

# **Vehicle Intelligence Systems Market by Road Scene Understanding (RTS, RSD, NVS & PDS), Advanced Driver Assistance & Monitoring (ACC, BSD, PA TJA & DMS), Component, Vehicle Type (Passenger Cars & CV), and by Region - Industry Trends and Forecast to 2021**

<https://marketpublishers.com/r/V55B8F06013EN.html>

Date: June 2016

Pages: 162

Price: US\$ 5,650.00 (Single User License)

ID: V55B8F06013EN

## **Abstracts**

The global vehicle intelligence systems market is projected to grow at a CAGR of 12.24% from 2016 to 2021, to reach a market size of USD 20.11 billion by 2021. Major factors driving the growth of this market include the growing need for enhanced driver, passenger, and pedestrian safety, rapid urbanization, increasing luxury car sales, and stringent safety norms.

“Advanced driver assistance and driver monitoring: Largest market segment”

Advanced driver assistance and driver monitoring systems are primarily used to assist the driver and enhance the driving experience. Safety regulations related to the automotive industry were initially lenient, but the rising number of accidents have led to these regulations becoming progressively stringent. The growing awareness regarding vehicle safety in developing countries is expected to significantly boost the vehicle intelligence systems market in the near future. The growing trend of installing vehicle intelligence technologies and increasing safety concerns relating to vehicles will likely drive the market for advanced driver assistance and driver monitoring systems.

“Europe: Highest growth rate for global vehicle intelligence systems”

The European vehicle intelligence systems market is projected witness the highest

growth during the forecast period. In this study, the European region comprises three key countries—that is, Germany, France, and the U.K. The region is dominated by luxury and premium car manufacturers such as BMW AG (Germany), Daimler AG (Germany), Audi AG (Germany), Fiat (Italy), and Volkswagen Group (Germany). As vehicle intelligence systems are predominantly featured in premium and luxury vehicles, Europe offers promising opportunities for intelligence system manufacturers. Additionally, the region is subjected to rigorous emission and safety norms, which would propel the growth of the vehicle intelligence systems market.

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 – Tier-1 -38%, Tier-2 - 35%, OEM - 19%, and Others - 8%

By Designation - C level - 49%, D level - 34%, and Others - 17%

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

The global vehicle intelligence systems market is dominated by a few 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 new product development, partnerships, agreements, joint ventures, and supply contracts.

#### Reasons to Buy the Report:

This report contains various levels of analysis, including industry analysis, industry trends, and company profiles, which together comprise and discuss the basic views on the emerging and high-growth segments of the vehicle intelligence systems 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, thereby helping 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 market for vehicle intelligence systems market across regions.

**Product Development/Innovation:** Detailed insights into R&D activities, upcoming technologies, and new product launches in the global vehicle intelligence systems market.

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

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

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
  - 1.3.1 MARKETS COVERED
  - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 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
- 2.3 DATA FROM SECONDARY SOURCES
- 2.4 PRIMARY DATA
  - 2.4.1 SAMPLING TECHNIQUES & DATA COLLECTION METHODS
  - 2.4.2 PRIMARY PARTICIPANTS
- 2.5 FACTOR ANALYSIS
  - 2.5.1 INTRODUCTION
  - 2.5.2 DEMAND SIDE ANALYSIS
    - 2.5.2.1 Impact of disposable income on total vehicle sales
    - 2.5.2.2 Infrastructure Roadways
  - 2.5.3 SUPPLY SIDE ANALYSIS
    - 2.5.3.1 Rising demand for hybrid and electric vehicles
    - 2.5.3.2 Technological advancements in vehicle safety and security
- 2.6 MARKET SIZE ESTIMATION
- 2.7 DATA TRIANGULATION
- 2.8 ASSUMPTIONS

