Assistance System (ADAS). The market is fragmented based on the components into system type and sensor type. The system type is further sub-divided into Tyre Pressure Monitoring, Drowsiness Monitor System, Park Assist, Adaptive Cruise Control, Blind Spot Detection System, Lane Departure Warning System, Adaptive Front Lightning System and Others (NVS and Driver Monitoring). The sensor studied in the report includes Ultrasonic Sensor, Infrared Sensor, Radar Sensor, Image Sensor, Lidar Sensor and Laser Sensor.

Based on country, LAMEA Advanced Driver Assistance System Market (ADAS) market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of LAMEA. Brazil remained the dominant region in the LAMEA Advanced Driver

Assistance System Market (ADAS) market in 2015. Nigeria would witness highest CAGR during the forecast period (2016-2022).

The report covers the analysis of key stakeholders of the Advanced Driver Assistance System Market (ADAS) market. Key companies profiled in the report include Magna International, Inc., Autoliv Inc., Continental AG, Denso Corporation, Valeo S.A., Robert Bosch GmbH, Ford Motor Company and BMW AG

## Contents

### **CHAPTER 1. MARKET SCOPE & METHODOLOGY**

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
  - 1.4.1 LAMEA Advanced Driver Assistance System (ADAS) Market, by Component Type
  - 1.4.2 LAMEA Advanced Driver Assistance System (ADAS) Market, by Country
- 1.5 Methodology for the research

### **CHAPTER 2. EXECUTIVE SUMMARY**

### **CHAPTER 3. MARKET OVERVIEW**

- 3.1 Introduction
- 3.2 Drivers, Restraints and Opportunities
  - 3.2.1 Market Drivers
  - 3.2.2 Market Restraints

### **CHAPTER 4. LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY COMPONENT TYPE**

- 4.1 Introduction
  - 4.1.1 LAMEA Advanced Driver Assistance System (ADAS) System Market By Country
  - 4.1.2 LAMEA Advanced Driver Assistance System (ADAS) System Market By Type
    - 4.1.2.1 LAMEA Tire Pressure Monitoring System Market By Country
    - 4.1.2.2 LAMEA Drowsiness Monitor System Market By Country
    - 4.1.2.3 LAMEA Park Assist System Market By Country
    - 4.1.2.4 LAMEA Adaptive Cruise Control Market By Country
    - 4.1.2.5 LAMEA Blind Spot Detection System Market By Country
    - 4.1.2.6 LAMEA Lane Departure Warning System Market By Country
    - 4.1.2.7 LAMEA Adaptive Front Lightning System Market By Country
    - 4.1.2.8 LAMEA Others (NVS and Driver Monitoring) Market By Country
  - 4.1.3 LAMEA Advanced Driver Assistance System (ADAS) Sensor Market By Country
  - 4.1.4 LAMEA Advanced Driver Assistance System (ADAS) Sensor Market By Type
    - 4.1.4.1 LAMEA Advanced Driver Assistance System (ADAS) Ultrasonic Sensor

