

Global Automotive Surround-View Systems Market Growth 2026-2032

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Abstracts

The global Automotive Surround-View Systems market size is predicted to grow from US\$ 7449 million in 2025 to US\$ 20386 million in 2032; it is expected to grow at a CAGR of 15.8% from 2026 to 2032.

Automotive Surround-View Systems (also known as 360-degree panoramic imaging systems) use multiple cameras mounted around the vehicle (typically located in the front and rear bumpers and left and right exterior mirrors) to capture images. Using image stitching technology, they present a bird's-eye view of the vehicle's surroundings on the central control screen, helping the driver gain a comprehensive understanding of the surrounding environment when driving at low speeds, parking, or navigating narrow roads. This system significantly improves driving safety and convenience and has been widely adopted in mid- to high-end vehicles and intelligent driver assistance systems. In 2024, the pre-installation rate of Automotive Surround-View Systems in China was close to 50%. With the continuous maturation of the technology, Automotive Surround-View Systems have been penetrating from high-end models to mid-to-low-end models, resulting in a rapid increase in the pre-installation penetration rate.

With the continuous development of intelligent driving technology and rising consumer safety awareness, automotive surround-view systems (360° panoramic imaging systems) are rapidly penetrating from high-end models into the mid- and low-end markets, becoming a key component of modern vehicles' active safety features.

Key factors driving market expansion include: First, the strengthening of driving safety regulations and the growing demand for ADAS systems. Countries such as Europe, the United States, and China have gradually incorporated parking assistance systems and blind spot monitoring into mandatory safety standards for new cars, driving the

widespread adoption of 360° surround-view systems as standard features. Second, the increasingly complex urban driving environment, with increasingly prominent issues such as parking difficulties and numerous blind spots, has led to a high reliance on low-speed driving assistance systems. Third, the maturity of key technologies such as cameras and image processing chips has driven system costs down, accelerating their adoption in A-segment vehicles and new energy vehicles.

However, market development also faces certain challenges. On the one hand, image stitching errors and limited recognition capabilities at night or in extreme weather remain technical difficulties that hinder the improvement of system experience. On the other hand, the high integration requirements of OEMs and the inconsistent standards in the aftermarket modification market require suppliers to continuously strengthen software and hardware collaboration, customer customization, and service responsiveness. At the same time, some low- and mid-end markets are price-sensitive, placing higher demands on system cost control.

Currently, the global market is highly concentrated, with Tier 1 component suppliers from countries such as Japan, Europe, North America, and South Korea dominating the market. Representative companies include Valeo, DENSO, Continental, Magna, Mobis, and Sunny Optical. These companies leverage their advantages in image algorithms, embedded systems, and OEM partnerships to establish strong market barriers. Furthermore, with the development of electric vehicles and smart cockpits, a growing number of emerging technology companies are entering the market, driving product upgrades towards 'AI visual recognition + 3D modeling + AR display.'

Looking ahead, automotive surround-view systems will go beyond simply being parking assistance tools and will become integral to autonomous driving perception systems, integrating with high-definition maps and millimeter-wave radar to support Level 2+/L3 intelligent driving. Furthermore, features such as 3D surround view, dynamic obstacle recognition, and AR navigation overlays will gradually become mainstream in the industry. With the continuous innovation of smart car technology, the automotive panoramic system market will move towards a new stage of broader intelligent perception and become an indispensable key link in the global intelligent connected car industry chain.

LP Information, Inc. (LPI) ' newest research report, the 'Automotive Surround-View Systems Industry Forecast' looks at past sales and reviews total world Automotive Surround-View Systems sales in 2025, providing a comprehensive analysis by region and market sector of projected Automotive Surround-View Systems sales for 2026

through 2032. With Automotive Surround-View Systems sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Automotive Surround-View Systems industry.

This Insight Report provides a comprehensive analysis of the global Automotive Surround-View Systems landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Automotive Surround-View Systems portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Automotive Surround-View Systems market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Automotive Surround-View Systems and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Automotive Surround-View Systems.

This report presents a comprehensive overview, market shares, and growth opportunities of Automotive Surround-View Systems market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

4 Cameras Type

6 Cameras Type

Others

Segmentation by Chassis:

Transparent Chassis

Non-transparent Chassis

Segmentation by Market:

OEM Market

Aftermarket

Segmentation by Application:

Passenger Car

Commercial Vehicles

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Valeo

Continental

Magna

Denso

Faurecia

Mobis

SL Corporation

Desay SV

STONKAM

TTE

Baolong Automotive

Huizhou Foryou General Electronics

OFILM Group

Zhihua Automotive Electronics

Hikvision

BYD

Bosch

Longhorn Auto

IS Electronic Technology

Key Questions Addressed in this Report

What is the 10-year outlook for the global Automotive Surround-View Systems market?

What factors are driving Automotive Surround-View Systems market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Automotive Surround-View Systems market opportunities vary by end market size?

How does Automotive Surround-View Systems break out by Type, by Application?

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