

Trailer Assist System Market by Technology (Semi-Autonomous (L3), Autonomous (L4, L5)), Component (Camera/Sensor, Software Module), Vehicle (Passenger Cars, LCV, and Trucks), User (OEM Fitted & Aftermarket), and Region - Global Forecast to 2027

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Abstracts

“Demand for safety and comfort features are significant factors for the growth of the trailer assist system market globally”

The global trailer assist system market is estimated to grow from USD 82 million in 2019 to reach USD 182 million by 2027, at a CAGR of 10.5% during the forecast period. With the increase in sales of passenger cars and LCVs, consumers are increasingly demanding comfort & safety for these vehicle segments. However, limited usage of towing trailers in developing countries can create a hurdle for its growth.

“Increase in sales of passenger cars and LCV’s are likely to propel the growth of passenger cars and LCV’s during the forecast period”

The passenger cars segment is expected to be the fastest growing market. The trailer assist system for LCVs is provided by very few OEMs, which includes Volkswagen in Europe, and Ford in the US. Volkswagen is offering the system as an optional package for Touran and Crafter van for European region only except few countries, whereas Ford provides trailer assist system for F-series in LCV in North America which includes the US and Canada. The LCV market is high in numbers due to the US and Canada, where F-series sales are high. The demand for LCV is expected to grow at the highest growth rate in North America, where people prefer more LCVs compared to passenger cars. In Europe, the market will increase with the moderate growth rate.

“The North American market is expected to register the fastest growth during the forecast period.”

The North American market is expected to witness the fastest growth, followed by Western Europe and Eastern Europe. The automotive industry, primarily dominated by the US, is one of the most advanced automotive sectors, with a penchant for highly advanced and powerful automobiles. The OEMs which are providing trailer assist system in this region is Ford and Land Rover. Ford has launched this feature specifically for their North American customers for models like Ford Expedition and F-series.

“Western Europe is expected to be the largest market during the forecast period.”

Western Europe is expected to be the largest market, followed by North America. In Western Europe, the countries included are France, Germany, Spain, Italy, UK, Belgium, and the Netherlands. These countries are economically stable, have a high standard of living, and disposable income is high. People in these countries usually prefer towing trailers for various activities like recreational activities, camping, small business activities, household work. In these countries labor cost is high, so people usually prefer to do their household activities on their own, so the demand for towing trailers is high in Western European countries.

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 - 38%, Tier II - 37%, and Tier III - 25%

By Designation: C Level - 30%, D Level - 50%, and Others - 20%

By Region: North America - 37%, Western Europe - 35%, Eastern Europe – 15% and Rest of the World - 13%

The trailer assist system market comprises major manufacturers such as, Bosch (Germany), Continental (Germany), Magna (Canada), Westfalia (Germany), and WABCO (Belgium).

Research Coverage:

Trailer Assist System Market by Technology (Semi-Autonomous (L3), Autonomous (L4, L5)), Component (Camera/Sens...

The market study covers the trailer assist system across segments. It aims at estimating the market size and future growth potential of this market across different segments such as the technology type, component type, vehicle type, user type, and region. The study also includes an in-depth competitive analysis of the key players in the market, 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 the market leaders/new entrants in this market with the information on the closest approximations of the revenue numbers for the overall trailer assist system market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY & PRICING
- 1.5 PACKAGE SIZE
- 1.6 LIMITATIONS
- 1.7 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
- 2.2 SECONDARY DATA
 - 2.2.1 KEY SECONDARY SOURCES
 - 2.2.2 KEY DATA FROM SECONDARY SOURCES
- 2.3 PRIMARY DATA
 - 2.3.1 SAMPLING TECHNIQUES & DATA COLLECTION METHODS
 - 2.3.2 PRIMARY PARTICIPANTS
 - 2.3.3 KEY DATA FROM PRIMARY SOURCES
- 2.4 MARKET SIZE ESTIMATION
 - 2.4.1 BOTTOM-UP APPROACH
- 2.5 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.6 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 TRAILER ASSIST SYSTEM MARKET, 2019 VS. 2027 (USD MILLION)
- 4.2 TRAILER ASSIST SYSTEM MARKET, BY REGION, 2019 (USD MILLION)
- 4.3 TRAILER ASSIST SYSTEM MARKET, BY COUNTRY (%)
- 4.4 TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2019 VS. 2027 (USD MILLION)
- 4.5 TRAILER ASSIST SYSTEM MARKET, BY USER TYPE, 2019 VS. 2027 (USD MILLION)

