

United Arab Emirates 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

United Arab Emirates Advanced Driving Assistance System (ADAS) Market size was valued at USD 671.74 million in 2022 which is expected to reach USD 1639.59 million in 2030 with a CAGR of 11.8% for the forecast period between 2023 and 2030. The United Arab Emirates (UAE) Advanced Driving Assistance System (ADAS) market is experiencing significant growth and transformation driven by a combination of market drivers and new innovations. ADAS technologies have become increasingly important in the UAE due to the rising focus on road safety and the demand for advanced features in vehicles. The UAE government has implemented regulations and initiatives that encourage automakers to equip vehicles with ADAS features such as lane departure warning, adaptive cruise control, and blind spot monitoring. These regulations act as a major market driver, promoting the adoption of ADAS systems across the country.

Moreover, the UAE's commitment to developing smart cities and infrastructure has opened up new opportunities for the ADAS market. The integration of ADAS systems with smart city infrastructure allows for better traffic management, reduced congestion, and enhanced overall safety. This integration acts as a catalyst for the demand for ADAS solutions in the UAE. In terms of innovations, the UAE ADAS market is

witnessing continuous advancements driven by research and development efforts. Manufacturers are focusing on improving the performance and reliability of ADAS systems by incorporating new features such as autonomous emergency braking, pedestrian detection, and advanced driver monitoring systems. Furthermore, there is a growing trend of integrating ADAS technologies with connectivity and artificial intelligence, paving the way for more intelligent and advanced vehicles.

For instance, The Toyota Crown is a luxury sedan produced by the Japanese automaker Toyota. It is known for its spacious interior, comfortable ride, and advanced features. The Crown offers a blend of elegance, performance, and reliability, making it a popular choice among discerning customers seeking a premium driving experience.

Consumer Demand for Safety

Consumer demand for safety is a significant market driver for the United Arab Emirates (UAE) Advanced Driving Assistance System (ADAS) market. With an increasing emphasis on road safety, UAE consumers are actively seeking vehicles equipped with advanced safety features, including ADAS systems. The growing awareness of the potential risks and dangers on the roads has led to a greater demand for collision avoidance systems, lane departure warnings, blind spot monitoring, and other ADAS functionalities. Consumers prioritize safety when making vehicle purchasing decisions, making ADAS an essential consideration. The desire for enhanced safety features has prompted automakers to integrate ADAS technologies into their vehicle models, meeting consumer demand and ensuring that vehicles offer advanced safety measures to protect drivers, passengers, and pedestrians on UAE roads.

For instance, as per recent reports in 2023, Chery is poised to make its entry into the UAE market with its latest offerings, namely the TIGGO 7 PRO MAX and TIGGO 8 PRO MAX. The TIGGO series, particularly the MAX series, represents Chery's flagship models and showcases their cutting-edge technological advancements. These products have gained significant popularity globally, making them the best-selling star models for Chery. With the introduction of the TIGGO 7 PRO MAX and TIGGO 8 PRO MAX, Chery aims to bring their latest technology configurations to the UAE market.

Increasing Focus on Sustainable Mobility

There is an increasing focus on sustainable mobility in the United Arab Emirates (UAE), which has implications for the Advanced Driving Assistance System (ADAS) market. As the UAE aims to reduce its carbon footprint and promote environmentally friendly

transportation solutions, there is a growing demand for electric and hybrid vehicles. ADAS systems play a crucial role in enabling and enhancing the functionality of these sustainable vehicles. By integrating ADAS features such as adaptive cruise control and intelligent energy management, these vehicles can optimize their efficiency, range, and performance. Additionally, ADAS technologies contribute to enhanced safety, reducing the risk of accidents and supporting the transition to a safer and greener transportation ecosystem. The increasing focus on sustainable mobility, coupled with the advancements in ADAS technologies, provides opportunities for the growth and adoption of ADAS systems in the UAE.

For example, renowned for its unrivaled power and cutting-edge technology, the Rimac Nevera is now available in UAE, and it stands as one of the most formidable electric vehicles available. This exceptional hypercar showcases extraordinary performance capabilities and masterful handling. Additionally, the Nevera boasts an array of advanced safety features, solidifying its status as one of the most secure electric cars on the streets today.

Increasing Number of Road Accidents

The increasing number of road accidents in the United Arab Emirates (UAE) has become a growing concern, and ADAS technologies offer potential solutions to mitigate accidents and enhance overall safety. The integration of ADAS features such as collision warning, emergency braking, and lane departure warning can assist drivers in avoiding potential collisions and hazards on the road. As road accidents continue to be a pressing issue, there is a heightened awareness among consumers, policymakers, and automakers about the importance of adopting ADAS systems. The rising demand for vehicles equipped with ADAS technologies arises from the desire to enhance road safety, reduce accidents, and ultimately save lives. This trend fuels the growth of the UAE ADAS market as stakeholders recognize the potential of ADAS systems in addressing the issue of road accidents.

Impact of COVID-19

The pandemic had a significant impact on the UAE ADAS market. The automotive industry, including the ADAS sector, experienced a downturn due to lockdowns, travel restrictions, and economic uncertainty. The decline in vehicle sales and production directly affected the adoption of ADAS technologies. Many consumers postponed or cancelled their vehicle purchases, leading to a slowdown in the integration of ADAS systems. Additionally, supply chain disruptions and manufacturing challenges disrupted

the availability of ADAS components, further hindering market growth. However, as the UAE gradually recovers from the pandemic and economic activities resume, the ADAS market is expected to rebound. The increasing emphasis on road safety and the government's continued support for advanced automotive technologies are likely to drive the recovery and future growth of the UAE ADAS market.

Impact of Russia-Ukraine War

The Russia-Ukraine war has the potential to impact the UAE ADAS (Advanced Driver Assistance Systems) market in various ways. As there could be implications for global trade and supply chains, which may disrupt the availability of ADAS components and impact manufacturing capabilities. Any disruptions in the supply chain could lead to delays or shortages in ADAS systems, affecting the production and integration of these technologies into vehicles. Additionally, heightened uncertainty and economic instability due to the conflict could dampen consumer confidence and lead to a slowdown in vehicle sales, potentially impacting the demand for ADAS features. The UAE, being a global hub for trade and commerce, could be indirectly affected by any adverse consequences of the Russia-Ukraine war on the global economy, which may have subsequent implications for the ADAS market.

Key Player Landscape and Outlook

Key market players in the UAE ADAS market are dedicated to enhancing ADAS capabilities, including lane departure warning, blind spot monitoring, and adaptive cruise control. The key players are actively investing in research and development efforts to enhance the performance and reliability of ADAS systems. Additionally, the UAE government is actively supporting the ADAS market growth by enforcing regulations mandating the inclusion of ADAS features in new vehicles. The future prospects for the UAE ADAS market are optimistic, driven by the growing demand for advanced safety features, increasing adoption of autonomous vehicles, and the government's favorable stance towards the automotive industry.

For instance, Aspire, in addition to its goal of establishing an R&D hub in Abu Dhabi, has announced its intentions to introduce what it asserts will be the largest autonomous racing league worldwide. The inaugural autonomous race is slated for the second quarter of 2024. Set to occur at the Yas Marina Circuit in Abu Dhabi, United Arab Emirates, the autonomous car race will be the first in a series of races. The event will showcase the utilization of Dallara-built Super Formula cars, made possible through the support of Japan Race Promotion (JRP).

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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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