

# Pedestrian Protection System Market by Technology (Passive, Active), Component (Camera, Radar, LiDAR, Ultrasonic, ECU, Actuator, Sensor), Vehicle Type (Passenger, Commercial), EV Type (BEV, HEV, PHEV), and Regio - Global Forecast to 2033

<https://marketpublishers.com/r/PB47A93EF189EN.html>

Date: March 2026

Pages: 238

Price: US\$ 4,950.00 (Single User License)

ID: PB47A93EF189EN

## Abstracts

The pedestrian protection system market is projected to reach USD 8.56 billion by 2033, from USD 6.48 billion in 2026, with a CAGR of 4.1%. The market is experiencing steady growth as OEMs increasingly incorporate advanced safety technologies to improve pedestrian safety and comply with evolving regulatory standards. The adoption of ADAS features like automatic emergency braking and pedestrian detection is expanding system deployment across various vehicle segments. Technologies such as 77 GHz radar sensors, forward-facing camera modules, imaging radar, and sensor fusion platforms are enhancing detection accuracy and response times. Growing production of passenger and commercial vehicles is driving the demand for reliable and scalable safety solutions. Ongoing advances in sensors, actuators, and control units are boosting system performance.

**“Ultrasonic sensors are the largest segment by component.”**

Ultrasonic sensors hold the largest share in the pedestrian protection system market, usually making up over 35% of total sensor demand, primarily due to their role in short-range detection. These sensors emit sound wave pulses to identify nearby objects and measure distance, ensuring reliable performance in low-speed and close-proximity situations like urban driving and parking. Their ability to detect pedestrians in blind spots and near the vehicle's edges supports features such as parking assistance, obstacle detection, and low-speed automatic braking. With over 70% of new passenger cars worldwide incorporating parking assist features, the demand for ultrasonic sensors

remains strong. Industry leaders like Bosch, Denso, and Valeo are enhancing capabilities through better signal processing and more compact designs.

**“Passenger cars lead the market by vehicle type.”**

Passenger cars dominate the pedestrian protection system market due to high global production and widespread safety technology adoption. Growth is fueled by the broad deployment of pedestrian detection, automatic emergency braking, and sensor-based systems that use radar, cameras, and ultrasonic sensors. Increasing urban traffic and greater pedestrian exposure are driving the need for precise detection and impact mitigation solutions. Regulatory standards like Euro NCAP, UNECE GTR No. 9, Regulation No. 127, China NCAP, and Japan NCAP are encouraging OEMs such as Toyota, Volkswagen, Hyundai, Honda, and Ford to incorporate advanced pedestrian safety features. Ongoing advances in ADAS, sensor fusion, and AI-powered object recognition are further enhancing adoption.

**“Stringent safety regulations and NCAP standards propel the market for pedestrian protection systems in Europe.”**

Europe is experiencing significant growth in the pedestrian protection system market, driven by strict regulations and ongoing enhancements in safety standards. Euro NCAP, UNECE R127, and the General Safety Regulation require higher performance for pedestrian impact protection and active safety systems. Automakers such as Volkswagen, BMW, Mercedes-Benz, and Stellantis are incorporating advanced features like automatic emergency braking and pedestrian detection across new models like the Volkswagen ID.7, BMW Neue Klasse platforms, Mercedes-Benz E-Class, and Peugeot e-3008. The region is also making progress in ADAS by improving AI-based object detection, which allows for more precise pedestrian recognition. Continuous regulatory pressure and rapid technological development are compelling OEMs to adopt fully integrated safety architectures.

Key players in the pedestrian protection system market include Robert Bosch GmbH (Germany), Aumovio, Denso Corporation (Japan), ZF Group (Germany), and Aptiv (Ireland).

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: ADAS and Active Safety System Providers - 50%,  
Automotive OEMs - 40%, Others - 10%

By Designation: CXOs - 30%, Directors - 40%, Others - 30%

By Country: Asia Pacific - 50%, Europe - 20%, North America - 20%, Rest of the  
World - 10%

### **Research Coverage:**

This research report categorizes the pedestrian protection system market, in terms of technology [pyrotechnic (passive), mechatronic (active)], component [Active (camera, radar, LiDAR, ultrasonic, ECU), passive active hood lifter, hood lift actuator, ACU, sensor (pressure tube, acceleration)], vehicle type (passenger car, light commercial vehicle, heavy commercial vehicle), EV type (BEV, HEV, PHEV), and region (Asia Pacific, Europe, North America, Rest of the World). The scope of the report includes detailed information on major factors such as drivers, restraints, challenges, and opportunities that influence the market's growth. It also features a comprehensive analysis of key industry players to provide insights into their business overview, solutions, and recent developments related to the market.

### **Key Benefits of Buying the Report:**

This report will assist market leaders and new entrants in this market by providing estimates of revenue figures for the pedestrian protection system market ecosystem and its subsegments. It will help stakeholders understand the competitive landscape and gain insights to better position their businesses and develop effective go-to-market strategies. Additionally, the report offers an understanding of the market's pulse by highlighting key market drivers, restraints, challenges, and opportunities.

The report provides insight into the following pointers:

Analysis of key drivers (Rising pedestrian fatalities and road safety concerns, Rapid integration of ADAS with pedestrian detection capability), restraints (EV structural rigidity limits passive pedestrian protection, High complexity in integrating and validating active hood and external airbag systems), opportunities (Expansion of Pedestrian Automatic Emergency Braking across vehicle segments, AI based pedestrian intent prediction technologies) and

challenges (Predicting pedestrian behaviour and sudden road crossing events, Lack of Regulatory Harmonization in Pedestrian Protection Testing Increasing Cost and Complexity)

Product Development/Innovation: Detailed insights into upcoming technologies, R&D activities, and product launches in the pedestrian protection system market

Market Development: Comprehensive information about lucrative markets; the report analyzes the pedestrian protection system market across varied regions

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the pedestrian protection system market

Competitive Assessment: In-depth assessment of market ranking, growth strategies, and service offerings of leading players like Robert Bosch GmbH (Germany), Aumovio (Germany), Denso Corporation (Japan), ZF Group (Germany), and Aptiv (Ireland)

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