

# **Automotive Active Safety System Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Tire-Pressure Monitoring System, Lane Departure Warning, Adaptive Cruise Control, Night Vision System, Driver Monitoring, Anti-Lock Braking System And Blind Spot Detection), By Occupant Type (Driver, Passenger, Child, and Pedestrian), By Vehicle Type (Passenger Cars and Commercial Vehicles), By Region, Competition, 2019-2029F**

<https://marketpublishers.com/r/A07972438C02EN.html>

Date: April 2024

Pages: 180

Price: US\$ 4,900.00 (Single User License)

ID: A07972438C02EN

## **Abstracts**

The Global Automotive Active Safety System Market size reached USD 18.54 Billion in 2023 and is expected to grow with a CAGR of 7.17% in the forecast period 2025-2029. The Global Automotive Active Safety System Market is experiencing significant growth, driven by a rising focus on enhancing vehicle safety and reducing road accidents. Active safety systems, designed to prevent or mitigate collisions, have become integral to modern vehicles. These systems encompass features such as collision avoidance, lane departure warning, adaptive cruise control, and automatic emergency braking.

Stringent government regulations and safety standards worldwide have been pivotal in propelling the adoption of active safety systems across the automotive industry. Governments and regulatory bodies are increasingly mandating the inclusion of these technologies in vehicles to improve road safety and reduce the impact of accidents. This regulatory environment has stimulated investments in research and development by

automotive manufacturers and suppliers, leading to the continuous advancement of active safety technologies.

The market is witnessing a shift toward the integration of artificial intelligence (AI) and sensor technologies, enabling more sophisticated and predictive safety features. AI algorithms analyze data from various sensors, including cameras, radar, and lidar, to assess the surrounding environment and make split-second decisions to avoid potential hazards. This evolution aligns with the broader trend of the automotive industry moving towards connected and autonomous vehicles.

The demand for active safety systems is particularly pronounced in the premium and luxury vehicle segments, where consumers prioritize advanced safety features. However, the increasing awareness of safety benefits and the development of cost-effective solutions are expanding the market into mainstream and entry-level vehicle segments.

Key players in the automotive industry are actively engaged in strategic partnerships and collaborations to enhance their technological capabilities and offer comprehensive active safety solutions. As the industry evolves, the integration of active safety systems is expected to be a key differentiator for automakers, influencing consumer purchasing decisions and shaping the future of vehicle safety. Overall, the Global Automotive Active Safety System Market is characterized by innovation, regulatory compliance, and a shared commitment to advancing road safety through cutting-edge technologies.

## Key Market Drivers

### Regulatory Mandates and Safety Standards

The Global Automotive Active Safety System Market is significantly driven by stringent regulatory mandates and safety standards imposed by governments worldwide. Authorities are increasingly requiring automakers to integrate advanced safety features into vehicles to reduce the number of accidents and enhance overall road safety. Compliance with these regulations has become a primary driver for the adoption of active safety systems, influencing the strategies of automotive manufacturers.

### Growing Awareness of Vehicle Safety

Increasing awareness among consumers about the importance of vehicle safety is a key driver in the market. As safety concerns become a critical factor in purchasing

decisions, there is a growing demand for vehicles equipped with advanced active safety systems. Consumers, influenced by safety ratings and awareness campaigns, are actively seeking vehicles that offer collision avoidance, lane departure warning, and other safety features, driving the market's growth.

### Rising Incidence of Road Accidents

The persistent global challenge of road accidents and their associated human and economic costs is a compelling driver for the adoption of automotive active safety systems. Governments, organizations, and consumers are seeking effective solutions to reduce accidents, injuries, and fatalities on the roads. Active safety systems play a pivotal role in preventing collisions and mitigating their severity, making them crucial in addressing this pressing issue.

### Advancements in Sensor Technologies

Technological advancements in sensors, including radar, lidar, and cameras, are driving innovation in active safety systems. These sensors enable vehicles to detect and respond to their surroundings in real-time, providing the data necessary for collision avoidance and other safety functionalities. Ongoing developments in sensor technologies contribute to the sophistication and effectiveness of active safety systems.

### Integration of Artificial Intelligence (AI)

The integration of AI is a transformative driver in the automotive active safety system market. AI algorithms analyze vast amounts of data from sensors to make predictive decisions and enhance the system's ability to recognize potential hazards. This trend towards intelligent systems is shaping the next generation of active safety technologies, providing vehicles with the ability to adapt and respond dynamically to complex driving scenarios.