### **3 EXECUTIVE SUMMARY**

### **4 PREMIUM INSIGHT**

- 4.1 OPPORTUNITIES IN THE GLOBAL VEHICLE INTELLIGENCE SYSTEM MARKET
- 4.2 REGIONAL ANALYSIS FOR THE GLOBAL VEHICLE INTELLIGENCE SYSTEM MARKET
- 4.3 GLOBAL ADVANCED DRIVER ASSISTANCE AND DRIVER MONITORING MARKET,  
BY INTELLIGENCE SYSTEM
- 4.4 GLOBAL ROAD SCENE UNDERSTANDING MARKET, BY TECHNOLOGY
- 4.5 GLOBAL VEHICLE INTELLIGENCE SYSTEM MARKET, BY VEHICLE TYPE
- 4.6 GLOBAL VEHICLE INTELLIGENCE SYSTEM MARKET, BY COMPONENT

## **5 MARKET OVERVIEW**

### 5.1 INTRODUCTION

### 5.2 MARKET SEGMENTATION

#### 5.2.1 GLOBAL VEHICLE INTELLIGENCE SYSTEM MARKET

5.2.1.1 Global Vehicle Intelligence System Market, By Road Scene Understanding

5.2.1.2 Global Vehicle Intelligence System Market, By Advance Driver Assistance  
And Driver Monitoring

5.2.1.3 Global Vehicle Intelligence System Market, By Components

5.2.1.4 Global Vehicle Intelligence System Market, By Vehicle type

5.2.1.5 Global Vehicle Intelligence System Market, By Region

### 5.3 MARKET DYNAMICS

#### 5.3.1 DRIVERS

5.3.1.1 Increasing awareness regarding stringent safety regulations

5.3.1.2 Increasing demand for luxury cars in developing countries

#### 5.3.2 RESTRAINT

5.3.2.1 High Cost of integration

#### 5.3.3 CHALLENGES

5.3.3.1 Effective Functioning of the vehicle intelligence systems

#### 5.3.4 OPPORTUNITIES

5.3.4.1 Trend of autonomous cars

### 5.4 VALUE CHAIN

### 5.5 PORTERS FIVE FORCES ANALYSIS

#### 5.5.1 INTENSITY OF RIVALRY

5.5.1.1 Rising number of competitors

#### 5.5.2 THREAT OF NEW ENTRANTS

5.5.2.1 High-level of technological capabilities and High capital investment

#### 5.5.3 THREAT OF SUBSTITUTES

5.5.3.1 No direct substitutes but improvement in technology will affect the adoption

rate

#### 5.5.4 BARGAINING POWER OF SUPPLIERS

5.5.4.1 Limited number of established players

#### 5.5.5 BARGAINING POWER OF BUYERS

5.5.5.1 Limited number of choices

## **6 GLOBAL VEHICLE INTELLIGENCE SYSTEMS MARKET, BY ROAD SCENE UNDERSTANDING**

### 6.1 INTRODUCTION

### 6.2 ROAD/LANE TRACKING SYSTEM

### 6.3 ROAD SIGN DETECTION SYSTEM

### 6.4 NIGHT VISION SYSTEM

### 6.5 PEDESTRIAN DETECTION SYSTEM

## **7 GLOBAL VEHICLE INTELLIGENCE SYSTEMS MARKET, BY ADVANCED DRIVER ASSISTANCE AND DRIVER MONITORING**

### 7.1 INTRODUCTION

### 7.2 ADAPTIVE CRUISE CONTROL

### 7.3 BLIND SPOT DETECTION SYSTEM

### 7.4 PARK ASSIST SYSTEM

### 7.5 TRAFFIC JAM ASSIST SYSTEM

### 7.6 DROWSINESS WARNING/ALERTNESS SENSING SYSTEM

## **8 GLOBAL VEHICLE INTELLIGENCE SYSTEM MARKET, BY COMPONENT**

### 8.1 INTRODUCTION

### 8.2 SENSORS

#### 8.2.1 IMAGE SENSORS

8.2.1.1 COMPLEMENTARY METAL-OXIDE SEMICONDUCTOR

