

ADAS market by PC, LCV, HCV System Type (ACC, AEB, LDW, BSD), Offering Type [Hardware (Camera, Radar, LiDAR) and Software], LOA (L1, L2, L3, L4, L5), Safety Application (OCS, DashCam), EV Type, and Region - Global Forecast to 2033

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Abstracts

The ADAS market is projected to grow from 361.4 million units in 2026 to 582.6 million units by 2033, at a CAGR of 7.1%.

The ADAS market is shifting toward software-driven innovation, with a focus on user-friendly interfaces, over-the-air updates, and data analytics to improve system performance over time. Advancements in edge computing enable cameras and sensors to process data locally, allowing faster decision-making and reliable operation even in low-connectivity areas. In addition, the integration of technologies such as AI, machine learning, IoT, and big data is supporting the development of more intelligent and adaptive systems. With stricter safety regulations and increasing demand for safer transportation, the commercial vehicle segment is also expected to grow, as ADAS helps improve driver safety and reduce accidents.

Ultrasonic sensors are projected to lead the ADAS market during the forecast period.

Ultrasonic sensors have advanced from basic parking assistance to more complex functions such as blind spot detection, lane change assistance, and driver monitoring. This development is supported by improvements in sensor accuracy, miniaturization, and integration with other vehicle systems, enabling enhanced safety features in modern vehicles. These sensors are typically installed in the front and rear bumpers to detect nearby vehicles or obstacles and perform effectively within a range of up to 3 meters. However, they may face limitations when detecting angled objects or due to

signal interference. Despite these challenges, ultrasonic sensors function reliably in all weather conditions. Companies such as Robert Bosch GmbH, Denso Corporation, and Valeo supply ultrasonic sensors to major OEMs. For instance, Robert Bosch GmbH supplied ultrasonic sensors to BMW AG for its 2026 M2 and M3 models, while Denso Corporation supplied them to Toyota Corporation for its 2026 Land Cruiser 300, Prius, and Sienta models.

The battery electric vehicle (BEV) is projected to hold the largest share of the ADAS market during the forecast period.

Battery electric vehicles (BEVs) are built on centralized and software-defined electrical/electronic (E/E) architectures, which enable seamless integration of advanced ADAS features and high-speed communication networks. Automakers position BEVs as technology-focused vehicles, often offering ADAS functions such as AEB, ACC, and highway assist as standard or subscription-based features. These vehicles use high-performance computing platforms and domain or zonal controllers that support sensor fusion and real-time processing. Unlike ICE vehicles, BEVs do not have legacy design constraints, allowing easier integration of scalable sensor setups, including cameras, radar, and LiDAR. In addition, BEVs are well aligned with OTA updates, enabling continuous improvement of ADAS features after the vehicle is sold. The growing regulatory focus on vehicle safety and increasing consumer demand for intelligent and connected vehicles are further driving ADAS adoption in BEVs. Moreover, the use of deep learning-based vision systems combined with radar and LiDAR is improving the accuracy and overall performance of ADAS functions such as AEB. OEMs such as BMW, BYD, Mercedes-Benz, and Audi are introducing electric vehicles with advanced safety and driver-assistance features. For instance, in April 2026, Chery launched the Exeed EX7, which is equipped with 27 high-performance sensors and an Nvidia Orin-Y chip, including long-range high-precision LiDAR and millimeter-wave radar for intelligent driving. All the aforementioned factors are driving the adoption of ADAS in BEVs.

“Europe is expected to have a significant market share in the ADAS market during the forecast period.”

Europe is expected to hold a significant share of the ADAS market during the forecast period. Strict emission regulations and zero-emission targets are influencing manufacturers of both passenger and commercial vehicles. Market growth is supported by advancements in driver assistance features such as traffic jam assist and blind spot detection with rear cross-traffic alert. From July 7, 2024, the second phase of the EU General Safety Regulation II (GSR II) requires all new vehicles to comply with stricter

safety standards. This includes mandatory systems such as Advanced Emergency Braking System (AEBS), Emergency Lane Keeping System (ELKS), Emergency Stop Signal (ESS), Intelligent Speed Assistance (ISA), Driver Drowsiness and Attention Warning (DDAW), Reversing Detection (REV), and Event Data Recorder (EDR). For buses and heavy commercial vehicles, additional systems such as Blind Spot Information System (BSIS), Moving Off Information System (MOIS), and Tire Pressure Monitoring System (TPMS) are also required. In addition, the increasing shift toward electric vehicles, along with rising road safety concerns and greater consumer awareness, is expected to further drive the demand for ADAS in the region.

In-depth interviews were conducted with CEOs, marketing directors, other innovation and technology directors, and executives from various key organizations operating in this market.

By Company Type: Tier I – 24%, Tier II – 67%, and Tier III – 9%

By Designation: C-Level – 33%, Managers – 52%, and Executives – 15%

By Region: North America – 26%, Europe – 30%, Asia Pacific - 35%, and RoW – 9%

The ADAS market is dominated by major players, including Robert Bosch GmbH (Germany), Aumovio SE (Germany), ZF Friedrichshafen AG (Germany), Denso Corporation (Japan), and Magna International Inc. (Canada). These companies offer advanced, integrated ADAS solutions that enhance vehicle safety, enable higher levels of automation, and meet evolving regulatory and consumer demands.

Research Coverage:

The report covers the ADAS market in terms of PC, LCV, HCV system type (ACC, AEB, LDW, BSD & Others), offering type [hardware (camera, radar, LiDAR & others) and software], LOA (L1, L2, L3, L4, L5), safety application (OCS, DashCam), EV type, and Region. It covers the competitive landscape and company profiles of the major ADAS market ecosystem players.

The study also includes an in-depth competitive analysis of the key market players, along with their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report:

The report will help market leaders/new entrants with information on the closest approximations of revenue numbers for the overall ADAS market and its subsegments.

This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies.

The report will help stakeholders understand the market pulse and provide information on key market drivers, restraints, challenges, and opportunities.

The report will also help stakeholders understand the current and future pricing trends of the ADAS market.

The report provides insights into the following pointers:

Analysis of key drivers (rising demand for enhanced vehicle safety and driving comfort through ADAS, increasing regulatory mandates and safety standard compliance), restraints (infrastructure gaps limiting effective deployment of ADAS and autonomous systems, consumer trust and acceptance challenges for autonomous vehicle technologies), opportunities (advancements in autonomous driving technologies enabling next-generation ADAS capabilities, EV-driven innovation accelerating enhanced safety and user experience integration), and challenges (high integration costs and system complexity limiting ADAS adoption, sensor reliability and performance constraints impacting ADAS effectiveness)

Product Development/Innovation: Detailed insights into upcoming technologies and research & development activities in the ADAS market

Market Development: Comprehensive information about lucrative markets (the report analyzes the ADAS market across varied regions)

Market Diversification: Exhaustive information about untapped geographies, recent developments, and investments in the ADAS market

Competitive Assessment: In-depth assessment of market share, growth strategies, and product offerings of leading players like Robert Bosch GmbH (Germany), Aumovio SE (Germany), ZF Friedrichshafen AG (Germany), Denso Corporation (Japan), Magna International Inc. (Canada), among others, in the ADAS market

Contents

1 INTRODUCTION

- 1.1 STUDY OBJECTIVES
- 1.2 MARKET DEFINITION
 - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 STUDY SCOPE
 - 1.3.1 YEARS CONSIDERED
- 1.4 CURRENCY CONSIDERED
- 1.5 UNIT CONSIDERED
- 1.6 STAKEHOLDERS
- 1.7 SUMMARY OF CHANGES

2 EXECUTIVE SUMMARY

- 2.1 KEY INSIGHTS & MARKET HIGHLIGHTS
- 2.2 KEY MARKET PARTICIPANTS: MAPPING OF STRATEGIC DEVELOPMENTS
- 2.3 DISRUPTIVE TRENDS SHAPING ADAS MARKET
- 2.4 HIGH-GROWTH SEGMENTS
- 2.5 SNAPSHOT: GLOBAL MARKET SIZE, GROWTH RATE, AND FORECAST

3 PREMIUM INSIGHTS

- 3.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN ADAS MARKET
- 3.2 ADAS MARKET, BY LEVEL OF AUTONOMY
- 3.3 ADAS MARKET, BY PASSENGER CAR SYSTEM TYPE
- 3.4 ADAS MARKET, BY LIGHT COMMERCIAL VEHICLE SYSTEM TYPE
- 3.5 ADAS MARKET, BY HEAVY COMMERCIAL VEHICLE SYSTEM TYPE
- 3.6 ADAS MARKET, BY ELECTRIC VEHICLE TYPE
- 3.7 ADAS MARKET, BY OFFERING TYPE
- 3.8 ADAS MARKET, BY SAFETY APPLICATION
- 3.9 ADAS MARKET, BY REGION