### Consumer Demand for Advanced Safety Features

Consumer preferences are steering the automotive industry towards vehicles equipped with advanced safety features. Active safety systems, once considered premium options, are increasingly demanded across a broader range of vehicles. Automakers are responding to this demand by incorporating features like automatic emergency braking, adaptive cruise control, and blind-spot detection as standard or optional offerings, contributing to market growth.

## Technological Collaborations and Partnerships

The market is characterized by collaborations and partnerships between automotive manufacturers and technology companies. These collaborations aim to leverage the strengths of both sectors to accelerate the development and deployment of advanced active safety systems. Partnerships facilitate the exchange of expertise, resources, and technologies, fostering innovation and competitiveness in the market.

## Insurance Premium Reduction Incentives

Some regions are witnessing a trend where insurance companies offer incentives and premium reductions to vehicle owners who install active safety systems in their vehicles. This practice not only promotes the adoption of these systems but also underscores the broader recognition of their effectiveness in preventing accidents and reducing the severity of collisions. Such initiatives contribute to the overall growth of the automotive active safety system market.

## Key Market Challenges

### High Initial Costs

One of the primary challenges facing the Global Automotive Active Safety System Market is the high initial costs associated with the development and integration of advanced safety technologies. The installation of sophisticated sensors, AI systems, and other components increases the overall production cost of vehicles. This cost challenge poses a barrier to widespread adoption, especially in entry-level and mid-range vehicle segments, where cost considerations heavily influence consumer decisions.

### Complex Integration and Compatibility Issues

The integration of diverse active safety systems poses challenges in ensuring seamless compatibility and functionality. Different manufacturers may employ varying technologies and standards, leading to potential compatibility issues. Additionally, integrating these systems with existing vehicle architectures can be complex, requiring extensive testing and validation to ensure optimal performance and reliability across various vehicle models.

## Limited Consumer Awareness and Education

Despite the increasing awareness of vehicle safety, there remains a challenge in educating consumers about the benefits and functionalities of advanced active safety systems. Some consumers may not fully understand the capabilities of these systems, leading to underutilization or skepticism. Enhancing consumer awareness through effective education campaigns is crucial to overcoming this challenge and promoting wider acceptance of these technologies.

## Reliability and False Positives

The reliability of active safety systems is critical for their acceptance and effectiveness. False positives, where the system incorrectly identifies a non-existent threat, can erode trust in the technology. Achieving a balance between sensitivity and accuracy in detecting real threats while minimizing false positives remains a technical challenge for manufacturers, impacting the system's overall reliability.

## Data Security and Privacy Concerns

The increasing reliance on connected technologies in active safety systems raises concerns about data security and privacy. These systems often collect and transmit sensitive data about vehicle behavior and driver patterns. Ensuring robust cybersecurity measures and addressing privacy concerns are essential for gaining consumer trust and complying with evolving data protection regulations.

## Environmental Impact of Component Manufacturing

The production of the advanced components used in active safety systems, including sensors and AI processors, may have environmental implications. The extraction of rare materials, energy-intensive manufacturing processes, and electronic waste management pose challenges in aligning the industry with sustainability goals. Balancing safety improvements with environmental responsibility is an ongoing challenge for the automotive sector.

## Global Supply Chain Disruptions

The automotive industry is susceptible to global supply chain disruptions, as seen in events like the COVID-19 pandemic. Dependencies on components from various regions can lead to delays and shortages, affecting the production and availability of

vehicles equipped with active safety systems. Managing and mitigating these disruptions is a challenge that requires robust supply chain strategies.

### Rapid Technological Evolution

The rapid evolution of active safety technologies poses a challenge for manufacturers to keep pace with the latest advancements. This fast-paced innovation cycle can result in shorter product lifecycles, making it challenging for automakers to implement the latest technologies consistently across their entire vehicle lineup. Striking a balance between staying competitive and ensuring long-term support for existing systems is a persistent challenge in the dynamic automotive landscape.

### Key Market Trends

#### Rapid Advancements in Sensor Technologies

The Global Automotive Active Safety System Market is witnessing a trend of rapid advancements in sensor technologies. High-resolution cameras, radar systems, lidar, and ultrasonic sensors are evolving to provide more accurate and comprehensive data. These advancements enhance the capabilities of active safety systems, enabling better detection and response to various driving scenarios.