8.2.1.2 CHARGE-COUPLED DEVICES

#### 8.2.2 INERTIAL SENSORS

8.2.2.1 ACCELEROMETERS

8.2.2.2 GYROSCOPES

#### 8.2.3 RADARS

#### 8.2.4 ULTRASONIC SENSORS

### 8.3 PROCESSORS

8.3.1 MICROPROCESSOR UNITS

- 8.3.2 MICROCONTROLLER UNITS
- 8.3.3 DIGITAL SIGNAL PROCESSORS
- 8.3.4 GRAPHIC PROCESSING UNITS
- 8.4 ANALOG INTEGRATED CIRCUITS
  - 8.4.1 AMPLIFIERS
  - 8.4.2 CONVERTERS
  - 8.4.3 COMPARATORS
  - 8.4.4 LOGIC INTEGRATED CIRCUITS
- 8.5 MEMORY
  - 8.5.1 DYNAMIC RANDOM-ACCESS MEMORY
  - 8.5.2 STATIC RANDOM-ACCESS MEMORY

## **9 GLOBAL VEHICLE INTELLIGENCE SYSTEMS MARKET, BY VEHICLE TYPE**

- 9.1 INTRODUCTION
- 9.2 PASSENGER CARS
- 9.3 COMMERCIAL VEHICLE

## **10 GLOBAL VEHICLE INTELLIGENCE SYSTEMS MARKET, BY REGION**

- 10.1 INTRODUCTION
- 10.2 NORTH AMERICA
- 10.3 EUROPE
- 10.4 ASIA-OCEANIA
- 10.5 ROW

## **11 COMPETITIVE LANDSCAPE**

- 11.1 MARKET RANKING: GLOBAL VEHICLE INTELLIGENCE SYSTEMS MARKET
- 11.2 NEW PRODUCT LAUNCH/DEVELOPMENT
- 11.3 AGREEMENTS/JOINT VENTURES/SUPPLY CONTRACTS /PARTNERSHIPS & OTHERS
- 11.4 EXPANSION
- 11.5 MERGERS & ACQUISITIONS

## **12 COMPANY PROFILES**

- 12.1 INTRODUCTION

(Overview, Financials, Products & Services, Strategy, and Developments)\*

- 12.2 CONTINENTAL AG
- 12.3 DENSO CORPORATION
- 12.4 DELPHI AUTOMOTIVE PLC
- 12.5 ROBERT BOSCH GMBH
- 12.6 VALEO SA
- 12.7 AUTOLIV INC.
- 12.8 WABCO HOLDINGS INC.
- 12.9 MOBILEYE NV
- 12.10 MAGNA INTERNATIONAL INC.
- 12.11 INFINEON TECHNOLOGIES AG

\*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted companies.

## **13 APPENDIX**

- 13.1 INSIGHTS OF INDUSTRY EXPERTS
- 13.2 DISCUSSION GUIDE
- 13.3 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 13.4 AVAILABLE CUSTOMIZATION
  - 13.4.1 COMPANY INFORMATION
  - 13.4.2 COMMERCIAL VEHICLE INTELLIGENCE SYSTEM MARKET, BY INTELLIGENCE SYSTEM
- 13.5 RELATED REPORTS



## List Of Tables

### LIST OF TABLES

TABLE 1 ROAD SCENE UNDERSTANDING TECHNOLOGIES CONSIDERED IN THE STUDY

TABLE 2 ADVANCE DRIVER ASSISTANCE AND DRIVER MONITORING TECHNOLOGIES CONSIDERED IN THE STUDY

TABLE 3 COMPONENTS CONSIDERED FOR THE STUDY

TABLE 4 VEHICLE TYPE CONSIDERED FOR THE STUDY

TABLE 5 KEY REGIONS CONSIDERED FOR THE STUDY

TABLE 6 GLOBAL ROAD SCENE UNDERSTANDING MARKET, BY INTELLIGENCE SYSTEM, 2014-2021 ('000 UNITS)

TABLE 7 GLOBAL ROAD SCENE UNDERSTANDING MARKET, BY INTELLIGENCE SYSTEM, 2014-2021 (USD MILLION)

TABLE 8 ASIA-OCEANIA ROAD/LANE TRACKING SYSTEM MARKET, BY COUNTRY 2014-2021 ('000 UNITS)