4 MARKET OVERVIEW

- 4.1 INTRODUCTION
- 4.2 MARKET DYNAMICS
 - 4.2.1 DRIVERS

4.2.1.1 Rising demand for enhanced vehicle safety and driving comfort through ADAS

4.2.1.2 Increasing regulatory mandates and safety standard compliance

4.2.2 RESTRAINTS

4.2.2.1 Infrastructure gaps limiting effective deployment of ADAS and autonomous systems

4.2.2.2 Consumer trust and acceptance challenges for autonomous vehicle technologies

4.2.3 OPPORTUNITIES

4.2.3.1 Advancements in autonomous driving technologies enabling next-generation ADAS capabilities

4.2.3.2 EV-driven innovation accelerating enhanced safety and user experience integration

4.2.4 CHALLENGES

4.2.4.1 High integration costs and system complexity limiting ADAS adoption

4.2.4.2 Sensor reliability and performance constraints impacting ADAS effectiveness

4.2.5 IMPACT ANALYSIS OF MARKET DYNAMICS

4.3 UNMET NEEDS AND WHITE SPACES

4.3.1 UNMET NEEDS IN ADAS MARKET

4.3.2 WHITE SPACE OPPORTUNITIES

4.4 INTERCONNECTED MARKETS AND CROSS-SECTOR OPPORTUNITIES

4.4.1 INTERCONNECTED MARKETS

4.4.2 CROSS-SECTOR OPPORTUNITIES

4.5 STRATEGIC MOVES BY TIER 1/2/3 PLAYERS

5 INDUSTRY TRENDS

5.1 MACROECONOMIC INDICATORS

5.1.1 GDP TRENDS AND FORECAST

5.1.2 TRENDS IN GLOBAL ADAS MARKET

5.1.3 TRENDS IN GLOBAL AUTONOMOUS VEHICLE INDUSTRY

5.2 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

5.3 PRICING ANALYSIS

5.3.1 AVERAGE SELLING PRICE TREND OF CAMERA UNITS, BY REGION, 2023–2025

5.3.2 AVERAGE SELLING PRICE TREND OF LIDARS, BY REGION, 2023–2025

5.3.3 AVERAGE SELLING PRICE TREND OF RADAR SENSORS, BY REGION, 2023–2025

5.3.4 AVERAGE SELLING PRICE TREND OF ULTRASONIC SENSORS, BY

REGION, 2023–2025

5.4 ECOSYSTEM ANALYSIS

5.4.1 OEMS

5.4.2 TIER 1 SUPPLIERS

5.4.3 AUTONOMOUS VEHICLE DEVELOPERS

5.4.4 SOFTWARE AND SYSTEMS PROVIDERS

5.4.5 LIDAR SYSTEM PROVIDERS

5.4.6 RADAR SYSTEM PROVIDERS

5.4.7 CAMERA SUPPLIERS

5.4.8 PROCESSOR (SOC) MANUFACTURERS

5.4.9 SENSOR COMPONENT SUPPLIERS

5.5 SUPPLY CHAIN ANALYSIS

5.6 CASE STUDY ANALYSIS

5.6.1 ACCELERATING AUTONOMOUS DRIVING WITH ADVANCED ADAS SOLUTIONS

5.6.2 ACCELERATING SAFE AND SCALABLE ADAS DEVELOPMENT WITH EDGE-CENTRIC DATA MANAGEMENT

5.6.3 SCENARIO-BASED TESTING VALIDATION FOR ADS/ADAS

5.6.4 KONRAD TECHNOLOGIES TO CONDUCT ADAS SENSOR PACKAGE AND RELIABILITY TEST

5.6.5 NVIDIA TO PROVIDE OPEN AV DEVELOPMENT PLATFORM FOR AUTONOMOUS VEHICLES

5.6.6 ZF TO RELEASE NEW AI-BASED SERVICES FOR ADAS

5.6.7 RENESAS TO BOOST DEEP LEARNING DEVELOPMENT FOR ADAS AND AUTOMATED DRIVING APPLICATIONS

5.6.8 MERCEDES-BENZ USED ANSYS OPTISLANG FOR ADAS VALIDATION THROUGH RELIABLE ANALYSIS

5.7 INVESTMENT AND FUNDING SCENARIO

5.8 SUPPLIER ANALYSIS

5.8.1 ADAS SUPPLIERS, BY KEY OEMS

5.8.2 RADAR (MILLIMETER WAVE RADAR, LIDAR, AND OTHERS), BY KEY OEMS

5.8.3 CAMERA, BY KEY OEMS

5.8.4 PARKING ASSIST, BY KEY OEMS

5.8.5 VEHICLE-APPROACH NOTICE CONTROL UNIT, BY KEY OEMS

5.8.6 CRUISE CONTROL, BY KEY OEMS

5.8.7 DRIVER MONITORING SYSTEM, BY KEY OEMS

5.8.8 HIGH-DEFINITION MAP, BY KEY OEMS

5.8.9 LANE DEPARTURE WARNING SYSTEM, BY KEY OEMS

5.8.10 TIRE PRESSURE MONITORING SYSTEM, BY KEY OEMS

5.8.11 ADAS OFFERINGS BY KEY PLAYERS

5.8.11.1 Tesla

5.8.11.2 Toyota Motor Corporation

5.8.11.2.1 Corolla

5.8.11.2.2 Camry

5.8.11.2.3 RAV4

5.8.11.2.4 Tundra

5.8.11.3 Nissan Motor Co., Ltd.

5.8.11.3.1 Versa

5.8.11.3.2 Altima

5.8.11.3.3 Nissan Leaf

5.8.11.4 Mercedes-Benz

5.8.11.4.1 S-Class Sedan

5.8.11.4.2 C-Class Sedan

5.8.11.4.3 E-Class Sedan

5.8.11.5 Audi

5.8.11.5.1 A3 Sedan

5.8.11.5.2 A6 Sedan

5.9 SEMIAUTONOMOUS AND AUTONOMOUS VEHICLE DEVELOPMENT AND DEPLOYMENT

5.9.1 LEVEL 3

5.9.2 LEVEL 4 AND LEVEL 5

5.9.2.1 Global ADAS and autonomous driving deployments by key regions

5.9.2.2 Baidu

5.9.2.3 DiDi

5.9.2.4 Pony.ai and Hyundai

5.9.2.5 Waymo

5.9.2.6 Volvo

5.9.2.7 Einride

5.9.3 KEY DISTINCTIONS BETWEEN LEVEL 2/LEVEL 3 AND LEVEL 4 AUTONOMOUS DRIVING STACKS

5.9.4 ADVANCEMENT TO LEVEL 4 IN MOBILITY & TRUCKING

5.10 TRADE ANALYSIS

5.10.1 IMPORT DATA

5.10.2 EXPORT DATA

5.11 UNLOCKING NEW REVENUE STREAMS: SUBSCRIPTION-DRIVEN ADAS SERVICES IN SOFTWARE-DEFINED VEHICLES

5.12 KEY CONFERENCES AND EVENTS, 2026–2027

5.13 MNM INSIGHTS INTO HIGH-PERFORMANCE CHIPS POWERING NEXT-GEN

ADAS AND AUTONOMY

5.14 IMPACT OF ISRAEL-IRAN WAR

5.14.1 INTRODUCTION

5.14.2 ENERGY MARKET DISRUPTION

5.14.3 OPERATING COST IMPACT

5.14.4 MARKET DEMAND SHIFT

5.14.5 SUPPLY CHAIN AND LOCALIZATION IMPACT

5.14.6 STRATEGIC MARKET OUTLOOK

5.15 EU-INDIA TRADE DEAL IMPACT ANALYSIS

5.15.1 INTRODUCTION

5.15.2 EU TARIFFS

5.15.3 IMPORTS TO INDIA

5.15.4 EXPORTS FROM INDIA

6 TECHNOLOGICAL ADVANCEMENTS

6.1 PATENT ANALYSIS

6.2 TECHNOLOGY ANALYSIS

6.2.1 INTRODUCTION

6.2.2 KEY TECHNOLOGIES

6.2.2.1 Cockpit-ADAS integration platform for centralized vehicle computing

6.2.2.2 Precision localization system for assisted and automated driving

6.2.2.3 Software-based video perception system for driving and parking automation

6.2.3 COMPLEMENTARY TECHNOLOGIES

6.2.3.1 Cooperative adaptive cruise control

6.2.3.2 Autonomous vehicles: Cybersecurity and data privacy

6.2.3.3 Vehicle-to-Everything (V2X) Communication

6.2.3.3.1 Vehicle-to-cloud (V2C)

6.2.3.3.2 Vehicle-to-pedestrian (V2P)

6.2.3.3.3 Vehicle-to-infrastructure (V2I)

6.2.3.3.4 Vehicle-to-vehicle (V2V)

6.2.3.3.5 Cellular V2X

6.2.3.3.5.1 LTE-V2X

6.2.3.3.5.2 5G-V2X

6.2.4 ADJACENT TECHNOLOGIES

6.2.4.1 Automated vehicles are reshaping ride-hailing

6.2.4.1.1 Impact of automation L2 on ride-hailing

6.2.4.1.2 Impact of automation L3 on ride-hailing

6.2.4.1.3 Impact of automation L4/L5 on ride-hailing

6.3 TECHNOLOGY/PRODUCT ROADMAP

6.3.1 SHORT-TERM (2026–2027): FOUNDATION AND EARLY COMMERCIALIZATION

6.3.2 MID-TERM (2028–2030): EXPANSION AND STANDARDIZATION

6.3.3 LONG-TERM (2031–2035+): MASS COMMERCIALIZATION AND DISRUPTION

6.4 IMPACT OF AI/GENERATIVE AI

6.4.1 TOP USE CASES AND MARKET POTENTIAL

6.4.1.1 AI and Generative AI capabilities

6.4.1.2 AI for ADAS in practice

6.4.2 BEST PRACTICES FOLLOWED BY MANUFACTURERS

6.4.2.1 Safety standards & validation

6.4.2.2 Regulatory compliance

6.4.2.3 Data governance & privacy

6.4.2.4 Compute architecture & deployment

6.4.2.5 Over-the-air updates

6.4.3 CASE STUDIES RELATED TO AI IMPLEMENTATION

6.4.3.1 Accelerating ADAS safety validation using Generative AI and simulation

6.4.3.2 Scalable and cost-efficient ADAS deployment with AI-driven Gen6 platform

6.4.3.3 Accelerating ADAS deployment with a pre-integrated AI and SoC platform

6.4.3.4 Scaling advanced ADAS in India with a single-chip AI platform

6.4.4 INTERCONNECTED ECOSYSTEM AND IMPACT OF MARKET PLAYERS

6.4.5 CLIENTS' READINESS TO ADOPT AI

7 REGULATORY LANDSCAPE AND SUSTAINABILITY INITIATIVES

7.1 REGIONAL REGULATIONS AND COMPLIANCE

7.1.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

7.1.1.1 North America

7.1.1.2 Europe

7.1.1.3 Asia Pacific

7.1.2 KEY REGULATIONS

7.1.2.1 ADAS Regulations and Initiatives

7.1.2.2 NCAP Regulations

7.2 SUSTAINABILITY INITIATIVES