4.6 TRAILER ASSIST SYSTEM MARKET, BY COMPONENT, 2019 VS. 2027 (USD MILLION)

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

5.2.1 DRIVERS

5.2.1.1 Increase in demand for safety and comfort features

5.2.1.2 Increase in usage of vehicle towing trailers in developed countries

5.2.1.3 Advancements in technology

5.2.2 RESTRAINTS

5.2.2.1 High cost

5.2.2.2 Non-availability of required infrastructure in developing countries

5.2.3 OPPORTUNITIES

5.2.3.1 Increasing developments in the field of autonomous and semi-autonomous vehicles

5.2.4 CHALLENGES

5.2.4.1 Limited usage of towing trailers in developing countries

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 TECHNOLOGY ANALYSIS

6.2.1 WIRELESS TABLET/SMART DEVICE TO OPERATE

6.2.2 TRAILER ANGLE DETECTION

6.2.3 BLIND SPOT DETECTION

6.3 PORTER'S FIVE FORCES

7 TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE

7.1 INTRODUCTION

7.2 RESEARCH METHODOLOGY

7.3 PASSENGER CAR

7.3.1 INCREASING USAGE OF TOWING TRAILERS WILL BOOST DEMAND

7.4 LIGHT COMMERCIAL VEHICLE (LCV)

7.4.1 NORTH AMERICA WILL LEAD THE LCV TRAILER ASSIST SYSTEM MARKET

7.5 TRUCK

7.5.1 TECHNOLOGICAL ADVANCEMENTS IN TRUCKS TO DRIVE THE MARKET

8 TRAILER ASSIST SYSTEM MARKET, BY USER TYPE

8.1 INTRODUCTION

8.2 RESEARCH METHODOLOGY

8.3 OEM FITTED

8.3.1 DEMAND FOR TOWING TRAILERS IN WESTERN EUROPE IS ESTIMATED TO DRIVE OEM FITTED TRAILER ASSIST SYSTEM MARKET

8.4 AFTERMARKET

8.4.1 WESTERN EUROPE IS ESTIMATED TO LEAD THE MARKET WITH HIGHEST GROWTH RATE IN FORECASTED PERIOD

9 TRAILER ASSIST SYSTEM MARKET, BY COMPONENT

9.1 INTRODUCTION

9.2 RESEARCH METHODOLOGY

9.3 CAMERA/SENSOR

9.3.1 WESTERN EUROPE TO LEAD THE TRAILER ASSIST SYSTEM MARKET FOR CAMERA/SENSOR

9.4 SOFTWARE MODULE

9.4.1 ADVANCEMENT IN TECHNOLOGY AND AUTONOMOUS INITIATIVES TO DRIVE THE SOFTWARE MODULE SEGMENT

10 TRAILER ASSIST SYSTEM MARKET, BY TECHNOLOGY

10.1 OBSERVATIONS: SEMI-AUTONOMOUS (L3) AND AUTONOMOUS TECHNOLOGY (L4, L5) FOR TRAILER ASSIST SYSTEM

11 TRAILER ASSIST SYSTEM MARKET, BY REGION

11.1 INTRODUCTION

11.2 WESTERN EUROPE

11.2.1 BELGIUM

11.2.1.1 Passenger car is estimated to lead the market with highest growth rate in forecasted period

11.2.2 FRANCE

11.2.2.1 Passenger car is estimated to lead the market

11.2.3 GERMANY

11.2.3.1 Passenger car is growing with highest growth rate in forecasted period due

to demand for comfort and safety features in luxury vehicle

11.2.4 ITALY

11.2.4.1 Passenger car is estimated to lead the market with highest growth rate in forecasted period by volume and value both