## Market By Country

4.1.4.2 LAMEA Advanced Driver Assistance System (ADAS) Infrared Sensor Market

### By Country

4.1.4.3 LAMEA Advanced Driver Assistance System (ADAS) Radar Sensor Market

### By Country

4.1.4.4 LAMEA Advanced Driver Assistance System (ADAS) Image Sensor Market

### By Country

4.1.4.5 LAMEA Advanced Driver Assistance System (ADAS) LIDAR Sensor Market

### By Country

4.1.4.6 LAMEA Advanced Driver Assistance System (ADAS) LASER Sensor Market

### By Country

## **CHAPTER 5. LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY COUNTRY**

### 5.1 Introduction

### 5.2 Brazil Advanced Driver Assistance System (ADAS) Market

5.2.1 Brazil Advanced Driver Assistance System (ADAS) Market By Component Type

5.2.1.1 Brazil Advanced Driver Assistance System (ADAS) System Market By Type

5.2.1.2 Brazil Advanced Driver Assistance System (ADAS) Sensor Market By Type

### 5.2 Argentina Advanced Driver Assistance System (ADAS) Market

5.2.1 Argentina Advanced Driver Assistance System (ADAS) Market By Component Type

5.2.1.1 Argentina Advanced Driver Assistance System (ADAS) System Market By Type

5.2.1.2 Argentina Advanced Driver Assistance System (ADAS) Sensor Market By Type

### 5.3 UAE Advanced Driver Assistance System (ADAS) Market

5.3.1 UAE Advanced Driver Assistance System (ADAS) Market By Component Type

5.3.1.1 UAE Advanced Driver Assistance System (ADAS) System Market By Type

5.3.1.2 UAE Advanced Driver Assistance System (ADAS) Sensor Market By Type

### 5.4 Saudi Arabia Advanced Driver Assistance System (ADAS) Market

5.4.1 Saudi Arabia Advanced Driver Assistance System (ADAS) Market By Component Type

5.4.1.1 Saudi Arabia Advanced Driver Assistance System (ADAS) System Market By Type

5.4.1.2 Saudi Arabia Advanced Driver Assistance System (ADAS) Sensor Market By Type

### 5.5 South Africa Advanced Driver Assistance System (ADAS) Market

### 5.5.1 South Africa Advanced Driver Assistance System (ADAS) Market By Component Type

#### 5.5.1.1 South Africa Advanced Driver Assistance System (ADAS) System Market By Type

#### 5.5.1.2 South Africa Advanced Driver Assistance System (ADAS) Sensor Market By Type

### 5.6 Nigeria Advanced Driver Assistance System (ADAS) Market

#### 5.6.1 Nigeria Advanced Driver Assistance System (ADAS) Market By Component Type

##### 5.6.1.1 Nigeria Advanced Driver Assistance System (ADAS) System Market By Type

##### 5.6.1.2 Nigeria Advanced Driver Assistance System (ADAS) Sensor Market By Type

### 5.7 Rest of LAMEA Advanced Driver Assistance System (ADAS) Market

#### 5.7.1 Rest of LAMEA Advanced Driver Assistance System (ADAS) Market By Component Type

##### 5.7.1.1 Rest of LAMEA Advanced Driver Assistance System (ADAS) System Market By Type

##### 5.7.1.2 Rest of LAMEA Advanced Driver Assistance System (ADAS) Sensor Market By Type

## **CHAPTER 6. COMPANY PROFILES**

### 6.1 Magna International, Inc.

#### 6.1.1 Company Overview

#### 6.1.2 Financial Analysis

#### 6.1.3 Regional Analysis

### 6.2 Autoliv Inc.

#### 6.2.1 Company Overview

#### 6.2.2 Financial Analysis

#### 6.2.3 Regional & Segmental Analysis

#### 6.2.4 Research & Development Expense

### 6.3 Continental AG

#### 6.3.1 Company Overview

#### 6.3.2 Financial Analysis

#### 6.3.3 Regional & Segmental Analysis

#### 6.3.4 Research & Development Expense

### 6.4 Denso Corporation

#### 6.4.1 Company Overview

#### 6.4.2 Financial Analysis

#### 6.4.3 Regional Analysis

## 6.5 Valeo S.A

6.5.1 Company Overview

6.5.2 Financial Analysis

6.5.3 Regional & Segmental Analysis

6.5.4 Research & Development Expense

## 6.6 Robert Bosch GmbH

6.6.1 Company Overview

6.6.2 Financial Analysis

6.6.3 Regional & Segmental Analysis

6.6.4 Research & Development Expense

## 6.7 Ford Motor Company

6.7.1 Company Overview

6.7.2 Financial Analysis

6.7.3 Segmental Analysis

6.7.4 Research & Development Expense

## 6.8 BMW AG

6.8.1 Company Overview

6.8.2 Financial Analysis

6.8.3 Segmental and Regional Analysis

6.8.4 Research & Development Expense

## List Of Tables

### LIST OF TABLES

Table 1 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 2 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY SOLUTION TYPE, USD MILLION (2016-2022)

Table 3 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 4 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 5 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2012-2015)

Table 6 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2016-2022)

Table 7 LAMEA TYRE PRESSURE MONITORING SYSTEM MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 8 LAMEA TYRE PRESSURE MONITORING SYSTEM MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 9 LAMEA DROWSINESS MONITOR SYSTEM MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 10 LAMEA DROWSINESS MONITOR SYSTEM MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 11 LAMEA PARK ASSIST SYSTEM MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 12 LAMEA PARK ASSIST SYSTEM MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 13 LAMEA ADAPTIVE CRUISE CONTROL MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 14 LAMEA ADAPTIVE CRUISE CONTROL MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 15 LAMEA BLIND SPOT DETECTION SYSTEM MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 16 LAMEA BLIND SPOT DETECTION SYSTEM MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 17 LAMEA LANE DEPARTURE WARNING SYSTEM MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 18 LAMEA LANE DEPARTURE WARNING SYSTEM MARKET BY COUNTRY,

USD MILLION, (2016-2022)

