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Automotive Blind Spot Detection System Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Technology (Radar, Camera, Ultrasonic), By Vehicle Type (Passenger Cars, Commercial Vehicle), By Propulsion (ICE, Electric), By Region & Competition, 2020-2030F

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Abstracts

Market Overview:

Global Automotive Blind Spot Detection System Market was valued at USD 3.59 Billion in 2024 and is expected to reach USD 5.96 Billion by 2030 with a CAGR of 8.81% during the forecast period. The global automotive blind spot detection system market is experiencing robust growth as vehicle safety technologies become a core focus for both manufacturers and consumers. Growth drivers include the rising adoption of advanced driver assistance systems (ADAS) in mainstream and premium vehicles, stringent government safety regulations promoting the integration of collision avoidance features, heightened consumer preference for vehicles equipped with enhanced safety functionalities, and growing commercial vehicle sales, which are increasing the need for effective blind spot monitoring to enhance safety in larger vehicles. For instance, as per the OICA production data, Global commercial vehicle production surged in 2024, reaching over 26.4 million units, marking a 10% year-on-year increase, as industries worldwide ramped up output to meet post-slowdown demand and infrastructure expansion.

Market Drivers

Growing Vehicle Production

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The steady increase in global vehicle production is directly supporting the demand for blind spot detection systems, as more automakers integrate safety features into both passenger and commercial vehicles. Rising consumer preference for advanced driver assistance systems (ADAS) has prompted manufacturers to offer blind spot monitoring as either a standard or optional feature, enhancing competitiveness. As production volumes grow, economies of scale help reduce the cost of these systems, enabling their adoption in mid-range and entry-level vehicle segments. The push for enhanced vehicle safety ratings also motivates manufacturers to incorporate such technologies during the design and assembly phases. Moreover, fleet operators are increasingly specifying blind spot detection systems in procurement requirements, further boosting demand. For instance, global vehicle sales reached 92.4 million units in 2023, marking a 10.8% increase from 2022. The strong sales growth, bolstered by an 11% rise in December, signals increasing demand and production. The continuous upward trend in global vehicle sales reflects robust recovery and heightened consumer demand across key markets, including North America, Europe, and Asia. This surge highlights the automotive industry's resilience and adaptability, indicating a promising outlook for the sector.

Key Market Challenges

High System Cost

One of the major challenges limiting the adoption of blind spot detection systems is the high cost associated with these technologies, especially in budget-friendly vehicle segments. The expense arises from advanced sensor components, high-resolution cameras, and complex integration with the vehicle’s electronic control systems. For manufacturers, adding such a system increases the production cost, which either reduces profit margins or raises the retail price, potentially making the vehicle less competitive in price-sensitive markets. This cost factor becomes more pronounced in regions where consumer purchasing power is lower and buyers prioritize affordability over advanced features. Aftermarket installation is also costly due to the need for precision calibration and compatibility checks, which often require professional service centers.

Key Market Trends

Integration with Advanced Driver Assistance Systems (ADAS)

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Blind spot detection systems are increasingly being integrated into broader ADAS packages, combining functionalities such as lane-keeping assist, adaptive cruise control, and collision avoidance. This integration enables shared data processing between multiple sensors, improving detection accuracy and situational awareness. Automakers are leveraging centralized vehicle computing systems to unify ADAS functions, reducing redundancy in hardware and lowering overall system weight. As consumers seek comprehensive safety packages rather than standalone features, bundling blind spot detection within ADAS suites becomes a strategic approach for manufacturers. This trend also supports future scalability, as software updates can introduce enhancements or new features without significant hardware changes. The integration with ADAS not only improves safety but also enhances the driving experience by providing smoother, coordinated interventions during lane changes or merging.

Key Market Players

Sensata Technologies, Inc.

Robert Bosch GmbH

Continental AG

Rear View Safety, Inc.

Valeo Service

NXP Semiconductors

Infineon Technologies AG

VOXX Electronics Corp.

Exeros Technologies Ltd.

Quanzhou Minpn Electronic Co., Ltd.

Report Scope:

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In this report, the global Automotive Blind Spot Detection System Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Automotive Blind Spot Detection System Market, By Technology:

Radar

Camera

Ultrasonic

Automotive Blind Spot Detection System Market, By Vehicle Type:

Passenger Cars

Commercial Vehicle

Automotive Blind Spot Detection System Market, By Propulsion:

ICE

Electric

Automotive Blind Spot Detection System Market, By Region:

North America

United States

Canada

Mexico

Europe & CIS

Germany

France

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U.K.

Spain

Italy

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Australia

Thailand

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Brazil

Argentina

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Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the global Automotive Blind Spot Detection System Market.

Available Customizations:

Global Automotive Blind Spot Detection System Market report with the given market data, TechSci Research offers customizations according to the 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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