#### Integration of Artificial Intelligence (AI) and Machine Learning

The integration of AI and machine learning algorithms is a prominent trend in the automotive active safety sector. AI enhances the decision-making capabilities of safety systems by analyzing vast datasets in real-time. This enables predictive analysis, allowing vehicles to anticipate potential dangers and adapt their responses, accordingly, making them more adept at collision avoidance and overall risk mitigation.

#### Emergence of V2X Communication

Vehicle-to-Everything (V2X) communication is gaining momentum as a key trend in the automotive safety landscape. This technology enables vehicles to communicate with each other and with the surrounding infrastructure, sharing crucial information about road conditions, traffic, and potential hazards. The integration of V2X enhances the effectiveness of active safety systems by providing a more comprehensive view of the driving environment.

## Focus on Driver Monitoring Systems

The emphasis on driver monitoring systems is a growing trend in the pursuit of enhanced safety. These systems utilize cameras and other sensors to monitor the driver's behavior, alertness, and overall fitness to drive. By detecting signs of drowsiness, distraction, or impairment, these systems contribute to accident prevention and overall road safety.

## Gesture and Voice Recognition Technologies

Gesture and voice recognition technologies are becoming increasingly integrated into active safety systems, providing an additional layer of user interface and control. This trend enhances the user experience by allowing drivers to interact with safety features through intuitive gestures or vocal commands, reducing the need for manual controls and minimizing distractions.

## Enhanced Cybersecurity Measures

With the growing connectivity of vehicles, there is a rising trend in implementing robust cybersecurity measures in active safety systems. As these systems rely on communication networks and digital interfaces, safeguarding against cyber threats is crucial. Manufacturers are focusing on developing secure architectures and adopting encryption techniques to protect vehicles from potential cyber-attacks.

## Expansion of ADAS Beyond Premium Segments

The trend of expanding Advanced Driver Assistance Systems (ADAS) beyond premium vehicle segments is gaining momentum. Previously concentrated in high-end vehicles, ADAS features, including active safety systems, are becoming more prevalent in mainstream and entry-level cars. This democratization of advanced safety technologies is driven by increased consumer demand, improved affordability, and regulatory support.

## Continued Collaboration and Partnerships

Collaboration and partnerships between automotive manufacturers, technology companies, and suppliers are a prevailing trend in the automotive active safety system market. These collaborations aim to leverage collective expertise, share resources, and accelerate the development of innovative safety solutions. Joint ventures facilitate the

integration of new technologies and the creation of comprehensive safety packages, ensuring a competitive edge in the evolving automotive landscape.

## Segmental Insights

### By Product

The Tire-Pressure Monitoring System is a critical component in vehicle safety, constantly monitoring the air pressure in tires and alerting the driver to deviations from recommended levels. TPMS helps prevent tire blowouts and enhances fuel efficiency by ensuring proper tire inflation. As global awareness of fuel efficiency and environmental concerns rises, the demand for TPMS is increasing, especially in regions with stringent safety regulations.

Lane Departure Warning systems contribute significantly to road safety by alerting drivers when unintentional lane changes occur. Utilizing cameras and sensors, LDW monitors lane markings and provides visual or auditory warnings if the vehicle veers out of its lane without signaling. The growing emphasis on reducing accidents caused by driver distraction or fatigue propels the adoption of LDW systems, with manufacturers integrating them into vehicles across various market segments.

Adaptive Cruise Control is an advanced driver assistance system that adjusts a vehicle's speed to maintain a safe following distance from the vehicle ahead. ACC uses radar or lidar sensors to detect traffic conditions, enabling automatic speed adjustments. The market for ACC is witnessing growth as consumers seek more comfortable and automated driving experiences. This technology is increasingly becoming standard or optional in high-end and mid-range vehicles, reflecting the broader trend toward semi-autonomous driving capabilities.

Night Vision Systems use infrared sensors and thermal imaging to enhance visibility in low-light conditions, helping drivers identify potential obstacles beyond the reach of headlights. The demand for Night Vision Systems is growing as a safety feature, particularly in premium and luxury vehicle segments. These systems address the challenges of nighttime driving, reducing the risk of accidents caused by reduced visibility.

The Driver Monitoring System (DMS) is designed to track the driver's attentiveness and detect signs of fatigue or distraction. Utilizing cameras and sensors, DMS monitors facial expressions, eye movements, and head position. The increasing focus on



preventing accidents caused by driver inattention or drowsiness is driving the adoption of DMS. This technology is becoming integral to advanced driver assistance systems, enhancing overall vehicle safety.

