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Adaptive Cruise Control (ACC) Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Vehicle Type (Passenger Cars, and Commercial Vehicles), By Sensor Technology (Image Sensor, Radar Sensor, Ultrasonic Sensor, Lidar Sensor, and Others), By Demand Category (OEM Vs Aftermarket), By Region & Competition, 2021-2031F

https://marketpublishers.com/r/A1CBB988712DEN.html
Date: January 2026
Pages: 186
Price: US$ 4,500.00 (Single User License)
ID: A1CBB988712DEN

Abstracts

The Global Adaptive Cruise Control (ACC) Market is projected to expand significantly, growing from a valuation of USD 17.36 Billion in 2025 to USD 34.28 Billion by 2031, representing a compound annual growth rate of 12.01%. As a driver-assistance technology that automatically modulates speed to keep a safe following distance, ACC is increasingly supported by rigorous safety mandates and a growing consumer desire for semi-autonomous features that alleviate driver fatigue on long journeys. Furthermore, the proven ability of these systems to reduce accident frequency serves as a powerful accelerator for market development; data from the Insurance Institute for Highway Safety indicates that in 2024, vehicles equipped with ACC and crash avoidance technology achieved front-to-rear crash rates that were 54 percent lower than those without such systems.

However, a major obstacle impeding broader market growth is the high cost associated with integrating essential sensor technologies like radar and LiDAR. This financial barrier frequently limits the standard inclusion of ACC systems to luxury vehicle segments, thereby restricting widespread adoption in price-sensitive markets and developing nations. Consequently, while the technology offers clear safety benefits, its

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expansion is currently constrained by the significant expenses related to the necessary hardware components.

Market Driver

Technological progress in radar, LiDAR, and sensor fusion is significantly driving the Global Adaptive Cruise Control (ACC) Market by enabling highly accurate predictive capabilities. When combined with artificial intelligence, these advanced sensors allow vehicles to interpret complex traffic situations, thereby boosting safety and consumer confidence in semi-autonomous driving features. This technical evolution is fueling massive demand for hardware components, as evidenced by Mobileye's 'Q2 2025 Results', which noted that EyeQ shipment volumes hit 17.8 million units in the second half of 2024. Additionally, the sector's financial scale remains immense, with Continental reporting consolidated sales of ?39.7 billion for the 2024 fiscal year in 2025, highlighting the substantial revenue generated by suppliers supporting these ADAS ecosystems.

A second primary catalyst for growth is the rising deployment of ACC within commercial and heavy-duty trucking fleets, motivated by the need for logistical efficiency and accident prevention. Fleet managers are increasingly prioritizing vehicles equipped with traffic jam assist and cooperative adaptive cruise control to mitigate driver exhaustion during long-distance transport. This trend is reflected in tangible growth figures; the European Automobile Manufacturers? Association (ACEA) reported in March 2025 that new EU van sales climbed by 8.3 percent to 1.6 million units in their 'Economic and Market Report - Full Year 2024', signaling strong uptake in the light commercial sector where ADAS features are becoming standard or optional necessities.

Market Challenge

The elevated costs required to integrate crucial sensor technologies, including radar and LiDAR, create a significant impediment to the growth of the Global Adaptive Cruise Control (ACC) Market. These sophisticated sensing units demand expensive materials and exacting calibration, which significantly drives up overall vehicle manufacturing expenses. As a result, automotive manufacturers often restrict advanced ACC features to premium models to protect profit margins, effectively excluding a large portion of the mass market. This financial exclusivity limits the technology's penetration into entry-level vehicles where consumers are highly sensitive to price increases.

This pricing dynamic is particularly damaging in emerging economies where affordable mobility is a primary concern. The difficulty in standardizing ACC across diverse vehicle

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tiers obstructs the widespread acceptance needed for broader market expansion. Highlighting this economic hurdle, the American Automobile Association noted in 2024 that the cost to replace and calibrate front radar sensors ranges from $500 to $1,300 per vehicle. Such steep component values underscore the financial barriers that limit the technology's scalability, preventing it from becoming a standard utility and tempering the overall momentum of the sector.

Market Trends

The convergence of ACC with Lane Centering to achieve Level 2+ Autonomy is transforming the market, elevating the technology from a basic safety tool to a comprehensive hands-free driving solution. By incorporating lateral steering control alongside traditional distance management, this evolution enables vehicles to autonomously navigate highways under driver supervision, shifting the focus toward premium convenience and user engagement. This trend is rapidly scaling, as demonstrated by Ford Motor Company's August 2025 report, 'BlueCruise Mapped: Our 2024 Hands-Free Highway Data Jam', which revealed that users accumulated 140 million hands-free miles in 2024, a 33 percent rise from the prior year.

Simultaneously, the adoption of Map-Based Predictive Speed Adjustments is becoming a critical trend, allowing systems to proactively modulate speed based on road topography rather than depending exclusively on real-time sensor inputs. By utilizing high-definition location data, ACC units can foresee approaching curves and slope changes, thereby enhancing passenger comfort beyond the limitations of line-of-sight radar. This reliance on accurate digital mapping is opening new revenue streams for data providers, illustrated by TomTom?s 'Third Quarter 2025 Results' from October 2025, which reported ?118 million in Location Technology revenue, emphasizing the strong commercial demand for the mapping data required by these advanced functions.

Key Market Players

Continental AG

Robert Bosch GmbH

ZF Friedrichshafen AG

DENSO Corporation

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Autoliv Inc.

Magna International Inc.

Mobileye Global Inc.

Valeo SA

HELLA GmbH & Co. KGaA

Hyundai Mobis Co., Ltd.

Report Scope

In this report, the Global Adaptive Cruise Control (ACC) Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Adaptive Cruise Control (ACC) Market, By Vehicle Type

Passenger Cars

Commercial Vehicles

Adaptive Cruise Control (ACC) Market, By Sensor Technology

Image Sensor

Radar Sensor

Ultrasonic Sensor

Lidar Sensor

Others

Adaptive Cruise Control (ACC) Market, By Demand Category

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Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Adaptive Cruise Control (ACC) Market.

Available Customizations:

Global Adaptive Cruise Control (ACC) Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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