

# **Advanced Driver Assistance System (ADAS) Market by Type (ACC, HUD, TPMS, LDWS, Blind Spot Detection, Adaptive Front Lights, Electronic Brake Assist, Park Assist, Night Vision, Pedestrian Detection, Road Sign Recognition, Drowsiness Monitor), Sensor Technology (Ultrasonic, Image, RADAR, LIDAR, Infrared), Vehicle Type, & by Region - Forecast to 2021**

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## **Abstracts**

Stringent vehicle safety legislations, improving socio-economic conditions, and growing demand for premium cars to fuel the demand for advanced driver assistance systems”

The global advanced driver assistance system (ADAS) market is projected to grow at a CAGR of 10.44% from 2016 to 2021, to reach a market size of USD 42.40 billion by 2021. Key factors responsible for the growth of this market include the introduction of driver assistance technologies in mid-segment cars and the growing awareness regarding vehicle and pedestrian safety.

“Asia-Oceania: Market with high growth potential”

Asia-Oceania is projected to register the highest CAGR from 2016 to 2021. This can be attributed to the presence of developed countries such as Japan and South Korea in the region; these two countries impose vehicle safety regulations that are as stringent as that of Europe and North America. Additionally, improving socio-economic conditions in countries such as India, Thailand, and Indonesia have raised the demand for premium segment passenger cars, which has in turn, boosted the market for ADAS in these

countries.

“Camera sensors: Technology of the present and the future”

Camera sensors are used in various applications in modern automobiles. These applications include driver assistance technologies such as lane departure warning, drowsiness-monitoring, and park assist systems. The market for these technologies is set to witness substantial growth, and this trend is expected to continue in coming years. The camera sensor segment of the ADAS market, therefore, possesses high growth potential.

The study contains insights provided by various industry experts, ranging from material suppliers to Tier-1 companies and OEMs. The break-up of the primaries is as follows:

By Company Type – OEM - 44%, Tier-1 - 38 %, Tier-2 - 13%, and Others - 6%

By Designation - C level - 38%, D level - 31%, and Others - 31%

By Region - North America - 25%, Europe - 31%, and Asia-Oceania - 44%

The global ADAS market is dominated by globally established players such as Continental AG (Germany), Denso Corporation (Japan), Delphi Automotive PLC (U.K.), Robert Bosch GmbH (Germany), and Autoliv Inc. (Sweden). Key growth strategies adopted by these players include expansion and new product development.

The report provides detailed profiles of the following companies:

Continental AG

Denso Corporation

Delphi Automotive PLC

Robert Bosch GmbH

Autoliv Inc.

Wabco Vehicle Control Systems

Infineon Technologies AG

Valeo S.A.

Mobileye N.V.

Magna International Inc.

### Reasons to Buy the Report:

This report contains various levels of analysis, including industry analysis (industry trends, Porter's Five Forces, and PEST analysis), supply chain analysis, and company profiles, which together comprise and discuss the basic views on the emerging and high-growth segments of the ADAS market, competitive landscape, high-growth regions and countries, government initiatives, and market dynamics such as drivers, restraints, opportunities, and challenges.

The report enables new entrants/smaller firms as well as established firms to understand the market better and consequently helps them to acquire a larger market share. Firms purchasing the report could use any one or a combination of the below-mentioned four strategies (market development, product development/innovation, market diversification, and competitive assessment) to strengthen their position in the market.

The report provides insights with reference to the following points:

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for ADAS technologies across regions

**Product Development/Innovation:** Detailed insights into R&D activities, upcoming technologies, and new product launches in the ADAS market

**Market Diversification:** Detailed information about untapped markets, investments, new products, and recent developments in the global ADAS market

**Competitive Assessment:** In-depth assessment of strategies, products, and manufacturing capabilities of leading players in the global ADAS market



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