TABLE 9 ASIA-OCEANIA ROAD/LANE TRACKING SYSTEM MARKET, BY COUNTRY 2014-2021 (USD MILLION)

TABLE 10 EUROPEAN ROAD/LANE TRACKING SYSTEM MARKET, BY COUNTRY 2014-2021 ('000 UNITS)

TABLE 11 EUROPEAN ROAD/LANE TRACKING SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 12 NORTH AMERICAN ROAD/LANE TRACKING SYSTEM MARKET, BY COUNTRY 2014-2021 ('000)

TABLE 13 NORTH AMERICAN ROAD/LANE TRACKING SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 14 ROW ROAD/LANE TRACKING SYSTEM MARKET, BY COUNTRY, 2014-2021 ('000 UNITS)

TABLE 15 ROW ROAD/LANE TRACKING SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 16 ASIA-OCEANIA ROAD SIGN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 ('000 UNITS)

TABLE 17 ASIA-OCEANIA ROAD SIGN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 18 EUROPEAN ROAD SIGN DETECTION SYSTEM MARKET, BY COUNTRY 2014-2021 ('000 UNITS)

TABLE 19 EUROPEAN ROAD SIGN DETECTION SYSTEM MARKET, BY COUNTRY 2014-2021 (USD MILLION)

TABLE 20 NORTH AMERICAN ROAD SIGN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 ('000 UNITS)

TABLE 21 NORTH AMERICAN ROAD SIGN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 22 ROW ROAD SIGN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 ('000 UNITS)

TABLE 23 ROW ROAD SIGN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 24 ASIA-OCEANIA NIGHT VISION SYSTEM MARKET, BY COUNTRY, 2014-2021 ('000 UNITS)

TABLE 25 ASIA-OCEANIA NIGHT VISION SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 26 EUROPEAN NIGHT VISION SYSTEM MARKET, BY COUNTRY, 2014-2021 ('000 UNITS)

TABLE 27 EUROPEAN NIGHT VISION SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 28 NORTH AMERICAN NIGHT VISION SYSTEM MARKET, BY COUNTRY, 2014-2021 ('000 UNITS)

TABLE 29 NORTH-AMERICAN NIGHT VISION SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 30 ROW NIGHT VISION SYSTEM MARKET, BY COUNTRY, 2014-2021 ('000 UNITS)

TABLE 31 ROW NIGHT VISION SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 32 ASIA-OCEANIA PEDESTRIAN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 ('000 UNITS)

TABLE 33 ASIA-OCEANIA PEDESTRIAN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 34 EUROPE PEDESTRIAN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 ('000 UNITS)

TABLE 35 EUROPEAN PEDESTRIAN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 36 NORTH AMERICAN PEDESTRIAN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 ('000 UNITS)

TABLE 37 NORTH AMERICAN PEDESTRIAN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 (USD MILLION)

TABLE 38 ROW PEDESTRIAN DETECTION SYSTEM MARKET, BY COUNTRY, 2014-2021 ('000 UNITS)

TABLE 39 ROW PEDESTRIAN DETECTION SYSTEM MARKET, BY COUNTRY,

2014-2021 (USD MILLION)

TABLE 40 GLOBAL ADVANCED DRIVER ASSISTANCE AND DRIVER MONITORING MARKET, BY INTELLIGENCE SYSTEM ('000 UNITS)

TABLE 41 GLOBAL ADVANCED DRIVER ASSISTANCE AND DRIVER MONITORING MARKET, BY INTELLIGENCE SYSTEM (USD MILLION)

TABLE 42 ASIA-OCEANIA ADAPTIVE CRUISE CONTROL MARKET, BY COUNTRY, ('000 UNITS)

TABLE 43 ASIA-OCEANIA ADAPTIVE CRUISE CONTROL MARKET, BY COUNTRY, (USD MILLION)

TABLE 44 EUROPEAN ADAPTIVE CRUISE CONTROL MARKET, BY COUNTRY, ('000 UNITS)