7.2.1 CARBON IMPACT AND ECO-APPLICATIONS

7.2.1.1 Lifecycle vs. operation

7.2.1.2 Eco applications

7.2.2 SUSTAINABILITY IMPACT AND REGULATORY POLICY INITIATIVES

7.2.2.1 European Union

7.2.2.2 US

7.2.2.3 China

7.2.2.4 India

7.2.3 CERTIFICATIONS, LABELING, AND ECO-STANDARDS

7.2.3.1 Type I Ecolabels (ISO 14024)

7.2.3.2 Product Carbon Footprint (ISO 14067)

7.2.3.3 EcoDesign and Material Standards (IEC 62430)

7.2.3.4 Hazardous Substance Restrictions (RoHS/REACH)

7.2.3.5 Circular Economy & Recycling Certification

8 CUSTOMER LANDSCAPE AND BUYER BEHAVIOR

8.1 DECISION-MAKING PROCESS

8.2 KEY STAKEHOLDERS IN BUYING PROCESS AND THEIR EVALUATION CRITERIA

8.2.1 KEY STAKEHOLDERS IN BUYING PROCESS

8.2.2 BUYING CRITERIA

8.3 ADOPTION BARRIERS AND INTERNAL CHALLENGES

8.4 UNMET NEEDS OF VARIOUS END USERS/END-USE INDUSTRIES

9 PASSENGER CAR ADAS MARKET, BY SYSTEM TYPE

9.1 INTRODUCTION

9.2 ADAPTIVE CRUISE CONTROL (ACC)

9.2.1 OEMS BUNDLING ACC WITH LANE-CENTERING FEATURES TO DRIVE GROWTH

9.3 ADAPTIVE FRONT LIGHTS (AFL)

9.3.1 RISING ADOPTION OF LED AND MATRIX LIGHTING SYSTEMS TO DRIVE GROWTH

9.4 AUTOMATIC EMERGENCY BRAKING (AEB)

9.4.1 REGULATORY MANDATES FOR AEB ACROSS MAJOR COUNTRIES TO DRIVE GROWTH

9.5 BLIND SPOT DETECTION (BSD)

9.5.1 HIGH TWO-WHEELER AND MIXED-TRAFFIC DENSITY IN URBAN ENVIRONMENTS TO DRIVE GROWTH

9.6 CROSS TRAFFIC ALERT (CTA)

9.6.1 LIMITED REAR VISIBILITY IN SUVs AND CROSSOVERS TO DRIVE GROWTH

9.7 DRIVER MONITORING SYSTEM (DMS)

9.7.1 REGULATORY REQUIREMENTS TO INCLUDE DMS IN NEW VEHICLES TO DRIVE GROWTH

9.8 FORWARD COLLISION WARNING (FCW)

9.8.1 OEM'S STANDARDIZATION OF FCW ACROSS ENTRY- AND MID-LEVEL VEHICLES TO DRIVE GROWTH

9.9 INTELLIGENT PARK ASSIST (IPA)

9.9.1 INCREASING URBAN PARKING CONSTRAINTS IN DENSE CITIES TO DRIVE GROWTH

9.10 LANE DEPARTURE WARNING SYSTEM (LDW)

9.10.1 MAJOR OEMS OFFERING LDW AS STANDARD FEATURE ACROSS NEW VEHICLES TO DRIVE GROWTH

9.11 NIGHT VISION SYSTEM (NVS)

9.11.1 HIGHER INCIDENCE OF NIGHTTIME ACCIDENTS ON HIGHWAYS AND RURAL ROADS TO DRIVE GROWTH

9.12 ROAD SIGN RECOGNITION (RSR)

9.12.1 GROWING INTEGRATION WITH ADAPTIVE CRUISE CONTROL AND SPEED-LIMITING SYSTEMS TO DRIVE GROWTH

9.13 TIRE PRESSURE MONITORING SYSTEM (TPMS)

9.13.1 REGULATORY MANDATES IN MAJOR REGIONS TO DRIVE GROWTH

9.14 TRAFFIC JAM ASSIST (TJA)

9.14.1 INCREASING URBAN CONGESTION IN MEGACITIES TO DRIVE GROWTH

9.15 KEY PRIMARY INSIGHTS

10 LIGHT COMMERCIAL VEHICLE ADAS MARKET, BY SYSTEM TYPE

10.1 INTRODUCTION

10.2 ADAPTIVE CRUISE CONTROL (ACC)

10.2.1 GROWING NEED FOR EFFICIENCY AND DRIVER COMFORT TO DRIVE MARKET

10.3 ADAPTIVE FRONT LIGHT (AFL)

10.3.1 NEED TO IMPROVE VISIBILITY AND OPERATIONAL SAFETY IN VARIED DRIVING ENVIRONMENTS TO DRIVE GROWTH

10.4 AUTOMATIC EMERGENCY BRAKING (AEB)

10.4.1 RISING PRESSURE TO IMPROVE FLEET SAFETY TO DRIVE GROWTH

10.5 BLIND SPOT DETECTION (BSD)

10.5.1 NEED TO REDUCE SIDE-COLLISION INCIDENTS AND LIABILITY COSTS TO DRIVE GROWTH

10.6 CROSS TRAFFIC ALERT (CTA)

10.6.1 RISING COMPLEXITY OF URBAN DELIVERY ENVIRONMENTS TO DRIVE GROWTH

10.7 DRIVER MONITORING SYSTEM (DMS)

10.7.1 INCREASING FOCUS ON DRIVER ACCOUNTABILITY AND FATIGUE MANAGEMENT TO DRIVE GROWTH

10.8 FORWARD COLLISION WARNING (FCW)

10.8.1 RISING EXPOSURE TO FRONT-END COLLISION RISKS IN URBAN DELIVERY CYCLES TO DRIVE GROWTH

10.9 INTELLIGENT PARK ASSIST (IPA)

10.9.1 GROWING OPERATIONAL CHALLENGES IN URBAN LOGISTICS TO DRIVE GROWTH

10.10 LANE DEPARTURE WARNING (LDW)

10.10.1 INCREASING EMPHASIS ON HIGHWAY SAFETY AND DRIVER COMPLIANCE TO DRIVE GROWTH

10.11 NIGHT VISION SYSTEM (NVS)

10.11.1 NEED TO IMPROVE VISIBILITY DURING OVERNIGHT LOGISTICS AND INTERCITY FREIGHT MOVEMENT TO DRIVE GROWTH

10.12 ROAD SIGN RECOGNITION (RSR)

10.12.1 INCREASING ENFORCEMENT OF SPEED COMPLIANCE AND ROUTE DISCIPLINE IN FLEET OPERATIONS TO DRIVE GROWTH

10.13 TIRE PRESSURE MONITORING SYSTEM (TPMS)

10.13.1 RISING FOCUS ON VEHICLE UPTIME AND OPERATING COST CONTROL TO DRIVE GROWTH

10.14 TRAFFIC JAM ASSIST (TJA)

10.14.1 RISING CONGESTION IN URBAN DELIVERY CORRIDORS TO DRIVE GROWTH

10.15 KEY PRIMARY INSIGHTS

11 HEAVY COMMERCIAL VEHICLE ADAS MARKET, BY SYSTEM TYPE

11.1 INTRODUCTION

11.2 ADAPTIVE CRUISE CONTROL (ACC)

11.2.1 NEED TO IMPROVE EFFICIENCY AND CONSISTENCY IN LONG-HAUL FREIGHT OPERATIONS TO DRIVE GROWTH

11.3 AUTOMATIC EMERGENCY BRAKING (AEB)

11.3.1 GLOBAL SAFETY REGULATIONS ARE PUSHING OEMS TO STANDARDIZE AEB ACROSS NEW HEAVY-DUTY PLATFORMS

11.4 BLIND SPOT DETECTION (BSD)

11.4.1 INCREASING EXPOSURE TO SIDE-SWIPE INCIDENTS IN HIGH-TRAFFIC

FREIGHT CORRIDORS TO DRIVE GROWTH

11.5 FORWARD COLLISION WARNING (FCW)

11.5.1 NEED FOR EARLY HAZARD DETECTION IN HIGH-SPEED FREIGHT OPERATIONS TO DRIVE GROWTH

11.6 INTELLIGENT PARK ASSIST (IPA)

11.6.1 NEED FOR FREQUENT DOCKING AND MANEUVERING IN CONFINED LOGISTICS ENVIRONMENTS TO DRIVE GROWTH

11.7 LANE DEPARTURE WARNING (LDW)

11.7.1 GROWING EMPHASIS ON MAINTAINING LANE DISCIPLINE IN LONG-HAUL FREIGHT OPERATIONS TO DRIVE GROWTH

11.8 TRAFFIC JAM ASSIST (TJA)

11.8.1 FREQUENT CONGESTION NEAR PORTS, INDUSTRIAL ZONES, AND URBAN FREIGHT CORRIDORS TO DRIVE GROWTH

11.9 KEY PRIMARY INSIGHTS

12 ADAS MARKET, BY ELECTRIC VEHICLE TYPE

12.1 INTRODUCTION

12.2 BATTERY ELECTRIC VEHICLE (BEV)

12.2.1 INCREASING LEVEL 2+ ADAS ADOPTION IN BEVS TO DRIVE GROWTH

12.3 HYBRID ELECTRIC VEHICLE (HEV)

12.3.1 EXPANSION OF HYBRID VEHICLES WITH LEVEL 1 & LEVEL 2 ADAS TO DRIVE GROWTH

12.4 PLUG-IN HYBRID ELECTRIC VEHICLE (PHEV)

12.4.1 EXPANSION OF PHEVS WITH ENHANCED SAFETY SYSTEMS TO DRIVE GROWTH

12.5 FUEL CELL ELECTRIC VEHICLE (FCEV)

12.6 PRIMARY INSIGHTS

13 ADAS MARKET, BY LEVEL OF AUTONOMY

13.1 INTRODUCTION

13.2 L1

13.2.1 INCREASING ADOPTION WITHIN MID-SIZED VEHICLE SEGMENT TO DRIVE GROWTH

13.3 L2

13.3.1 ESCALATING DEMAND FOR PREMIUM VEHICLES TO DRIVE GROWTH

13.4 L3

13.4.1 ADVANCEMENT IN AUTONOMOUS VEHICLE TECHNOLOGY TO DRIVE

GROWTH

13.5 L4

13.6 L5

13.7 KEY PRIMARY INSIGHTS

14 ADAS MARKET, OFFERING TYPE

14.1 INTRODUCTION

14.2 HARDWARE OFFERING

14.2.1 INTRODUCTION

14.2.1.1 ADAS functions supported by ADAS sensors

14.2.1.2 Top hardware providers, 2026

14.2.2 CAMERA UNIT

14.2.2.1 Rising adoption of Level 2+ driver-assist packages in mid-range vehicles to drive growth

14.2.3 LIDAR

14.2.3.1 Increasing adoption of autonomous driving systems to drive growth

14.2.3.1.1 Installation of LiDAR systems in passenger cars, height vs. volume

14.2.4 RADAR SENSOR

14.2.4.1 Advancements in 4D imaging radar technology to drive growth

14.2.5 ULTRASONIC SENSOR

14.2.5.1 Continuous improvements in sensor accuracy and miniaturization to drive growth

14.2.6 ECU

14.2.6.1 Rising compute demand and centralized architectures to drive growth

14.3 SOFTWARE OFFERING

14.3.1 INTRODUCTION

14.3.2 OEM OFFERINGS, BY SOFTWARE

14.3.3 MIDDLEWARE

14.3.3.1 Growing need for scalable and standardized software integration to drive growth

14.3.4 APPLICATION SOFTWARE

14.3.4.1 Increasing demand for advanced perception, AI-driven features, and continuous OTA feature updates to drive growth

