

# **Saudi Arabia Advanced Driving Assistance System (ADAS) Market Assessment, By Stage [Level 1, Level 2, Level 3, Level 4, Level 5], By System [Passive ADAS System, Active ADAS System], By Sensor [LiDAR Sensor, Ultrasonic Sensor, Radar Sensor, Camera Sensor, Others], By Vehicle [ICE Vehicle, Electric/Hybrid Vehicle], By Region, Opportunities, and Forecast, 2016-2030F**

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## **Abstracts**

Saudi Arabia Advanced Driving Assistance System (ADAS) Market size was valued at USD 995.86 million in 2022 which is expected to reach USD 2520.84 million in 2030 with a CAGR of 12.31% for the forecast period between 2023 and 2030. The Advanced Driving Assistance System (ADAS) market in Saudi Arabia has witnessed significant growth and innovation in recent years. The adoption of ADAS in Saudi Arabia is driven by several factors. Firstly, the growing concern for road safety is a major driver for the ADAS market. Saudi Arabia has been actively implementing road safety measures to reduce accidents and fatalities, and ADAS plays a crucial role in achieving this goal. Advanced features such as lane departure warnings, adaptive cruise control, and collision avoidance systems help in preventing accidents and improving overall road safety.

Secondly, the increasing demand for luxury vehicles equipped with advanced technologies is contributing to the growth of the ADAS market. Saudi Arabia is known for its affluent population, and there is a strong preference for high-end vehicles that offer cutting-edge features and innovations. ADAS technologies add value to these vehicles, providing a competitive edge to automakers in the market. Furthermore,

continuous innovation in ADAS technologies is driving market growth. Companies are investing in research and development to enhance existing features and introduce new functionalities. For instance, in 2022, The Saudi market offered the 2022 Nissan X-Trail in various trim levels, each delivering a range of innovative and advanced features. The vehicle boasts cutting-edge technology, a striking design, and a spacious interior that prioritizes comfort and flexibility for all passengers, catering to their needs during thrilling adventures.

### Growing Awareness About the Importance of ADAS for Safety

With increasing road accidents and fatalities, there is a heightened recognition of the need for advanced safety technologies in vehicles. Consumers are becoming more proactive in seeking vehicles equipped with ADAS features to protect themselves and their families. The availability of features like lane departure warning, blind-spot detection, and forward collision warning has garnered attention and sparked a desire for enhanced safety on the roads. As a result, the growing awareness about the effectiveness of ADAS systems in preventing accidents and mitigating risks is influencing consumer purchasing decisions and propelling the growth of the ADAS market in Saudi Arabia.

### Improved Technology and Affordability

The Saudi Arabia ADAS market is experiencing a positive trend in terms of improved technology and affordability. Technological advancements in sensors, cameras, and software algorithms have significantly enhanced the performance and accuracy of ADAS systems. These advancements have led to more reliable and sophisticated features such as advanced emergency braking, pedestrian detection, and traffic sign recognition. Moreover, as the adoption of ADAS systems increases globally, economies of scale are achieved, resulting in reduced production costs. This, coupled with increased competition among manufacturers, has made ADAS technologies more affordable for consumers in Saudi Arabia. The combination of improved technology and affordability has expanded the accessibility of ADAS systems, enabling a wider range of vehicles and drivers to benefit from the enhanced safety and convenience they provide. For example, in 2023, The Model S is meticulously designed as an electric vehicle, featuring a robust architecture and a battery pack placed on the floor to ensure exceptional occupant safety and minimize the risk of rollovers. Each new Model S comes equipped with Tesla's advanced active safety features, including Automatic Emergency Braking, without any additional charges, providing added peace of mind to drivers and passengers.

## The Market for Luxury Vehicles is Experiencing Growth

The market for luxury vehicles in Saudi Arabia is witnessing growth driven by the increasing emphasis on safety, which in turn positively impacts the ADAS market. Luxury vehicle buyers prioritize safety features and are willing to invest in advanced technologies to ensure the well-being of themselves and their passengers. As a result, luxury vehicle manufacturers are actively incorporating ADAS systems into their vehicles to cater to this demand. The integration of ADAS technologies such as collision warning, adaptive cruise control, and lane-keeping assist enhances the safety quotient of luxury vehicles, making them an attractive choice for consumers. This growing focus on safety in the luxury vehicle market contributes to the expansion of the ADAS market in Saudi Arabia as more consumers seek advanced safety features in their vehicles.

For instance, in 2022, the Mercedes Benz Maybach S580 4MATIC is a luxurious and opulent sedan that exudes elegance and sophistication. With its powerful engine, advanced technology, and refined interior, it offers an unparalleled level of comfort and prestige. The Maybach S580 4MATIC delivers a superior driving experience with its exceptional performance and craftsmanship.

## Impact of COVID-19

The COVID-19 pandemic had a significant impact on the Saudi Arabia ADAS market, both in the pre and post-stages. In the pre-pandemic phase, the market was experiencing steady growth, driven by increasing awareness of road safety and the demand for advanced vehicle technologies. However, the pandemic led to a temporary setback as automotive production and sales were severely affected due to lockdown measures and economic uncertainties. Consumer spending on vehicles declined, affecting the overall demand for ADAS systems. In the post-pandemic phase, as the situation improved and economic activities resumed, the ADAS market started recovering. The focus on road safety and the government's initiatives to enhance transportation infrastructure acted as catalysts for market growth. Additionally, the growing preference for contactless and safer driving experiences further propelled the adoption of ADAS technologies, leading to a resurgence in market demand.

## Impact of Russia-Ukraine War

The Russia-Ukraine war has the potential to impact the Saudi Arabia ADAS market in various ways. Firstly, the conflict may disrupt global supply chains, affecting the

availability of components and parts necessary for manufacturing ADAS systems. This could lead to delays or shortages in the production and delivery of ADAS technologies to the Saudi Arabian market. Additionally, if the conflict escalates and triggers an increase in oil prices, it could have an indirect impact on the overall automotive industry, potentially affecting investments and consumer purchasing power, thereby influencing the ADAS market in Saudi Arabia. Overall, the Russia-Ukraine war poses risks and uncertainties that could impact the Saudi Arabia ADAS market, primarily through supply chain disruptions and economic effects

### Key Player Landscape and Outlook

The players are focusing on developing advanced ADAS features such as lane departure warnings, blind spot monitoring, and adaptive cruise control. They are also investing in research and development to improve the performance and reliability of ADAS systems. The Saudi Arabian government is also supporting the growth of the ADAS market by implementing regulations that require automakers to equip new vehicles with ADAS features. The outlook for the Saudi Arabian ADAS market is positive. The market is expected to grow due to the increasing demand for advanced safety features, the rising adoption of autonomous vehicles, and the government's support for the automotive industry.

For instance, in 2022, Enovate Motors, a relatively lesser-known electric vehicle (EV) startup in China, is placing a significant bet on the Middle East market. Recently, Enovate announced a partnership with Saudi Arabian company Sumou Holding, signing a deal. The collaboration aims to establish a new energy vehicle (NEV) production facility in Saudi Arabia. Through a joint venture, the two companies plan to invest approximately USD 500 million in two phases to construct a production and R&D base capable of manufacturing around 100,000 NEVs annually. This strategic move demonstrates Enovate's commitment to expanding its presence and operations in the Middle East region.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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