TABLE 45 EUROPEAN ADAPTIVE CRUISE CONTROL MARKET, BY COUNTRY, (USD MILLION)

TABLE 46 NORTH AMERICAN ADAPTIVE CRUISE CONTROL MARKET, BY COUNTRY, ('000 UNITS)

TABLE 47 NORTH AMERICAN ADAPTIVE CRUISE CONTROL MARKET, BY COUNTRY, (USD MILLION)

TABLE 48 ROW ADAPTIVE CRUISE CONTROL MARKET, BY COUNTRY, ('000 UNITS)

TABLE 49 ROW ADAPTIVE CRUISE CONTROL MARKET, BY COUNTRY, (USD MILLION)

TABLE 50 ASIA-OCEANIA BLIND SPOT DETECTION SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 51 ASIA-OCEANIA BLIND SPOT DETECTION SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 52 EUROPEAN BLIND SPOT DETECTION SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 53 EUROPEAN BLIND SPOT DETECTION SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 54 NORTH AMERICAN BLIND SPOT DETECTION SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 55 NORTH AMERICAN BLIND SPOT DETECTION SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 56 ROW BLIND SPOT DETECTION SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 57 ROW BLIND SPOT DETECTION SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 58 ASIA-OCEANIA PARK ASSIST SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 59 ASIA-OCEANIA PARK ASSIST SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 60 EUROPEAN PARK ASSIST SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 61 EUROPEAN PARK ASSIST SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 62 NORTH AMERICAN PARK ASSIST SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 63 NORTH AMERICAN PARK ASSIST SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 64 ROW PARK ASSIST SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 65 ROW PARK ASSIST SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 66 ASIA-OCEANIA TRAFFIC JAM ASSIST SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 67 ASIA-OCEANIA TRAFFIC JAM ASSIST SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 68 EUROPEAN TRAFFIC JAM ASSIST SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 69 EUROPEAN TRAFFIC JAM ASSIST SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 70 NORTH AMERICAN TRAFFIC JAM ASSIST SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 71 NORTH AMERICAN TRAFFIC JAM ASSIST SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 72 ROW TRAFFIC JAM ASSIST SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 73 ROW TRAFFIC JAM ASSIST SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 74 ASIA-OCEANIA DROWSINESS WARNING/ALERTNESS SENSING SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 75 ASIA-OCEANIA DROWSINESS WARNING/ALERTNESS SENSING SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 76 EUROPEAN DROWSINESS WARNING/ALERTNESS SENSING SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 77 EUROPEAN DROWSINESS WARNING/ALERTNESS SENSING SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 78 NORTH AMERICAN DROWSINESS WARNING/ALERTNESS SENSING SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 79 NORTH AMERICAN DROWSINESS WARNING/ALERTNESS SENSING

SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 80 ROW DROWSINESS WARNING/ALERTNESS SENSING SYSTEM MARKET, BY COUNTRY, ('000 UNITS)

TABLE 81 ROW DROWSINESS WARNING/ALERTNESS SENSING SYSTEM MARKET, BY COUNTRY, (USD MILLION)

TABLE 82 FUNCTIONS PERFORMED BY IMAGE SENSORS IN AUTOMOBILE APPLICATIONS

TABLE 83 DIFFERENCE BETWEEN CHARGE-COUPLED DEVICE & COMPLEMENTARY METAL-OXIDE SEMICONDUCTOR IMAGE SENSORS

TABLE 84 SENSOR MARKET, BY ROAD SCENE UNDERSTANDING, 2014-2021 ('000 UNITS)

TABLE 85 SENSOR MARKET, BY ROAD SCENE UNDERSTANDING, 2014-2021 (USD MILLION)

TABLE 86 SENSOR MARKET, BY ADVANCED DRIVER ASSISTANCE & DRIVER MONITORING, 2014-2021 (USD MILLION)

TABLE 87 PROCESSOR MARKET, BY ROAD SCENE UNDERSTANDING, 2014-2021 ('000 UNITS)

TABLE 88 PROCESSOR MARKET, BY ROAD SCENE UNDERSTANDING, 2014-2021 (USD MILLION)