14.3.5 OPERATING SYSTEMS

14.3.5.1 Rising need for real-time, safety-certified platforms to manage centralized ADAS workloads to drive growth

14.4 KEY INDUSTRY INSIGHTS

15 ADAS MARKET, BY SAFETY APPLICATION

15.1 INTRODUCTION

15.2 OCCUPANT CLASSIFICATION SYSTEM

15.2.1 GROWING COMPLEXITY OF IN-CABIN SAFETY SYSTEMS TO DRIVE GROWTH

15.2.2 CHILD PRESENCE DETECTION

15.3 DASHCAM

15.3.1 RISING NEED FOR VERIFIABLE INCIDENT DATA TO DRIVE GROWTH

15.4 INTRUSION DETECTION

15.5 KEY PRIMARY INSIGHTS

16 ADAS MARKET, BY REGION

16.1 INTRODUCTION

16.2 ASIA PACIFIC

16.2.1 CHINA

16.2.1.1 Strong policy framework and ADAS innovation to drive market

16.2.2 INDIA

16.2.2.1 Mandatory inclusion of ADAS in vehicles to drive market

16.2.3 JAPAN

16.2.3.1 Advanced ADAS integration and policy support to drive market

16.2.4 SOUTH KOREA

16.2.4.1 Substantial investments by automakers and tech providers to enhance performance of ADAS solutions to drive market

16.2.5 THAILAND

16.2.5.1 Government mandates to include ADAS features in BEVs and HEVs to drive market

16.2.6 INDONESIA

16.2.6.1 Active involvement of private sector in ADAS technological development to drive market

16.2.7 REST OF ASIA PACIFIC

16.3 EUROPE

16.3.1 GERMANY

16.3.1.1 Increasing sales of luxury vehicles equipped with advanced safety features to drive market

16.3.2 FRANCE

16.3.2.1 Mandating safety requirements to drive market

16.3.3 ITALY

16.3.3.1 Innovation in automobile industry to drive market

16.3.4 SPAIN

16.3.4.1 Legislative support for autonomous vehicle development and trials to drive market

16.3.5 RUSSIA

16.3.5.1 Increasing integration of advanced safety features in new vehicle models to drive market

16.3.6 UK

16.3.6.1 Rising inclusion of ADAS features in mid-tier automobiles to drive market

16.3.7 TURKEY

16.3.7.1 Advancements aimed at improving driving comfort in compact cars to drive growth

16.3.8 REST OF EUROPE

16.4 NORTH AMERICA

16.4.1 US

16.4.1.1 Substantial investments by OEMs in autonomous driving to drive market

16.4.2 CANADA

16.4.2.1 Rising safety awareness and demand for efficient driving to drive market

16.4.3 MEXICO

16.4.3.1 Growing awareness about crash-prevention technologies to drive market

16.5 REST OF THE WORLD

16.5.1 BRAZIL

16.5.1.1 Safety regulations and OEM investments to drive market

16.5.2 SOUTH AFRICA

16.5.2.1 Development of ADAS for integration into vehicles to drive market

16.5.3 IRAN

17 COMPETITIVE LANDSCAPE

17.1 OVERVIEW

17.2 KEY PLAYERS' STRATEGIES/RIGHT TO WIN

17.3 MARKET SHARE ANALYSIS FOR KEY PLAYERS, 2025

17.4 REVENUE ANALYSIS OF TOP LISTED/PUBLIC PLAYERS, 2025

17.5 COMPANY VALUATION AND FINANCIAL METRICS

17.5.1 COMPANY VALUATION

17.5.2 FINANCIAL METRICS

17.6 BRAND/ PRODUCT COMPARISON

17.7 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2025

17.7.1 STARS

- 17.7.2 EMERGING LEADERS
- 17.7.3 PERVASIVE PLAYERS
- 17.7.4 PARTICIPANTS
- 17.7.5 COMPANY FOOTPRINT: KEY PLAYERS, 2025
 - 17.7.5.1 Company footprint
 - 17.7.5.2 Region footprint
 - 17.7.5.3 Hardware offering footprint
 - 17.7.5.4 Software offering footprint
 - 17.7.5.5 Vehicle type footprint
- 17.8 COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2025
 - 17.8.1 PROGRESSIVE COMPANIES
 - 17.8.2 RESPONSIVE COMPANIES
 - 17.8.3 DYNAMIC COMPANIES
 - 17.8.4 STARTING BLOCKS
 - 17.8.5 COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2025
 - 17.8.5.1 List of startups/SMEs
 - 17.8.5.2 Competitive benchmarking of startups/SMEs
- 17.9 COMPETITIVE SCENARIO
 - 17.9.1 PRODUCT LAUNCHES/DEVELOPMENTS
 - 17.9.2 DEALS
 - 17.9.3 EXPANSIONS
 - 17.9.4 OTHER DEVELOPMENTS

18 COMPANY PROFILES

- 18.1 KEY PLAYERS
 - 18.1.1 ROBERT BOSCH GMBH
 - 18.1.1.1 Business overview
 - 18.1.1.2 Products offered
 - 18.1.1.3 Recent developments
 - 18.1.1.3.1 Product launches/developments
 - 18.1.1.3.2 Deals
 - 18.1.1.3.3 Expansions
 - 18.1.1.3.4 Other developments
 - 18.1.1.4 MnM view
 - 18.1.1.4.1 Key strengths
 - 18.1.1.4.2 Strategic choices
 - 18.1.1.4.3 Weaknesses and competitive threats
 - 18.1.2 AUMOVIO SE

- 18.1.2.1 Business overview
- 18.1.2.2 Products offered
- 18.1.2.3 Recent developments
 - 18.1.2.3.1 Product launches/developments
 - 18.1.2.3.2 Deals
 - 18.1.2.3.3 Expansions
 - 18.1.2.3.4 Other developments
- 18.1.2.4 MnM view
 - 18.1.2.4.1 Key strengths
 - 18.1.2.4.2 Strategic choices
 - 18.1.2.4.3 Weaknesses and competitive threats
- 18.1.3 ZF FRIEDRICHSHAFEN AG
 - 18.1.3.1 Business overview
 - 18.1.3.2 Products offered
 - 18.1.3.3 Recent developments
 - 18.1.3.3.1 Product developments
 - 18.1.3.3.2 Deals
 - 18.1.3.3.3 Expansions
 - 18.1.3.3.4 Other developments
 - 18.1.3.4 MnM view
 - 18.1.3.4.1 Key strengths
 - 18.1.3.4.2 Strategic choices
 - 18.1.3.4.3 Weaknesses and competitive threats
- 18.1.4 DENSO CORPORATION
 - 18.1.4.1 Business overview
 - 18.1.4.2 Products offered
 - 18.1.4.3 Recent developments
 - 18.1.4.3.1 Product launches
 - 18.1.4.3.2 Deals
 - 18.1.4.3.3 Other developments
 - 18.1.4.4 MnM view
 - 18.1.4.4.1 Key strengths
 - 18.1.4.4.2 Strategic choices
 - 18.1.4.4.3 Weaknesses and competitive threats
- 18.1.5 MAGNA INTERNATIONAL INC.
 - 18.1.5.1 Business overview
 - 18.1.5.2 Products offered
 - 18.1.5.3 Recent developments
 - 18.1.5.3.1 Product launches

- 18.1.5.3.2 Deals
- 18.1.5.3.3 Expansions
- 18.1.5.3.4 Other developments
- 18.1.5.4 MnM view
 - 18.1.5.4.1 Key strengths
 - 18.1.5.4.2 Strategic choices
 - 18.1.5.4.3 Weaknesses and competitive threats
- 18.1.6 MOBILEYE
 - 18.1.6.1 Business overview
 - 18.1.6.2 Products offered
 - 18.1.6.3 Recent developments
 - 18.1.6.3.1 Product launches
 - 18.1.6.3.2 Deals
 - 18.1.6.3.3 Contracts
 - 18.1.6.3.4 Other developments
- 18.1.7 APTIV
 - 18.1.7.1 Business overview
 - 18.1.7.2 Products offered
 - 18.1.7.3 Recent developments
 - 18.1.7.3.1 Product launches
 - 18.1.7.3.2 Deals
 - 18.1.7.3.3 Expansions
 - 18.1.7.3.4 Contracts
 - 18.1.7.3.5 Other developments
- 18.1.8 VALEO
 - 18.1.8.1 Business overview
 - 18.1.8.2 Products offered
 - 18.1.8.3 Recent developments
 - 18.1.8.3.1 Deals
 - 18.1.8.3.2 Expansions
 - 18.1.8.3.3 Contracts
 - 18.1.8.3.4 Other developments
- 18.1.9 HYUNDAI MOBIS
 - 18.1.9.1 Business overview
 - 18.1.9.2 Products offered
 - 18.1.9.3 Recent developments
 - 18.1.9.3.1 Product launches/developments
 - 18.1.9.3.2 Deals
 - 18.1.9.3.3 Other developments