11.2.5 NETHERLANDS

11.2.5.1 LCV is estimated to lead the market

11.2.6 SPAIN

11.2.6.1 Passenger car is estimated to lead the market with highest growth rate in forecasted period

11.2.7 UK

11.2.7.1 Passenger car is estimated to lead the market with highest growth rate in forecasted period

11.3 EASTERN EUROPE

11.3.1 POLAND

11.3.1.1 Passenger car is growing with highest growth rate in forecasted period

11.3.2 RUSSIA

11.3.2.1 Passenger car is estimated to lead the market

11.4 NORTH AMERICA

11.4.1 CANADA

11.4.1.1 LCV is estimated to be the largest market

11.4.2 US

11.4.2.1 Increase in sales of LCV along with towing trailer will lead LCV to be the highest growing Segment

11.5 ROW

11.5.1 AUSTRALIA

11.5.1.1 Passenger car is estimated to be the largest market and forecasted to be the highest growing segment

11.5.2 SOUTH AFRICA

11.5.2.1 Passenger car is forecasted to be the highest growing in segment

12 COMPETITIVE LANDSCAPE

12.1 OVERVIEW

12.2 TRAILER ASSIST: MARKET RANKING ANALYSIS

12.3 COMPETITIVE SCENARIO

12.3.1 CONTRACTS & AGREEMENTS

12.3.2 NEW PRODUCT DEVELOPMENTS

12.3.3 EXPANSIONS

12.3.4 MERGERS & ACQUISITIONS

12.3.5 PARTNERSHIPS

12.4 INDUSTRY LEADER ASSESSMENT/BENCHMARKING

13 COMPANY PROFILES

(Business overview, Products offered, Recent developments & SWOT analysis)*

13.1 CONTINENTAL AG

13.2 BOSCH

13.3 MAGNA

13.4 WABCO

13.5 WESTFALIA

13.6 TOWGO

13.7 CARIT AUTOMOTIVE

13.8 VALEO

13.9 GARMIN

13.10 COGENT EMBEDDED

13.11 DORNERWORKS

13.12 ECHOMASTER

*Details on Business overview, Products offered, Recent developments & SWOT analysis might not be captured in case of unlisted companies.

14 APPENDIX

14.1 KEY INSIGHTS OF INDUSTRY EXPERTS

14.2 DISCUSSION GUIDE

14.3 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

14.4 AVAILABLE CUSTOMIZATIONS

14.5 RELATED REPORTS

14.6 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 CURRENCY EXCHANGE RATES (W.R.T. PER USD)

TABLE 2 IMPACT OF MARKET DYNAMICS

TABLE 3 TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027,
(UNITS)

TABLE 4 TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027,
(USD THOUSAND)

TABLE 5 PASSENGER CAR: TRAILER ASSIST SYSTEM MARKET, BY REGION,
2018–2027 (UNITS)

TABLE 6 PASSENGER CAR: TRAILER ASSIST SYSTEM MARKET, BY REGION,
2018–2027 (USD THOUSAND)

TABLE 7 LCV: TRAILER ASSIST SYSTEM MARKET, BY REGION, 2018–2027
(UNITS)

TABLE 8 LCV: TRAILER ASSIST SYSTEM MARKET, BY REGION, 2018–2027 (USD
THOUSAND)

TABLE 9 TRUCK: TRAILER ASSIST SYSTEM MARKET, BY REGION, 2018–2027
(UNITS)

TABLE 10 TRUCK: TRAILER ASSIST SYSTEM MARKET, BY REGION, 2018–2027
(USD THOUSAND)

TABLE 11 TRAILER ASSIST SYSTEM MARKET, BY USER TYPE, 2018–2027
(UNITS)

TABLE 12 TRAILER ASSIST SYSTEM MARKET, BY USER TYPE, 2018–2027 (USD
THOUSAND)

TABLE 13 OEM FITTED: TRAILER ASSIST SYSTEM MARKET, BY REGION,
2018–2027 (UNITS)

TABLE 14 OEM FITTED: TRAILER ASSIST SYSTEM MARKET, BY REGION,
2018–2027 (USD THOUSAND)

TABLE 15 AFTERMARKET: TRAILER ASSIST SYSTEM MARKET, BY REGION,
2018–2027 (UNITS)

TABLE 16 AFTERMARKET: TRAILER ASSIST SYSTEM MARKET, BY REGION,
2018–2027 (USD THOUSAND)

TABLE 17 TRAILER ASSIST SYSTEM MARKET, BY COMPONENT, 2018–2027 (USD
THOUSAND)