TABLE 89 PROCESSOR MARKET, BY ADVANCED DRIVER ASSISTANCE & DRIVER MONITORING, 2014-2021 ('000 UNITS)

TABLE 90 PROCESSOR MARKET, BY ADVANCED DRIVER ASSISTANCE & DRIVER MONITORING, 2014-2021 (USD MILLION)

TABLE 91 ANALOG INTEGRATED CIRCUITS MARKET, BY ROAD SCENE UNDERSTANDING, 2014-2021 ('000 UNITS)

TABLE 92 ANALOG INTEGRATED CIRCUITS MARKET, BY ROAD SCENE UNDERSTANDING, 2014-2021 (USD MILLION)

TABLE 93 ANALOG INTEGRATED CIRCUITS MARKET, BY ADVANCED DRIVER ASSISTANCE & DRIVER MONITORING, 2014-2021 ('000 UNITS)

TABLE 94 ANALOG INTEGRATED CIRCUITS MARKET, BY ADVANCED DRIVER ASSISTANCE & DRIVER MONITORING, 2014-2021 (USD MILLION)

TABLE 95 MEMORY MARKET, BY ROAD SCENE UNDERSTANDING, 2014-2021 ('000 UNITS)

TABLE 96 MEMORY MARKET, BY ROAD SCENE UNDERSTANDING, 2014-2021 (USD MILLION)

TABLE 97 MEMORY MARKET, BY ADVANCED DRIVER ASSISTANCE & DRIVER MONITORING, 2014-2021 ('000 UNITS)

TABLE 98 MEMORY MARKET, BY ADVANCED DRIVER ASSISTANCE & DRIVER MONITORING, 2014-2021 (USD MILLION)

TABLE 99 VEHICLE INTELLIGENCE SYSTEMS MARKET, BY VEHICLE TYPE  
2014-2021 ('000 UNITS)

TABLE 100 VEHICLE INTELLIGENCE SYSTEMS MARKET, BY VEHICLE TYPE  
2014-2021 (USD MILLION)

TABLE 101 PASSENGER CAR INTELLIGENCE SYSTEMS MARKET, BY REGION  
2014-2021 ('000 UNITS)

TABLE 102 PASSENGER CAR INTELLIGENCE SYSTEMS MARKET, BY REGION  
2014-2021 (USD MILLION)

TABLE 103 COMMERCIAL VEHICLE INTELLIGENCE SYSTEMS MARKET, BY  
REGION 2014-2021 ('000 UNITS)

TABLE 104 COMMERCIAL VEHICLE INTELLIGENCE SYSTEMS MARKET, BY  
REGION 2014-2021(USD MILLION)

TABLE 105 VEHICLE INTELLIGENCE SYSTEMS MARKET, BY REGION, 2014–2021  
(‘000 UNITS)

TABLE 106 VEHICLE INTELLIGENCE SYSTEMS MARKET, BY REGION, 2014–2021  
(USD MILLION)

TABLE 107 NORTH AMERICA: VEHICLE INTELLIGENCE SYSTEMS MARKET, BY  
INTELLIGENCE SYSTEM, 2014–2021 ('000 UNITS)

TABLE 108 NORTH AMERICA: VEHICLE INTELLIGENCE SYSTEMS MARKET, BY  
INTELLIGENCE SYSTEM, 2014–2021 (USD MILLION)

TABLE 109 EUROPE: VEHICLE INTELLIGENCE SYSTEMS MARKET, BY  
INTELLIGENCE SYSTEM, 2014–2021 ('000 UNITS)

TABLE 110 EUROPE: VEHICLE INTELLIGENCE SYSTEMS MARKET, BY  
INTELLIGENCE SYSTEM, 2014–2021 (USD MILLION)

TABLE 111 ASIA-OCEANIA: VEHICLE INTELLIGENCE SYSTEMS MARKET, BY  
INTELLIGENCE SYSTEM, 2014–2021 ('000 UNITS)