18.1.10 NVIDIA CORPORATION

18.1.10.1 Business Overview

18.1.10.2 Products offered

18.1.10.3 Recent developments

18.1.10.3.1 Product launches

18.1.10.3.2 Deals

18.1.10.3.3 Contracts

18.1.11 NXP SEMICONDUCTORS

18.1.11.1 Business overview

18.1.11.2 Products offered

18.1.11.3 Recent developments

18.1.11.3.1 Product launches/developments

18.1.11.3.2 Deals

18.1.11.3.3 Other developments

18.1.12 AUTOLIV

18.1.12.1 Business overview

18.1.12.2 Products offered

18.1.12.3 Recent developments

18.1.12.3.1 Deals

18.1.13 ASTEMO LTD.

18.1.13.1 Business overview

18.1.13.2 Products offered

18.1.13.3 Recent developments

18.1.13.3.1 Product launches/developments

18.1.13.3.2 Deals

18.1.14 HORIZON ROBOTICS INC.

18.1.14.1 Business overview

18.1.14.2 Products offered

18.1.14.3 Recent developments

18.1.14.3.1 Product launches/developments

18.1.14.3.2 Deals

18.1.15 ADVANCED MICRO DEVICES, INC.

18.1.15.1 Business overview

18.1.15.2 Products offered

18.1.15.3 Recent developments

18.1.15.3.1 Product launches/developments

18.1.15.3.2 Deals

18.1.16 FICOSA INTERNACIONAL SA

18.1.16.1 Business overview

- 18.1.16.2 Products offered
- 18.1.16.3 Recent developments
- 18.1.16.3.1 Other developments

18.2 OTHER KEY PLAYERS

- 18.2.1 AISIN CORPORATION
- 18.2.2 RENESAS ELECTRONICS CORPORATION
- 18.2.3 INFINEON TECHNOLOGIES AG
- 18.2.4 HELLA GMBH & CO. KGAA
- 18.2.5 TEXAS INSTRUMENTS INCORPORATED
- 18.2.6 SAMSUNG
- 18.2.7 GENTEX CORPORATION
- 18.2.8 BLACKBERRY LIMITED
- 18.2.9 MICROCHIP TECHNOLOGY INC.
- 18.2.10 VEONEER US SAFETY SYSTEMS, LLC.
- 18.2.11 PANASONIC AUTOMOTIVE SYSTEMS CO., LTD.

19 RESEARCH METHODOLOGY

19.1 RESEARCH DATA

- 19.1.1 SECONDARY DATA
 - 19.1.1.1 Key secondary sources
 - 19.1.1.2 Key data from secondary sources
- 19.1.2 PRIMARY DATA
 - 19.1.2.1 Primary interviewees from demand and supply sides
 - 19.1.2.2 Key industry insights and breakdown of primary interviews
 - 19.1.2.3 List of primary interview participants

19.2 MARKET SIZE ESTIMATION

- 19.2.1 BOTTOM-UP APPROACH
- 19.2.2 TOP-DOWN APPROACH

19.3 DATA TRIANGULATION

19.4 FACTOR ANALYSIS

- 19.4.1 DEMAND AND SUPPLY-SIDE FACTOR ANALYSIS

19.5 RESEARCH ASSUMPTIONS

19.6 RESEARCH LIMITATIONS

19.7 RISK ASSESSMENT

20 APPENDIX

20.1 DISCUSSION GUIDE

20.2 KNOWLEDGESTORE: MARKET SAND MARKETS' SUBSCRIPTION PORTAL

20.3 CUSTOMIZATION OPTIONS

20.3.1 EV ADAS MARKET, BY REGION

20.3.2 ADAS MARKET BY VEHICLE TYPE AT COUNTRY LEVEL

20.3.3 COMPANY INFORMATION:

20.3.3.1 Profiling of additional market players (up to 5)

20.4 RELATED REPORTS

20.5 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 ADAS MARKET DEFINITION, BY SYSTEM TYPE

TABLE 2 ADAS MARKET DEFINITION, BY ELECTRIC VEHICLE TYPE

TABLE 3 ADAS MARKET DEFINITION, BY LEVEL OF AUTONOMY

TABLE 4 ADAS MARKET DEFINITION, BY VEHICLE TYPE

TABLE 5 ADAS MARKET DEFINITION, BY HARDWARE OFFERING

TABLE 6 ADAS MARKET DEFINITION, BY SOFTWARE OFFERING

TABLE 7 ADAS MARKET DEFINITION, BY SAFETY APPLICATION

TABLE 8 INCLUSIONS AND EXCLUSIONS

TABLE 9 CURRENCY EXCHANGE RATES (PER USD), 2021–2025

TABLE 10 GOVERNMENT SAFETY REGULATIONS

TABLE 11 FUTURE OPPORTUNITIES DRIVEN BY AUTONOMOUS TECH

TABLE 12 FUTURE OPPORTUNITIES IN EV-DRIVEN INNOVATIONS

TABLE 13 STRATEGIC MOVES BY TIER 1/2/3 PLAYERS

TABLE 14 GDP PERCENTAGE CHANGE, BY COUNTRY, 2021–2030

TABLE 15 INDICATIVE PRICING ANALYSIS, BY HARDWARE OFFERING, 2025

TABLE 16 AVERAGE SELLING PRICE TREND OF CAMERA UNITS, BY REGION, 2023–2025 (USD)

TABLE 17 AVERAGE SELLING PRICE TREND OF LIDARS, BY REGION, 2023–2025 (USD)

TABLE 18 AVERAGE SELLING PRICE TREND OF RADAR SENSORS, BY REGION, 2023–2025 (USD)

TABLE 19 AVERAGE SELLING PRICE TREND OF ULTRASONIC SENSORS, BY REGION, 2023–2025 (USD)

TABLE 20 ROLE OF COMPANIES IN ECOSYSTEM

TABLE 21 LIST OF FUNDING, 2022–2026

TABLE 22 ADAS SUPPLIERS, BY KEY OEMS

TABLE 23 RADAR (MILLIMETER WAVE RADAR, LIDAR, AND OTHERS), BY KEY OEMS

TABLE 24 CAMERA, BY KEY OEMS

TABLE 25 PARKING ASSIST, BY KEY OEMS

TABLE 26 VEHICLE-APPROACH NOTICE CONTROL UNIT, BY KEY OEMS

TABLE 27 CRUISE CONTROL, BY KEY OEMS

TABLE 28 DRIVER MONITORING SYSTEM, BY KEY OEMS

TABLE 29 HIGH-DEFINITION MAP, BY KEY OEMS

TABLE 30 LANE DEPARTURE WARNING SYSTEM, BY KEY OEMS

TABLE 31 TIRE PRESSURE MONITORING SYSTEM, BY KEY OEMS

TABLE 32 TESLA AUTOPILOT SUBSCRIPTION PRICING

TABLE 33 STANDARD SAFETY FEATURES: MERCEDES S-CLASS

TABLE 34 ADAS PACKAGE: MERCEDES C-CLASS

TABLE 35 ADAS PACKAGE: MERCEDES E-CLASS

TABLE 36 IMPORT DATA FOR HS CODE 8708, BY COUNTRY, 2021–2025 (USD BILLION)

TABLE 37 EXPORT DATA FOR HS CODE 8708, BY COUNTRY, 2021–2025 (USD BILLION)

TABLE 38 OEM ADAS SUBSCRIPTION PRICING, 2026 (GLOBAL)

TABLE 39 KEY CONFERENCES AND EVENTS, 2026–2027

TABLE 40 IMPORT TARIFFS ON ADAS COMPONENTS AND SEMICONDUCTORS IN INDIA

TABLE 41 IMPACT OF TRADE LIBERALIZATION ON ADAS COMPONENT IMPORTS INTO INDIA

TABLE 42 IMPACT OF TRADE LIBERALIZATION ON ADAS EXPORTS FROM INDIA

TABLE 43 PATENT REGISTRATIONS, 2023–2025

TABLE 44 NORTH AMERICA: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 45 EUROPE: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 46 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

TABLE 47 ADAS REGULATIONS AND INITIATIVES

TABLE 48 NCAP REGULATIONS

TABLE 49 POWER CONSUMPTION, BY COMPONENT

TABLE 50 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR ADAS, BY VEHICLE TYPE (%)

TABLE 51 KEY BUYING CRITERIA FOR ADAS, BY VEHICLE TYPE

TABLE 52 UNMET NEEDS IN ADAS MARKET, BY END-USE INDUSTRY

TABLE 53 PASSENGER CAR ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 54 PASSENGER CAR ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 55 ADAPTIVE CRUISE CONTROL: PASSENGER CAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 56 ADAPTIVE CRUISE CONTROL: PASSENGER CAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 57 ADAPTIVE FRONT LIGHTS: PASSENGER CAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 58 ADAPTIVE FRONT LIGHTS: PASSENGER ADAS MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 59 AUTOMATIC EMERGENCY BRAKING: PASSENGER CAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 60 AUTOMATIC EMERGENCY BRAKING: PASSENGER CAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 61 BLIND SPOT DETECTION: PASSENGER CAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 62 BLIND SPOT DETECTION: PASSENGER CAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 63 CROSS TRAFFIC ALERT: PASSENGER CAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 64 CROSS TRAFFIC ALERT: PASSENGER CAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 65 DRIVER MONITORING SYSTEM: PASSENGER CAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 66 DRIVER MONITORING SYSTEM: PASSENGER CAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 67 FORWARD COLLISION WARNING: PASSENGER CAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 68 FORWARD COLLISION WARNING: PASSENGER CAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 69 INTELLIGENT PARK ASSIST: PASSENGER CAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 70 INTELLIGENT PARK ASSIST: PASSENGER CAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 71 LANE DEPARTURE WARNING SYSTEM: PASSENGER CAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 72 LANE DEPARTURE WARNING SYSTEM: PASSENGER CAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 73 NIGHT VISION SYSTEM: PASSENGER CAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 74 NIGHT VISION SYSTEM: PASSENGER CAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 75 ROAD SIGN RECOGNITION: PASSENGER CAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 76 ROAD SIGN RECOGNITION: PASSENGER CAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 77 TIRE PRESSURE MONITORING SYSTEM: PASSENGER CAR MARKET,

BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 78 TIRE PRESSURE MONITORING SYSTEM: PASSENGER CAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 79 TRAFFIC JAM ASSIST: PASSENGER CAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 80 TRAFFIC JAM ASSIST: PASSENGER CAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 81 LIGHT COMMERCIAL VEHICLE ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 82 LIGHT COMMERCIAL VEHICLE ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 83 ADAPTIVE CRUISE CONTROL: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 84 ADAPTIVE CRUISE CONTROL: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 85 ADAPTIVE FRONT LIGHTS: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 86 ADAPTIVE FRONT LIGHTS: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 87 AUTOMATIC EMERGENCY BRAKING: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 88 AUTOMATIC EMERGENCY BRAKING: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 89 BLIND SPOT DETECTION: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 90 BLIND SPOT DETECTION: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 91 CROSS TRAFFIC ALERT: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 92 CROSS TRAFFIC ALERT: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 93 DRIVER MONITORING SYSTEM: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 94 DRIVER MONITORING SYSTEM: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 95 FORWARD COLLISION WARNING: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 96 FORWARD COLLISION WARNING: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 97 INTELLIGENT PARK ASSIST: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 98 INTELLIGENT PARK ASSIST: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 99 LANE DEPARTURE WARNING: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 100 LANE DEPARTURE WARNING: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 101 NIGHT VISION SYSTEM: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 102 NIGHT VISION SYSTEM: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 103 ROAD SIGN RECOGNITION: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 104 ROAD SIGN RECOGNITION: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 105 TIRE PRESSURE MONITORING SYSTEM: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 106 TIRE PRESSURE MONITORING SYSTEM: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 107 TRAFFIC JAM ASSIST: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 108 TRAFFIC JAM ASSIST: LIGHT COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 109 HEAVY COMMERCIAL VEHICLE ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 110 HEAVY COMMERCIAL VEHICLE ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 111 ADAPTIVE CRUISE CONTROL: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 112 ADAPTIVE CRUISE CONTROL: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 113 AUTOMATIC EMERGENCY BRAKING: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 114 AUTOMATIC EMERGENCY BRAKING: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 115 BLIND SPOT DETECTION: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 116 BLIND SPOT DETECTION: HEAVY COMMERCIAL VEHICLE MARKET,

BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 117 FORWARD COLLISION WARNING: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 118 FORWARD COLLISION WARNING: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 119 INTELLIGENT PARK ASSIST: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 120 INTELLIGENT PARK ASSIST: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 121 LANE DEPARTURE WARNING SYSTEM: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 122 LANE DEPARTURE WARNING SYSTEM: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 123 TRAFFIC JAM ASSIST: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 124 TRAFFIC JAM ASSIST: HEAVY COMMERCIAL VEHICLE MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 125 ADAS MARKET, BY ELECTRIC VEHICLE TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 126 ADAS MARKET, BY ELECTRIC VEHICLE TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 127 BATTERY ELECTRIC VEHICLE: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 128 BATTERY ELECTRIC VEHICLE: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 129 HYBRID ELECTRIC VEHICLE: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 130 HYBRID ELECTRIC VEHICLE: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 131 PLUG-IN HYBRID ELECTRIC VEHICLE: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 132 PLUG-IN HYBRID ELECTRIC VEHICLE: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 133 ADAS MARKET, BY LEVEL OF AUTONOMY, 2022–2025 (THOUSAND UNITS)

TABLE 134 ADAS MARKET, BY LEVEL OF AUTONOMY, 2026–2033 (THOUSAND UNITS)

TABLE 135 L1: ADAS MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 136 L1: ADAS MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 137 L2: ADAS MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 138 L2: ADAS MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 139 L3: ADAS MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 140 L3: ADAS MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 141 ADAS MARKET, BY OFFERING TYPE, 2022–2025 (USD MILLION)

TABLE 142 ADAS MARKET, BY OFFERING TYPE, 2026–2033 (USD MILLION)

TABLE 143 ADAS FUNCTIONS SUPPORTED BY ADAS SENSORS

TABLE 144 TOP HARDWARE PROVIDERS, 2026

TABLE 145 ADAS MARKET, BY HARDWARE OFFERING, 2022–2025 (THOUSAND UNITS)

TABLE 146 ADAS MARKET, BY HARDWARE OFFERING, 2026–2033 (THOUSAND UNITS)

TABLE 147 ADAS MARKET, BY HARDWARE OFFERING, 2022–2025 (USD MILLION)

TABLE 148 ADAS MARKET, BY HARDWARE OFFERING, 2026–2033 (USD MILLION)

TABLE 149 CAMERA UNITS MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 150 CAMERA UNITS MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 151 CAMERA UNITS MARKET, BY REGION, 2022–2025 (USD MILLION)

TABLE 152 CAMERA UNITS MARKET, BY REGION, 2026–2033 (USD MILLION)

TABLE 153 LIDAR MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 154 LIDAR MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 155 LIDAR MARKET, BY REGION, 2022–2025 (USD MILLION)

TABLE 156 LIDAR MARKET, BY REGION, 2026–2033 (USD MILLION)

TABLE 157 RADAR SENSORS MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 158 RADAR SENSORS MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 159 RADAR SENSORS MARKET, BY REGION, 2022–2025 (USD MILLION)

TABLE 160 RADAR SENSORS MARKET, BY REGION, 2026–2033 (USD MILLION)

TABLE 161 ULTRASONIC SENSORS MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 162 ULTRASONIC SENSORS MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 163 ULTRASONIC SENSORS MARKET, BY REGION, 2022–2025 (USD MILLION)

TABLE 164 ULTRASONIC SENSORS MARKET, BY REGION, 2026–2033 (USD MILLION)

TABLE 165 ECUS MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 166 ECUS MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 167 ECUS MARKET, BY REGION, 2022–2025 (USD MILLION)

TABLE 168 ECUS MARKET, BY REGION, 2026–2033 (USD MILLION)

TABLE 169 AUTOMOTIVE SOFTWARE OFFERINGS BY KEY PLAYERS

TABLE 170 ADAS MARKET, BY SOFTWARE OFFERING, 2022–2025 (USD MILLION)

TABLE 171 ADAS MARKET, BY SOFTWARE OFFERING, 2026–2033 (USD MILLION)

TABLE 172 MIDDLEWARE: ADAS SOFTWARE MARKET, BY REGION, 2022–2025 (USD MILLION)

TABLE 173 MIDDLEWARE: ADAS SOFTWARE MARKET, BY REGION, 2026–2033 (USD MILLION)

TABLE 174 APPLICATION SOFTWARE: ADAS SOFTWARE MARKET, BY REGION, 2022–2025 (USD MILLION)

TABLE 175 APPLICATION SOFTWARE: ADAS SOFTWARE MARKET, BY REGION, 2026–2033 (USD MILLION)

TABLE 176 OPERATING SYSTEMS: ADAS SOFTWARE MARKET, BY REGION, 2022–2025 (USD MILLION)

TABLE 177 OPERATING SYSTEMS: ADAS SOFTWARE MARKET, BY REGION, 2026–2033 (USD MILLION)

TABLE 178 ADAS MARKET, BY SAFETY APPLICATION, 2022–2025 (THOUSAND UNITS)

TABLE 179 ADAS MARKET, BY SAFETY APPLICATION, 2026–2033 (THOUSAND UNITS)

TABLE 180 ADAS MARKET, BY SAFETY APPLICATION, 2022–2025 (USD MILLION)

TABLE 181 ADAS MARKET, BY SAFETY APPLICATION, 2026–2033 (USD MILLION)

TABLE 182 OCCUPANT CLASSIFICATION SYSTEM MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 183 OCCUPANT CLASSIFICATION SYSTEM MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 184 OCCUPANT CLASSIFICATION SYSTEM MARKET, BY REGION, 2022–2025 (USD MILLION)

TABLE 185 OCCUPANT CLASSIFICATION SYSTEM MARKET, BY REGION, 2026–2033 (USD MILLION)

TABLE 186 DASHCAM MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 187 DASHCAM MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 188 DASHCAM MARKET, BY REGION, 2022–2025 (USD MILLION)

TABLE 189 DASHCAM MARKET, BY REGION, 2026–2033 (USD MILLION)

TABLE 190 ADAS MARKET, BY REGION, 2022–2025 (THOUSAND UNITS)

TABLE 191 ADAS MARKET, BY REGION, 2026–2033 (THOUSAND UNITS)

TABLE 192 ASIA PACIFIC: ADAS MARKET, BY COUNTRY, 2022–2025 (THOUSAND UNITS)

TABLE 193 ASIA PACIFIC: ADAS MARKET, BY COUNTRY, 2026–2033 (THOUSAND UNITS)

UNITS)

TABLE 194 CHINA: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 195 CHINA: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 196 INDIA: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 197 INDIA: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 198 JAPAN: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 199 JAPAN: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 200 SOUTH KOREA: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 201 SOUTH KOREA: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 202 THAILAND: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 203 THAILAND: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 204 INDONESIA: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 205 INDONESIA: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 206 REST OF ASIA PACIFIC: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 207 REST OF ASIA PACIFIC: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 208 EUROPE: ADAS MARKET, BY COUNTRY, 2022–2025 (THOUSAND UNITS)

TABLE 209 EUROPE: ADAS MARKET, BY COUNTRY, 2026–2033 (THOUSAND UNITS)

TABLE 210 GERMANY: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 211 GERMANY: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 212 FRANCE: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 213 FRANCE: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 214 ITALY: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 215 ITALY: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 216 SPAIN: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 217 SPAIN: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 218 RUSSIA: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 219 RUSSIA: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 220 UK: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 221 UK: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 222 TURKEY: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 223 TURKEY: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 224 REST OF EUROPE: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 225 REST OF EUROPE: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 226 NORTH AMERICA: ADAS MARKET, BY COUNTRY, 2022–2025 (THOUSAND UNITS)

TABLE 227 NORTH AMERICA: ADAS MARKET, BY COUNTRY, 2026–2033 (THOUSAND UNITS)

TABLE 228 US: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 229 US: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 230 CANADA: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 231 CANADA: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 232 MEXICO: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

UNITS)

TABLE 233 MEXICO: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 234 REST OF THE WORLD: ADAS MARKET, BY COUNTRY, 2022–2025 (THOUSAND UNITS)

TABLE 235 REST OF THE WORLD: ADAS MARKET, BY COUNTRY, 2026–2033 (THOUSAND UNITS)

TABLE 236 BRAZIL: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 237 BRAZIL: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 238 SOUTH AFRICA: ADAS MARKET, BY SYSTEM TYPE, 2022–2025 (THOUSAND UNITS)