The Anti-Lock Braking System (ABS) has been a fundamental safety feature for several decades. ABS prevents wheel lockup during braking, allowing drivers to maintain steering control during emergency stops. The market for ABS remains robust as it is a standard safety feature in most vehicles globally. Its continuous integration across vehicle segments reflects its enduring importance in reducing accidents and enhancing overall braking performance.

Blind Spot Detection systems use sensors to monitor the vehicle's surroundings, particularly in areas not visible to the driver. When a vehicle enters the blind spot, BSD provides visual or audible alerts to prevent potential collisions during lane changes. As road safety concerns persist, the demand for BSD is increasing, making it a common feature in modern vehicles. This technology is particularly popular in the mid-range and premium vehicle segments. In conclusion, the automotive industry's focus on safety and the increasing consumer demand for advanced driver assistance technologies drive the adoption of these diverse products. Manufacturers are integrating multiple safety features into vehicles to provide comprehensive safety solutions, catering to a broad range of consumer preferences and market segments.

## Regional Insights

North America, the automotive safety technology market is characterized by a strong emphasis on regulatory compliance and consumer demand for advanced features. The region, particularly the United States, has stringent safety standards, driving the widespread adoption of products like Lane Departure Warning, Adaptive Cruise Control, and Anti-Lock Braking System. Consumer awareness of safety technologies is high, leading to the market presence for these products across various vehicle segments.

Europe CIS stands as a prominent market for automotive safety systems, with a focus on both regulatory compliance and the integration of advanced technologies. The European Union's commitment to road safety regulations influences the adoption of products such as Night Vision Systems and Driver Monitoring Systems. The market is characterized by a preference for high-end vehicles equipped with comprehensive safety features, reflecting the region's commitment to achieving the highest standards in vehicle safety.

The Asia-Pacific region is experiencing rapid growth in the adoption of automotive safety technologies, driven by the burgeoning automotive market, government initiatives, and increasing consumer awareness. Countries like China, Japan, and South Korea are at the forefront of this trend. The demand for products like Tire-Pressure Monitoring Systems and Blind Spot Detection is rising, especially in urban areas with growing traffic congestion. The region's dynamic automotive landscape and the pursuit of enhanced safety contribute to the proliferation of these technologies.

In South America, the adoption of automotive safety systems is influenced by economic factors and regulatory developments. While safety regulations are not as stringent as in some other regions, increasing consumer awareness of safety benefits is driving the demand for products like Lane Departure Warning and Blind Spot Detection. Economic growth and a rising middle class contribute to a gradual but steady integration of safety technologies into vehicles across various price points.

The Middle East and Africa exhibit a growing interest in automotive safety technologies, with the market influenced by economic conditions and a rising awareness of advanced safety features. Countries with infrastructure development and urbanization projects are witnessing increased demand for products like Adaptive Cruise Control and Night Vision Systems. The market dynamics vary across countries, with some regions prioritizing luxury vehicles with comprehensive safety packages.

### Key Market Players

Robert Bosch GmbH

Continental AG

ZF Friedrichshafen AG

Autoliv Inc.

Hyundai Mobis Co., Ltd.

Valeo SA

DENSO Corporation

Magna International Inc.

## Report Scope:

In this report, the Global Automotive Active Safety System Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Automotive Active Safety System Market, By Product:

- oTire-Pressure Monitoring System

- oLane Departure Warning

- oAdaptive Cruise Control

- oNight Vision System

- oDriver Monitoring

- oAnti-Lock Braking System

- oBlind Spot Detection

### Automotive Active Safety System Market,By Occupant Type:

- oDriver

- oPassenger

- oChild

- oPedestrian

### Automotive Active Safety System Market,By Vehicle Type:

- oPassenger Cars

- oCommercial Vehicles

## Automotive Active Safety System Market, By Region:

### oNorth America

United States

Canada

Mexico

### oEurope CIS

Germany

Spain

France

Russia

Italy

United Kingdom

Belgium

### oAsia-Pacific

China

India

Japan

Indonesia

Thailand

Australia

South Korea

oSouth America

Brazil

Argentina

Colombia

oMiddle East Africa

Turkey

Iran

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Automotive Active Safety System Market.

Available Customizations:

Global Automotive Active Safety System 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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