

# North America Adaptive Cruise Control (ACC) Market (2016-2022)

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## Abstracts

Adaptive Cruise Control has begun showing a strong growth rate. The North America region consists of the United States, Canada, Mexico, others. Mexico is the up-and-coming economies of the region. The United States New Car Assignment program (US NCAP) is the most important information program for the consumers brought out by the National Highway Traffic Safety Administration (NHTSA) of the US Department of Transportation. In very near future, US NCAP will regulate its evaluating system so that appropriate improvement is reflected in the safety aspects of US vehicles. It would become more rigorous to acquire top ratings for a vehicle. This would encourage manufacturers to roll out only those vehicles that exceed the minimum safety prerequisites. This would impart positive reflection on the ACC systems. At present, suppliers of Automotive Safety Systems namely, Continental AG (Germany), Robert Bosch (Germany), Denso Corporation (Japan) and Delphi Automotive (UK) have overshadowed the Americas regions.

Increasing number of road accidents, rising disposable income in developing economies and advancement in research and technology is driving the growth for these systems.

The North America adaptive cruise control market is bifurcated based on technology, by country, by type of end user, and by product sales. Ultrasonic, image, radar and LIDAR are the major types of technologies available for the adaptive cruise control industry. In 2015, laser technology dominated the North America adaptive cruise control market with maximum share in terms of revenue. LIDAR technology on the other hand would register fastest growth during the forecast period (2016-2022).

Furthermore, on the bases of product sales, the market is segmented into OEM and aftermarket. In 2015, OEM dominated the adaptive cruise control market and is further

slated to dominate the market. Based on estimation, in 2015 alone OEM segment had the maximum share in product sales.

On the basis of customer types, the North America adaptive cruise control market is segmented into consumer and commercial vehicles. In 2015, consumer vehicles are estimated to dominate the market in terms of revenue. This segment would register fastest growth during the forecast period (2016-2022).

Based on region, ACC market is segmented across countries including U.S., Canada, Mexico and Rest of North America. Based on estimation, US would account for revenue share of more than 80% to the total revenue in 2015.

The report covers the analysis of key stake holders of the ACC market. Key companies profiled in the report include Autoliv Inc., Robert Bosch GmbH, Delphi Automotive Plc., Denso Corporation, Valeo S.A, Continental AG, Magna International Inc., Mando Corporation and Hyundai Mobis Co., Ltd.

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