TABLE 239 SOUTH AFRICA: ADAS MARKET, BY SYSTEM TYPE, 2026–2033 (THOUSAND UNITS)

TABLE 240 KEY PLAYER STRATEGIES/RIGHT TO WIN, JANUARY 2022–MARCH 2026

TABLE 241 MARKET SHARE ANALYSIS OF TOP 5 PLAYERS, 2025

TABLE 242 ADAS MARKET: REGION FOOTPRINT, 2025

TABLE 243 ADAS MARKET: HARDWARE OFFERING FOOTPRINT, 2025

TABLE 244 ADAS MARKET: SOFTWARE OFFERING FOOTPRINT, 2025

TABLE 245 ADAS MARKET: VEHICLE TYPE FOOTPRINT, 2025

TABLE 246 ADAS MARKET: LIST OF KEY STARTUPS/SMES

TABLE 247 COMPETITIVE BENCHMARKING OF KEY STARTUPS/SMES

TABLE 248 ADAS MARKET: PRODUCT LAUNCHES/DEVELOPMENTS, JANUARY 2022–APRIL 2026

TABLE 249 ADAS MARKET: DEALS, JANUARY 2022–APRIL 2026

TABLE 250 ADAS MARKET: EXPANSIONS, JANUARY 2022–APRIL 2026

TABLE 251 ADAS MARKET: OTHER DEVELOPMENTS, JANUARY 2022–APRIL 2026

TABLE 252 ROBERT BOSCH GMBH: COMPANY OVERVIEW

TABLE 253 ROBERT BOSCH GMBH: SUPPLIER ANALYSIS

TABLE 254 ROBERT BOSCH GMBH: PRODUCTS OFFERED

TABLE 255 ROBERT BOSCH GMBH: PRODUCT LAUNCHES/DEVELOPMENTS

TABLE 256 ROBERT BOSCH GMBH: DEALS

TABLE 257 ROBERT BOSCH GMBH: EXPANSIONS

TABLE 258 ROBERT BOSCH GMBH: OTHER DEVELOPMENTS

TABLE 259 AUMOVIO SE: COMPANY OVERVIEW

TABLE 260 AUMOVIO SE: SUPPLIER ANALYSIS

TABLE 261 AUMOVIO SE: PRODUCTS OFFERED

TABLE 262 AUMOVIO SE: PRODUCT LAUNCHES/DEVELOPMENTS
TABLE 263 AUMOVIO SE: DEALS
TABLE 264 AUMOVIO SE: EXPANSIONS
TABLE 265 AUMOVIO SE: OTHER DEVELOPMENTS
TABLE 266 ZF FRIEDRICHSHAFEN AG: COMPANY OVERVIEW
TABLE 267 ZF FRIEDRICHSHAFEN AG: PRODUCTS OFFERED
TABLE 268 ZF FRIEDRICHSHAFEN AG: PRODUCT DEVELOPMENTS
TABLE 269 ZF FRIEDRICHSHAFEN AG: DEALS
TABLE 270 ZF FRIEDRICHSHAFEN AG: EXPANSIONS
TABLE 271 ZF FRIEDRICHSHAFEN AG: OTHER DEVELOPMENTS
TABLE 272 DENSO CORPORATION: COMPANY OVERVIEW
TABLE 273 DENSO CORPORATION: SUPPLIER ANALYSIS
TABLE 274 DENSO CORPORATION: PRODUCTS OFFERED
TABLE 275 DENSO CORPORATION: PRODUCT LAUNCHES
TABLE 276 DENSO CORPORATION: DEALS
TABLE 277 DENSO CORPORATION: OTHER DEVELOPMENTS
TABLE 278 MAGNA INTERNATIONAL INC.: COMPANY OVERVIEW
TABLE 279 MAGNA INTERNATIONAL INC.: SUPPLIER ANALYSIS
TABLE 280 MAGNA INTERNATIONAL INC.: PRODUCTS OFFERED
TABLE 281 MAGNA INTERNATIONAL INC.: PRODUCT LAUNCHES
TABLE 282 MAGNA INTERNATIONAL INC.: DEALS
TABLE 283 MAGNA INTERNATIONAL INC.: EXPANSIONS
TABLE 284 MAGNA INTERNATIONAL INC.: OTHER DEVELOPMENTS
TABLE 285 MOBILEYE: COMPANY OVERVIEW
TABLE 286 MOBILEYE: SUPPLIER ANALYSIS
TABLE 287 MOBILEYE: PRODUCTS OFFERED
TABLE 288 MOBILEYE: PRODUCT LAUNCHES
TABLE 289 MOBILEYE: DEALS
TABLE 290 MOBILEYE: CONTRACTS
TABLE 291 MOBILEYE: OTHER DEVELOPMENTS
TABLE 292 APTIV: COMPANY OVERVIEW
TABLE 293 APTIV: SUPPLIER ANALYSIS
TABLE 294 APTIV: PRODUCTS OFFERED
TABLE 295 APTIV: PRODUCT LAUNCHES
TABLE 296 APTIV: DEALS
TABLE 297 APTIV: EXPANSIONS
TABLE 298 APTIV: CONTRACTS
TABLE 299 APTIV: OTHER DEVELOPMENTS
TABLE 300 VALEO: COMPANY OVERVIEW

TABLE 301 VALEO: SUPPLIER ANALYSIS
TABLE 302 VALEO: PRODUCTS OFFERED
TABLE 303 VALEO: DEALS
TABLE 304 VALEO: EXPANSIONS
TABLE 305 VALEO: CONTRACTS
TABLE 306 VALEO: OTHER DEVELOPMENTS
TABLE 307 HYUNDAI MOBIS: COMPANY OVERVIEW
TABLE 308 HYUNDAI MOBIS: SUPPLIER ANALYSIS
TABLE 309 HYUNDAI MOBIS: PRODUCTS OFFERED
TABLE 310 HYUNDAI MOBIS: PRODUCT LAUNCHES/DEVELOPMENTS
TABLE 311 HYUNDAI MOBIS: DEALS
TABLE 312 HYUNDAI MOBIS: OTHER DEVELOPMENTS
TABLE 313 NVIDIA CORPORATION: COMPANY OVERVIEW
TABLE 314 NVIDIA CORPORATION: SUPPLIER ANALYSIS
TABLE 315 NVIDIA CORPORATION: PRODUCTS OFFERED
TABLE 316 NVIDIA CORPORATION: PRODUCT LAUNCHES
TABLE 317 NVIDIA CORPORATION: DEALS
TABLE 318 NVIDIA CORPORATION: CONTRACTS
TABLE 319 NXP SEMICONDUCTORS: COMPANY OVERVIEW
TABLE 320 NXP SEMICONDUCTORS: PRODUCTS OFFERED
TABLE 321 NXP SEMICONDUCTORS: PRODUCT LAUNCHES/DEVELOPMENTS
TABLE 322 NXP SEMICONDUCTORS: DEALS
TABLE 323 NXP SEMICONDUCTORS: OTHER DEVELOPMENTS
TABLE 324 AUTOLIV: COMPANY OVERVIEW
TABLE 325 AUTOLIV: SUPPLIER ANALYSIS
TABLE 326 AUTOLIV: PRODUCTS OFFERED
TABLE 327 AUTOLIV: DEALS
TABLE 328 ASTEMO LTD.: COMPANY OVERVIEW
TABLE 329 ASTEMO LTD.: SUPPLIER ANALYSIS
TABLE 330 ASTEMO LTD.: PRODUCTS OFFERED
TABLE 331 ASTEMO LTD.: PRODUCT LAUNCHES/DEVELOPMENTS
TABLE 332 ASTEMO LTD.: DEALS
TABLE 333 HORIZON ROBOTICS INC.: COMPANY OVERVIEW
TABLE 334 HORIZON ROBOTICS INC.: SUPPLIER ANALYSIS
TABLE 335 HORIZON ROBOTICS INC.: PRODUCT PORTFOLIO
TABLE 336 HORIZON ROBOTICS INC.: PRODUCTS OFFERED
TABLE 337 HORIZON ROBOTICS INC.: PRODUCT LAUNCHES/DEVELOPMENTS
TABLE 338 HORIZON ROBOTICS INC.: DEALS
TABLE 339 ADVANCED MICRO DEVICES, INC.: COMPANY OVERVIEW

TABLE 340 ADVANCED MICRO DEVICES, INC.: PRODUCTS OFFERED
TABLE 341 ADVANCED MICRO DEVICES, INC.: PRODUCT LAUNCHES/DEVELOPMENTS
TABLE 342 ADVANCED MICRO DEVICES, INC.: DEALS
TABLE 343 FICOSA INTERNACIONAL SA: COMPANY OVERVIEW
TABLE 344 FICOSA INTERNACIONAL SA: SUPPLIER ANALYSIS
TABLE 345 FICOSA INTERNACIONAL SA: PRODUCTS OFFERED
TABLE 346 FICOSA INTERNACIONAL SA: OTHER DEVELOPMENTS
TABLE 347 AISIN CORPORATION: COMPANY OVERVIEW
TABLE 348 RENESAS ELECTRONICS CORPORATION: COMPANY OVERVIEW
TABLE 349 INFINEON TECHNOLOGIES AG: COMPANY OVERVIEW
TABLE 350 HELLA GMBH & CO. KGAA: COMPANY OVERVIEW
TABLE 351 TEXAS INSTRUMENTS INCORPORATED: COMPANY OVERVIEW
TABLE 352 SAMSUNG: COMPANY OVERVIEW
TABLE 353 GENTEX CORPORATION: COMPANY OVERVIEW
TABLE 354 BLACKBERRY LIMITED: COMPANY OVERVIEW
TABLE 355 MICROCHIP TECHNOLOGY INC.: COMPANY OVERVIEW
TABLE 356 VEONEER US SAFETY SYSTEMS, LLC.: COMPANY OVERVIEW
TABLE 357 PANASONIC AUTOMOTIVE SYSTEMS CO., LTD.: COMPANY OVERVIEW

List Of Figures

LIST OF FIGURES

FIGURE 1 MARKET SEGMENTATION

FIGURE 2 MARKET SCENARIO

FIGURE 3 GLOBAL ADAS MARKET, 2022–2033 (THOUSAND UNITS)