TABLE 112 ASIA-OCEANIA: VEHICLE INTELLIGENCE SYSTEMS MARKET, BY  
INTELLIGENCE SYSTEM, 2014–2021 (USD MILLION)

TABLE 113 ROW: VEHICLE INTELLIGENCE SYSTEMS MARKET, BY  
INTELLIGENCE SYSTEM, 2014–2021 ('000 UNITS)

TABLE 114 ROW: VEHICLE INTELLIGENCE SYSTEMS MARKET, BY  
INTELLIGENCE SYSTEM, 2014–2021 (USD MILLION)

TABLE 115 NEW PRODUCT LAUNCHES/DEVELOPMENTS, 2011–2016

TABLE 116 AGREEMENTS/JOINT VENTURES/SUPPLY  
CONTRACTS/PARTNERSHIPS, 2011–2016

TABLE 117 EXPANSIONS, 2011–2016

TABLE 118 MERGERS & ACQUISITIONS, 2011–2016

## List Of Figures

### LIST OF FIGURES

FIGURE 1 GLOBAL VEHICLE INTELLIGENCE SYSTEMS MARKET: MARKETS COVERED

FIGURE 2 RESEARCH DESIGN

FIGURE 3 RESEARCH METHODOLOGY MODEL

FIGURE 4 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, & REGION

FIGURE 5 IMPACT OF DISPOSABLE INCOME ON VEHICLE SALES, 2014

FIGURE 6 ROADWAYS INFRASTRUCTURE: ROAD NETWORK (KM), BY COUNTRY, 2011

FIGURE 7 GLOBAL VEHICLE INTELLIGENCE MARKET, BY SYSTEM: BOTTOM-UP APPROACH

FIGURE 8 ROAD SCENE UNDERSTANDING INTELLIGENCE SYSTEMS MARKET ESTIMATED TO GROW AT THE HIGHEST CAGR FROM 2016 TO 2021

FIGURE 9 PARK ASSIST & BLIND SPOT DETECTION SYSTEMS TO HOLD THE LARGEST SHARE IN THE ADVANCED DRIVER ASSISTANCE & DRIVER MONITORING SYSTEM MARKET, 2016 VS. 2021 (USD BILLION)

FIGURE 10 ROAD/LANE TRACKING SYSTEM ESTIMATED TO HOLD THE LARGEST MARKET SHARE BY 2021 (USD BILLION)

FIGURE 11 EUROPE TO DOMINATE THE GLOBAL VEHICLE INTELLIGENCE SYSTEMS MARKET DURING THE FORECAST PERIOD

FIGURE 12 GROWING TREND OF AUTONOMOUS CARS WILL PROVIDE ATTRACTIVE GROWTH OPPORTUNITIES

FIGURE 13 ROAD TRAFFIC DEATH RATE, 2013

FIGURE 14 LUXURY CAR SALES IN INDIA, 2014-2015

FIGURE 15 VALUE CHAIN ANALYSIS: MAJOR VALUE IS ADDED DURING THE MANUFACTURING AND ASSEMBLY PHASES

FIGURE 16 PORTER'S FIVE FORCE ANALYSIS : GLOBAL VEHICLE INTELLIGENCE SYSTEM MARKET

FIGURE 17 COMPETITIVE RIVALRY IS MODERATE TO HIGH IN THE GLOBAL VEHICLE INTELLIGENCE SYSTEM MARKET

FIGURE 18 THREAT OF NEW ENTRANTS (LOW)

FIGURE 19 THREAT OF SUBSTITUTES (LOW)

FIGURE 20 BARGAINING POWER OF SUPPLIERS (MODERATE-TO-HIGH)

FIGURE 21 BARGAINING POWER OF BUYERS (LOW-TO-MODERATE)