TABLE 18 CAMERA/SENSOR: TRAILER ASSIST SYSTEM MARKET, BY REGION,
2018–2027 (USD THOUSAND)

TABLE 19 SOFTWARE MODULE: TRAILER ASSIST SYSTEM MARKET, BY REGION,

2018–2027 (USD THOUSAND)

TABLE 20 TRAILER ASSIST SYSTEM MARKET, BY REGION, 2018–2027 (UNITS)

TABLE 21 TRAILER ASSIST SYSTEM MARKET, BY REGION, 2018–2027 (USD THOUSAND)

TABLE 22 WESTERN EUROPE: TRAILER ASSIST SYSTEM MARKET, BY COUNTRY, 2018–2027 (UNITS)

TABLE 23 WESTERN EUROPE: TRAILER ASSIST SYSTEM MARKET, BY COUNTRY, 2018–2027 (USD THOUSAND)

TABLE 24 BELGIUM: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (UNITS)

TABLE 25 BELGIUM: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (USD THOUSAND)

TABLE 26 FRANCE: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (UNITS)

TABLE 27 FRANCE: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (USD THOUSAND)

TABLE 28 GERMANY: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (UNITS)

TABLE 29 GERMANY: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (USD THOUSAND)

TABLE 30 ITALY: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (UNITS)

TABLE 31 ITALY: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (USD THOUSAND)

TABLE 32 NETHERLANDS: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (UNITS)

TABLE 33 NETHERLANDS: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (USD THOUSAND)

TABLE 34 SPAIN: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (UNITS)

TABLE 35 SPAIN: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (USD THOUSAND)

TABLE 36 UK: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (UNITS)

TABLE 37 UK: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027 (USD THOUSAND)

TABLE 38 EASTERN EUROPE: TRAILER ASSIST SYSTEM MARKET, BY COUNTRY, 2018–2027 (UNITS)

TABLE 39 EASTERN EUROPE: TRAILER ASSIST SYSTEM MARKET, BY COUNTRY,

2018–2027 (USD THOUSAND)

TABLE 40 POLAND: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE,
2018–2027 (UNITS)

TABLE 41 POLAND: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE,
2018–2027 (USD THOUSAND)

TABLE 42 RUSSIA: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE,
2018–2027 (UNITS)

TABLE 43 RUSSIA: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE,
2018–2027 (USD THOUSAND)

TABLE 44 NORTH AMERICA: TRAILER ASSIST SYSTEM MARKET, BY COUNTRY,
2018–2027 (UNITS)

TABLE 45 NORTH AMERICA: TRAILER ASSIST SYSTEM MARKET, BY COUNTRY,
2018–2027 (USD THOUSAND)

TABLE 46 CANADA: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE,
2018–2027 (UNITS)

TABLE 47 CANADA: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE,
2018–2027 (USD THOUSAND)

TABLE 48 US: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027
(UNITS)

TABLE 49 US: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2018–2027
(USD THOUSAND)

TABLE 50 ROW: TRAILER ASSIST SYSTEM MARKET, BY COUNTRY, 2018–2027
(UNITS)

TABLE 51 ROW: TRAILER ASSIST SYSTEM MARKET, BY COUNTRY, 2018–2027
(USD THOUSAND)

TABLE 52 AUSTRALIA: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE,
2018–2027 (UNITS)

TABLE 53 AUSTRALIA: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE,
2018–2027 (USD THOUSAND)

TABLE 54 SOUTH AFRICA: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE
TYPE, 2018–2027 (UNITS)

TABLE 55 SOUTH AFRICA: TRAILER ASSIST SYSTEM MARKET, BY VEHICLE
TYPE, 2018–2027 (USD THOUSAND)