FIGURE 4 MAJOR STRATEGIES ADOPTED BY KEY PLAYERS IN ADAS MARKET, 2022–2026

FIGURE 5 DISRUPTIONS INFLUENCING GROWTH OF ADAS MARKET

FIGURE 6 HIGH-GROWTH SEGMENTS IN ADAS MARKET, 2026-2033

FIGURE 7 ASIA PACIFIC TO LEAD MARKET DURING FORECAST PERIOD

FIGURE 8 INCREASING DEMAND FOR ROAD SAFETY TO DRIVE MARKET

FIGURE 9 L2 TO HOLD LARGEST MARKET SHARE IN 2033

FIGURE 10 NIGHT VISION SYSTEM TO GROW AT FASTEST RATE DURING FORECAST PERIOD

FIGURE 11 TIRE PRESSURE MONITORING SYSTEM TO DOMINATE MARKET IN 2033

FIGURE 12 AUTOMATIC EMERGENCY BRAKING TO DOMINATE MARKET IN 2033

FIGURE 13 BEV SEGMENT TO LEAD MARKET IN 2033

FIGURE 14 HARDWARE OFFERING TO DOMINATE MARKET IN 2033

FIGURE 15 OCCUPANT CLASSIFICATION SYSTEM TO DOMINATE MARKET IN 2033

FIGURE 16 ASIA PACIFIC TO ACCOUNT FOR LARGEST MARKET SHARE IN 2026

FIGURE 17 OVERVIEW OF ADAS TECHNOLOGIES

FIGURE 18 ADAS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

FIGURE 19 ADVANCED ELECTRONICS FOR HIGHER SAFETY

FIGURE 20 DRIVERS' PERCEPTION OF AUTONOMOUS VEHICLES IN US

FIGURE 21 VISION SYSTEM OF FULLY AUTONOMOUS VEHICLES

FIGURE 22 TRENDS/DISRUPTIONS IMPACTING CUSTOMER BUSINESS

FIGURE 23 INDICATIVE PRICING ANALYSIS, BY HARDWARE OFFERING, 2025

FIGURE 24 AVERAGE SELLING PRICE TREND OF CAMERA UNITS, BY REGION, 2023–2025 (USD)

FIGURE 25 AVERAGE SELLING PRICE TREND OF LIDARS, BY REGION, 2023–2025 (USD)

FIGURE 26 AVERAGE SELLING PRICE TREND OF RADAR SENSORS, BY REGION, 2023–2025 (USD)

FIGURE 27 AVERAGE SELLING PRICE TREND OF ULTRASONIC SENSORS, BY REGION, 2023–2025 (USD)

FIGURE 28 ECOSYSTEM MAPPING

FIGURE 29 SUPPLY CHAIN ANALYSIS

FIGURE 30 INVESTMENT AND FUNDING IN ADAS MARKET, 2022–2026

FIGURE 31 ADAS OFFERINGS IN SELECTED VEHICLE MODELS BY KEY AUTOMAKERS

FIGURE 32 TOYOTA SAFETY SENSE 4.0 (TSS 4.0)

FIGURE 33 GLOBAL ADAS AND AUTONOMOUS DRIVING DEPLOYMENTS

FIGURE 34 DIFFERENCES BETWEEN L2/L3 AND L4 STACKS

FIGURE 35 ADVANCEMENT TO L4 IN MOBILITY & TRUCKING

FIGURE 36 IMPORT DATA FOR HS CODE 8708, BY COUNTRY, 2021–2025 (USD BILLION)

FIGURE 37 EXPORT DATA FOR HS CODE 8708, BY COUNTRY, 2021–2025 (USD BILLION)

FIGURE 38 COMPUTING UNITS FOR ADAS APPLICATIONS

FIGURE 39 CRUDE OIL PRICE SURGE FOLLOWING ISRAEL–IRAN CONFLICT, 2026

FIGURE 40 INCREASE IN PETROL PRICES ACROSS KEY COUNTRIES, 2026

FIGURE 41 DIRECT IMPACT OF ISRAEL–IRAN CONFLICT ON AUTOMOTIVE SECTOR

FIGURE 42 INDIRECT IMPACT OF ISRAEL–IRAN CONFLICT ON AUTOMOTIVE SECTOR

FIGURE 43 PATENT ANALYSIS, 2016–2025

FIGURE 44 LEGAL STATUS OF PATENTS, 2016–2025

FIGURE 45 ADAS AND INFOTAINMENT FUNCTIONS IMPLEMENTED ON SPECIALLY DESIGNED SOC

FIGURE 46 COOPERATIVE ADAPTIVE CRUISE CONTROL BASED ON 5G CONNECTIVITY

FIGURE 47 STANDARDS AND CERTIFICATIONS APPLICABLE TO ADAS AND AUTONOMOUS DRIVING

FIGURE 48 VOLKSWAGEN'S AI-POWERED ADAS

FIGURE 49 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR ADAS, BY VEHICLE TYPE

FIGURE 50 KEY BUYING CRITERIA FOR ADAS, BY VEHICLE TYPE

FIGURE 51 PASSENGER CAR ADAS MARKET, BY SYSTEM TYPE, 2026 VS. 2033 (THOUSAND UNITS)

FIGURE 52 LIGHT COMMERCIAL VEHICLE ADAS MARKET, BY SYSTEM TYPE, 2026 VS. 2033 (THOUSAND UNITS)

FIGURE 53 HEAVY COMMERCIAL VEHICLE ADAS MARKET, BY SYSTEM TYPE, 2026 VS 2033 (THOUSAND UNITS)

FIGURE 54 ADAS MARKET, BY ELECTRIC VEHICLE TYPE, 2026 VS. 2033
(THOUSAND UNITS)

FIGURE 55 PROGRESSION OF ADAS FUNCTIONALITY ACROSS DRIVING
SCENARIOS

FIGURE 56 ADAS MARKET, BY LEVEL OF AUTONOMY, 2026 VS. 2033
(THOUSAND UNITS)

FIGURE 57 ADAS MARKET, BY OFFERING TYPE, 2026 VS. 2033 (USD MILLION)

FIGURE 58 ADAS MARKET, BY HARDWARE OFFERING, 2026 VS. 2033
(THOUSAND UNITS)

FIGURE 59 INSTALLATION OF LIDAR SYSTEMS IN PASSENGER CARS, HEIGHT
VS. VOLUME

FIGURE 60 SOFTWARE LAYER: IN CLOUD VS. IN CAR

FIGURE 61 ADAS MARKET, BY SOFTWARE OFFERING, 2026 VS. 2033 (USD
MILLION)

FIGURE 62 ADAS MARKET, BY SAFETY APPLICATION, 2026 VS. 2033 (USD
MILLION)

FIGURE 63 ADAS MARKET, BY REGION, 2026 VS. 2033 (THOUSAND UNITS)

FIGURE 64 ASIA PACIFIC: ADAS MARKET SNAPSHOT

FIGURE 65 EUROPE: ADAS MARKET, 2026 VS. 2033 (THOUSAND UNITS)

FIGURE 66 NORTH AMERICA: ADAS MARKET SNAPSHOT

FIGURE 67 REST OF THE WORLD: ADAS MARKET, 2026 VS. 2033 (THOUSAND
UNITS)

FIGURE 68 MARKET SHARE ANALYSIS OF TOP ADAS COMPONENT
MANUFACTURERS, 2025

FIGURE 69 AUTOMOTIVE CAMERA MARKET SHARE ANALYSIS, 2025

FIGURE 70 AUTOMOTIVE RADAR MARKET SHARE ANALYSIS, 2025

FIGURE 71 AUTOMOTIVE LIDAR MARKET SHARE ANALYSIS, 2025

FIGURE 72 REVENUE ANALYSIS OF TOP 5 MARKET PLAYERS, 2021–2025

FIGURE 73 COMPANY VALUATION OF TOP 5 PLAYERS, 2026 (USD BILLION)

FIGURE 74 FINANCIAL METRICS OF TOP 5 PLAYERS, 2026

FIGURE 75 BRAND COMPARISON OF TOP 5 PLAYERS

FIGURE 76 ADAS MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS),
2025

FIGURE 77 ADAS MARKET: COMPANY FOOTPRINT, 2025

FIGURE 78 ADAS MARKET: COMPANY EVALUATION MATRIX (STARTUPS/SMES),
2025

FIGURE 79 ROBERT BOSCH GMBH: COMPANY SNAPSHOT

FIGURE 80 ROBERT BOSCH GMBH: ADAS INTEGRATION PLATFORM

FIGURE 81 AUMOVIO SE: COMPANY SNAPSHOT

FIGURE 82 ZF FRIEDRICHSHAFEN AG: COMPANY SNAPSHOT
FIGURE 83 DENSO CORPORATION: COMPANY SNAPSHOT
FIGURE 84 MAGNA INTERNATIONAL INC.: COMPANY SNAPSHOT
FIGURE 85 MOBILEYE: COMPANY SNAPSHOT
FIGURE 86 APTIV: COMPANY SNAPSHOT
FIGURE 87 VALEO: COMPANY SNAPSHOT
FIGURE 88 HYUNDAI MOBIS: COMPANY SNAPSHOT
FIGURE 89 NVIDIA CORPORATION: COMPANY SNAPSHOT
FIGURE 90 NXP SEMICONDUCTORS: COMPANY SNAPSHOT
FIGURE 91 AUTOLIV: COMPANY SNAPSHOT
FIGURE 92 HORIZON ROBOTICS INC.: COMPANY SNAPSHOT
FIGURE 93 ADVANCED MICRO DEVICES, INC.: COMPANY SNAPSHOT
FIGURE 94 FICOSA INTERNACIONAL SA: COMPANY SNAPSHOT
FIGURE 95 RESEARCH DESIGN
FIGURE 96 RESEARCH PROCESS FLOW
FIGURE 97 KEY INSIGHTS FROM INDUSTRY EXPERTS
FIGURE 98 BREAKDOWN OF PRIMARY INTERVIEWS
FIGURE 99 MARKET ESTIMATION METHODOLOGY
FIGURE 100 BOTTOM-UP APPROACH
FIGURE 101 TOP-DOWN APPROACH
FIGURE 102 DATA TRIANGULATION
FIGURE 103 MARKET GROWTH PROJECTIONS FROM DEMAND-SIDE DRIVERS
AND OPPORTUNITIES

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