FIGURE 22 ROAD/LAND TRACKING SYSTEM IS PROJECTED TO HAVE THE

LARGEST SHARE IN 2021

FIGURE 23 EUROPE IS ESTIMATED TO BE THE LARGEST ROAD/LANE TRACKING SYSTEM MARKET IN 2016

FIGURE 24 US IS THE LARGEST MARKET IN THE NORTH AMERICAN ROAD SIGN DETECTION SYSTEM MARKET BY 2021

FIGURE 25 EUROPEAN NIGHT VISION SYSTEM MARKET IS PROJECTED TO GROW AT THE HIGHEST CAGR

FIGURE 26 GERMANY IS PROJECTED TO ACCOUNT FOR THE LARGEST SHARE IN THE EUROPEAN PEDESTRIAN DETECTION SYSTEM MARKET

FIGURE 27 ADAPTIVE CRUISE CONTROL WILL GROW AT THE HIGHEST CAGR FROM 2016 TO 2021

FIGURE 28 U.S. IS ESTIMATED TO HAVE THE LARGEST MARKET SIZE IN THE NORTH AMERICAN ADAPTIVE CRUISE CONTROL MARKET

FIGURE 29 GERMANY WILL DOMINATE THE EUROPEAN BLIND SPOT DETECTION SYSTEM MARKET IN 2021

FIGURE 30 CHINA IS EXPECTED TO DOMINATE THE ASIA-OCEANIA PARK ASSIST SYSTEM MARKET FROM 2016 TO 2021

FIGURE 31 APPLICATION OF IMAGE SENSORS IN THE AUTOMOTIVE SECTOR

FIGURE 32 NIGHT VISION SYSTEM TO HAVE THE HIGHEST CAGR FOR THE ROAD SCENE UNDERSTANDING SENSOR MARKET FROM 2016 TO 2021

FIGURE 33 PARK ASSIST SYSTEM TO ACCOUNT FOR THE LARGEST MARKET SIZE IN THE ADVANCED DRIVER ASSISTANCE & DRIVER MONITORING PROCESSORS MARKET

FIGURE 34 COMMERCIAL VEHICLE INTELLIGENCE SYSTEMS MARKET PROJECTED TO GROW AT A HIGHER CAGR FROM 2016 TO 2021

FIGURE 35 EUROPE PROJECTED TO GROW AT THE HIGHEST CAGR FROM 2016 TO 2021

FIGURE 36 NORTH AMERICA: VEHICLE INTELLIGENCE SYSTEMS MARKET SNAPSHOT

FIGURE 37 EUROPE: VEHICLE INTELLIGENCE SYSTEMS MARKET SNAPSHOT

FIGURE 38 COMPANIES ADOPTED NEW PRODUCT DEVELOPMENT AS THE KEY GROWTH STRATEGY FROM 2011 TO 2016

FIGURE 39 GLOBAL VEHICLE INTELLIGENCE SYSTEMS MARKET, 2015

FIGURE 40 MARKET EVALUATION FRAMEWORK FOR 2014 TO 2016

FIGURE 41 BATTLE FOR MARKET SHARE: NEW PRODUCT DEVELOPMENT/LAUNCH IS THE KEY STRATEGY

FIGURE 42 REGION-WISE REVENUE MIX OF TOP FIVE MARKET PLAYERS

FIGURE 43 CONTINENTAL AG: COMPANY SNAPSHOT

FIGURE 44 SWOT ANALYSIS: CONTINENTAL AG



FIGURE 45 DENSO CORPORATION: COMPANY SNAPSHOT  
FIGURE 46 SWOT ANALYSIS: DENSO CORPORATION  
FIGURE 47 DELPHI AUTOMOTIVE PLC: COMPANY SNAPSHOT  
FIGURE 48 SWOT ANALYSIS: DELPHI AUTOMOTIVE PLC  
FIGURE 49 ROBERT BOSCH GMBH: COMPANY SNAPSHOT  
FIGURE 50 SWOT ANALYSIS: ROBERT BOSCH GMBH  
FIGURE 51 VALEO SA: COMPANY SNAPSHOT  
FIGURE 52 SWOT ANALYSIS: VALEO SA  
FIGURE 53 AUTOLIV INC.: COMPANY SNAPSHOT  
FIGURE 54 WABCO HOLDINGS INC.: COMPANY SNAPSHOT  
FIGURE 55 MOBILEYE NV: COMPANY SNAPSHOT  
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