TABLE 56 TRAILER ASSIST: MARKET RANKING ANALYSIS, 2018

TABLE 57 CONTRACTS & AGREEMENTS, 2013–2018

TABLE 58 NEW PRODUCT DEVELOPMENTS, 2013–2018

TABLE 59 EXPANSIONS, 2013–2018

TABLE 60 MERGERS & ACQUISITIONS, 2013–2018

TABLE 61 PARTNERSHIPS, 2015–2018

List Of Figures

LIST OF FIGURES

FIGURE 1 MARKET SEGMENTATION: TRAILER ASSIST SYSTEM MARKET

FIGURE 2 TRAILER ASSIST SYSTEM: RESEARCH DESIGN

FIGURE 3 RESEARCH METHODOLOGY MODEL

FIGURE 4 BREAKDOWN OF PRIMARY INTERVIEWS

FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY FOR THE TRAILER ASSIST

SYSTEM MARKET: TOP-DOWN APPROACH

FIGURE 6 DATA TRIANGULATION

FIGURE 7 TRAILER ASSIST SYSTEM: MARKET DYNAMICS

FIGURE 8 TRAILER ASSIST SYSTEM MARKET, BY REGION, 2019–2027 (USD THOUSAND)

FIGURE 9 TRAILER ASSIST SYSTEM MARKET, BY VEHICLE TYPE, 2019 VS 2027, (USD THOUSAND)

FIGURE 10 GROWING TOWING TRAILERS USAGE, PROVEN ADVANCEMENT IN TECHNOLOGIES, AND INCREASE IN RECREATIONAL ACTIVITIES ACROSS WILL BE MAJOR DRIVERS FOR THE MARKET

FIGURE 11 WESTERN EUROPE LEADS THE TRAILER ASSIST SYSTEM MARKET (BY VALUE)

FIGURE 12 GERMANY TO WITNESS THE HIGHEST GROWTH DURING THE FORECAST

PERIOD (BY VALUE)

FIGURE 13 PASSENGER CAR SEGMENT EXPECTED TO LEAD THE MARKET, BY VALUE

FIGURE 14 OEM FITTED TRAILER ASSIST SYSTEMS TO LEAD THE MARKET, BY VALUE

FIGURE 15 SOFTWARE MODULE TO WITNESS THE HIGHEST GROWTH DURING THE FORECAST PERIOD, BY VALUE

FIGURE 16 TRAILER ASSIST SYSTEM MARKET: MARKET DYNAMICS

FIGURE 17 PORTER'S FIVE FORCES: TRAILER ASSIST SYSTEM MARKET

FIGURE 18 PASSENGER CAR IS EXPECTED TO GROW AT A HIGHER CAGR DURING

THE FORECAST PERIOD (2019–2027)

FIGURE 19 KEY PRIMARY INSIGHTS

FIGURE 20 AFTERMARKET IS EXPECTED TO GROW AT A HIGHER CAGR DURING

THE FORECAST PERIOD (2019–2027)

FIGURE 21 KEY PRIMARY INSIGHTS

FIGURE 22 SOFTWARE MODULE SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD (2019–2027)

FIGURE 23 KEY PRIMARY INSIGHTS

FIGURE 24 SEMI AUTONOMOUS AND AUTONOMOUS PASSENGER CAR MARKET BY LEVEL OF AUTONOMY IN US, (THOUSAND UNITS)

FIGURE 25 TRAILER ASSIST SYSTEM MARKET: GEOGRAPHICAL GROWTH OPPORTUNITIES (2019–2027)

FIGURE 26 WESTERN EUROPE: TRAILER ASSIST SYSTEM MARKET SNAPSHOT

FIGURE 27 EASTERN EUROPE: TRAILER ASSIST SYSTEM MARKET SNAPSHOT

FIGURE 28 US IS PROJECTED TO BE THE LARGEST MARKET FOR TRAILER ASSIST SYSTEM

IN NORTH AMERICA DURING THE FORECAST PERIOD (2019–2027)

FIGURE 29 ROW: TRAILER ASSIST SYSTEM MARKET SNAPSHOT

FIGURE 30 COMPANIES ADOPTED EXPANSIONS AS THE KEY GROWTH STRATEGY, 2013–2018

FIGURE 31 TRAILER ASSIST SYSTEM-INDUSTRY LEADER BENCHMARKING

FIGURE 32 CONTINENTAL AG: COMPANY SNAPSHOT

FIGURE 33 BOSCH: COMPANY SNAPSHOT

FIGURE 34 MAGNA: COMPANY SNAPSHOT

FIGURE 35 WABCO: COMPANY SNAPSHOT

FIGURE 36 WESTFALIA: COMPANY SNAPSHOT

FIGURE 37 VALEO: COMPANY SNAPSHOT

FIGURE 38 GARMIN: COMPANY SNAPSHOT

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