

Global Highway NOA (Navigate on Autopilot) Market Growth (Status and Outlook) 2026-2032

<https://marketpublishers.com/r/GA6A11AF4C4CEN.html>

Date: October 2026

Pages: 115

Price: US\$ 3,660.00 (Single User License)

ID: GA6A11AF4C4CEN

Abstracts

The global Highway NOA (Navigate on Autopilot) market size is predicted to grow from US\$ 7926 million in 2025 to US\$ 11050 million in 2032; it is expected to grow at a CAGR of 4.8% from 2026 to 2032.

Highway NOA (Navigate on Autopilot) refers to an advanced driver assistance function designed for highways, expressways, and other controlled-access road scenarios. Under the supervision of the driver, the system can support continuous longitudinal and lateral vehicle control, including adaptive cruise control, lane centering, lane keeping, automatic lane change, overtaking assistance, speed adjustment, following distance control, and navigation-based ramp entry and exit. Compared with basic ADAS functions, Highway NOA emphasizes route-based assisted driving, meaning that the vehicle can combine navigation information with real-time road perception to complete a more continuous and scenario-oriented assisted driving task on highways.

From a technical perspective, Highway NOA is not a fully autonomous driving system, but a Level 2 or Level 2+ intelligent driving function that still requires the driver to monitor the road and remain ready to take over at any time. Its core architecture usually includes perception sensors, high-performance computing hardware, positioning modules, vehicle control units, and software algorithms. Major raw materials and components include automotive-grade chips, AI processors, cameras, millimeter-wave radar, ultrasonic radar, lidar in some high-end solutions, printed circuit boards, connectors, electronic control units, wiring harnesses, memory devices, and thermal management components. Software elements such as perception algorithms, planning and decision-making algorithms, vehicle control algorithms, HD map data, navigation data, and OTA update platforms are also essential parts of the system.

In terms of industrial chain, the upstream suppliers mainly include semiconductor companies, sensor manufacturers, automotive electronics suppliers, map and positioning service providers, and autonomous driving software developers. The midstream participants are usually Tier 1 suppliers, intelligent driving solution providers, domain controller manufacturers, and vehicle system integrators. Downstream customers are mainly passenger car OEMs, especially new energy vehicle manufacturers, premium vehicle brands, and automakers focusing on intelligent driving differentiation. The function is widely used in electric vehicles, hybrid vehicles, and high-end fuel vehicles, helping OEMs improve driving comfort, safety perception, product competitiveness, and user experience in long-distance highway driving scenarios.

The Highway NOA (Navigate on Autopilot) market is evolving rapidly as part of the broader transition toward intelligent and software-defined vehicles. The technology is increasingly positioned as a core differentiator for OEMs in the premium and mid-to-high-end passenger vehicle segments. In terms of technological trends, the system is shifting from rule-based assisted driving to AI-driven end-to-end perception and planning architectures, supported by large-scale driving data and cloud-based training systems. Hardware integration is also becoming more centralized, with domain controllers consolidating computing power and reducing system latency.

From a regional perspective, China is currently one of the most dynamic markets due to rapid NEV adoption, strong domestic OEM competition, and accelerated deployment of urban and highway NOA functions. North America and Europe are also advancing, driven by established OEMs and regulatory frameworks that gradually support higher levels of driver assistance. However, adoption strategies differ, with China focusing on fast commercialization while Europe emphasizes safety validation and incremental rollout.

Key growth drivers include rising consumer demand for advanced in-vehicle intelligence, increasing penetration of electric vehicles, continuous cost reduction of sensors and computing hardware, and improvements in AI perception algorithms. In addition, competition among OEMs has intensified, pushing faster feature deployment cycles. Regulatory progress toward Level 2+ and Level 3 autonomy also supports market expansion, while ecosystem collaboration between chipmakers, Tier 1 suppliers, and software companies accelerates system maturity. Despite growth momentum, challenges remain in algorithm reliability, map dependence, and functional safety validation.

LPI (LP Information)' newest research report, the "Highway NOA (Navigate on

Autopilot) Industry Forecast” looks at past sales and reviews total world Highway NOA (Navigate on Autopilot) sales in 2025, providing a comprehensive analysis by region and market sector of projected Highway NOA (Navigate on Autopilot) sales for 2026 through 2032. With Highway NOA (Navigate on Autopilot) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Highway NOA (Navigate on Autopilot) industry.

This Insight Report provides a comprehensive analysis of the global Highway NOA (Navigate on Autopilot) landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Highway NOA (Navigate on Autopilot) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Highway NOA (Navigate on Autopilot) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Highway NOA (Navigate on Autopilot) 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 Highway NOA (Navigate on Autopilot).

This report presents a comprehensive overview, market shares, and growth opportunities of Highway NOA (Navigate on Autopilot) market by product type, application, key players and key regions and countries.

Segmentation by Type:

Vision-based Highway NOA

Radar-camera Fusion Highway NOA

LiDAR Fusion Highway NOA

Segmentation by Technical Route:

HD Map-based Highway NOA

Light Map-based Highway NOA

Map-free Highway NOA

Segmentation by Application:

Sedan

SUV

Others

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 analyzing the company's coverage, product portfolio, its market penetration.

Momenta

Tesla

NIO

Li Auto

XPeng

Xiaomi

Huawei

DEEPROUTE

Horizon Robotics

Shenzhen Zhuoyu Technology Co., Ltd.

QCraft

Baidu Apollo

WeRide

Motovis

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