Table 19 LAMEA ADAPTIVE FRONT LIGHTNING SYSTEM MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 20 LAMEA ADAPTIVE FRONT LIGHTNING SYSTEM MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 21 LAMEA OTHERS (NVS AND DRIVER MONITORING) MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 22 LAMEA OTHERS (NVS AND DRIVER MONITORING) MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 23 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 24 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 25 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY TYPE, USD MILLION, (2012-2015)

Table 26 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 27 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) ULTRASONIC SENSOR MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 28 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) ULTRASONIC SENSOR MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 29 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) INFRARED SENSOR MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 30 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) INFRARED SENSOR MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 31 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) RADAR SENSOR MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 32 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) RADAR SENSOR MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 33 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) IMAGE SENSOR MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 34 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) IMAGE SENSOR MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 35 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) LIDAR SENSOR MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 36 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) LIDAR SENSOR MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 37 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) LASER SENSOR MARKET BY COUNTRY, USD MILLION, (2012-2015)



Table 38 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) LASER SENSOR MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 39 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY COUNTRY, USD MILLION, (2012-2015)

Table 40 LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY COUNTRY, USD MILLION, (2016-2022)

Table 41 BRAZIL ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 42 BRAZIL ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY SOLUTION TYPE, USD MILLION (2016-2022)

Table 43 BRAZIL ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2012-2015)

Table 44 BRAZIL ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2016-2022)

Table 45 BRAZIL ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY TYPE, USD MILLION, (2012-2015)

Table 46 BRAZIL ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY REGION, USD MILLION, (2016-2022)

Table 47 ARGENTINA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 48 ARGENTINA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY SOLUTION TYPE, USD MILLION (2016-2022)

Table 49 ARGENTINA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2012-2015)

Table 50 ARGENTINA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2016-2022)

Table 51 ARGENTINA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY TYPE, USD MILLION, (2012-2015)

Table 52 ARGENTINA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY REGION, USD MILLION, (2016-2022)

Table 53 UAE ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 54 UAE ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY SOLUTION TYPE, USD MILLION (2016-2022)

Table 55 UAE ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2012-2015)

Table 56 UAE ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2016-2022)

Table 57 UAE ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR

MARKET BY TYPE, USD MILLION, (2012-2015)

Table 58 UAE ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY REGION, USD MILLION, (2016-2022)

Table 59 SAUDI ARABIA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 60 SAUDI ARABIA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY SOLUTION TYPE, USD MILLION (2016-2022)

Table 61 SAUDI ARABIA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2012-2015)

Table 62 SAUDI ARABIA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2016-2022)

Table 63 SAUDI ARABIA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY TYPE, USD MILLION, (2012-2015)

Table 64 SAUDI ARABIA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY REGION, USD MILLION, (2016-2022)

Table 65 SOUTH AFRICA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 66 SOUTH AFRICA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY SOLUTION TYPE, USD MILLION (2016-2022)

Table 67 SOUTH AFRICA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2012-2015)

Table 68 SOUTH AFRICA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2016-2022)

Table 69 SOUTH AFRICA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY TYPE, USD MILLION, (2012-2015)

Table 70 SOUTH AFRICA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY REGION, USD MILLION, (2016-2022)

Table 71 NIGERIA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 72 NIGERIA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY SOLUTION TYPE, USD MILLION (2016-2022)

Table 73 NIGERIA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2012-2015)

Table 74 NIGERIA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2016-2022)

Table 75 NIGERIA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY TYPE, USD MILLION, (2012-2015)

Table 76 NIGERIA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY REGION, USD MILLION, (2016-2022)

Table 77 REST OF LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY COMPONENT TYPE, USD MILLION (2012-2015)

Table 78 REST OF LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) MARKET BY SOLUTION TYPE, USD MILLION (2016-2022)

Table 79 REST OF LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2012-2015)

Table 80 REST OF LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SYSTEM MARKET BY TYPE, USD MILLION, (2016-2022)

Table 81 REST OF LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY TYPE, USD MILLION, (2012-2015)

Table 82 REST OF LAMEA ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS) SENSOR MARKET BY REGION, USD MILLION, (2016-2022)

Table 83 KEY INFORMATION - MAGNA INTERNATIONAL, INC.

Table 84 KEY INFORMATION - AUTOLIV INC.

Table 85 KEY INFORMATION - CONTINENTAL AG

Table 86 KEY INFORMATION - DENSO CORPORATION

Table 87 KEY INFORMATION - VALEO S.A

Table 88 KEY INFORMATION - ROBERT BOSCH GMBH

Table 89 KEY INFORMATION - FORD MOTOR COMPANY

Table 90 KEY INFORMATION – BMW AG

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