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Automotive Daytime Running Lights Market– Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Vehicle Type (Passenger Cars, Commercial Vehicles), By Distribution Channel (OEM, Aftermarket), By Type (HID, LED, Halogen), By Region & Competition, 2021-2031F

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Abstracts

The Global Automotive Daytime Running Lights Market is anticipated to expand from USD 1.91 Billion in 2025 to USD 2.52 Billion by 2031, reflecting a compound annual growth rate of 4.73%. Daytime Running Lights (DRLs) function to improve a vehicle's daytime visibility to other road users by activating automatically with the engine at a lower brightness than standard headlights. Market growth is largely fueled by international safety mandates, growing public consciousness regarding road safety, and ongoing improvements in lighting technology, especially the widespread use of energy-saving LED components. These elements help establish DRLs as standard equipment in contemporary vehicles, profoundly boosting the demand for components in new car manufacturing. Data from the European Automobile Manufacturers' Association (ACEA) highlights that global car registrations increased by 3.5% to 77.6 million units in 2025, demonstrating the vast potential for DRL system implementation.

However, a major hurdle hindering market growth is the high initial expense linked to advanced DRL technologies, notably LED and sophisticated matrix systems. This cost factor can restrict their adoption in budget-conscious automotive sectors and areas lacking stringent safety regulations. Additionally, persistent fluctuations in the supply chain for essential raw materials and semiconductor parts continue to limit steady market expansion.

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Market Driver

Stricter vehicle safety regulations and standards significantly impact the global automotive Daytime Running Lights market by requiring DRLs as mandatory safety components in new automobiles. Authorities across the globe are continually revising safety guidelines to improve visibility on the road and lower collision frequencies. This legislative momentum guarantees the inclusion of DRLs as standard features, subsequently broadening their market reach. As noted in IDIADA's IRIS Highlights from August 2025, titled "EU Updates Vehicle Safety Rules: GSR II Enters a New Era," the European Commission issued Regulation (EU) 2025/1122 to revise the General Safety Regulation (GSR II). This update establishes more rigorous safety benchmarks for vehicles within the EU, taking effect on September 1, 2025, and directly driving the foundational demand for DRL systems.

Another vital catalyst for the DRL market is the rapid technological progression in automotive lighting. Ongoing breakthroughs in LED and adaptive lighting provide improved energy conservation, longer service life, and versatile design options that attract both automakers and buyers. The shift toward smart lighting features, such as advanced matrix LED DRLs and dynamic turn signals, enhances a vehicle's visual appeal while substantially boosting road safety via better illumination and adaptability. Showcasing the strong demand for these sophisticated lighting solutions, HELLA reported lighting sales of €3,619 million for fiscal year 2025 in its 12M FY 2025 Results released in March 2026. Furthermore, the International Organization of Motor Vehicle Manufacturers (OICA) reported a rise in global vehicle production from 92.7 million units in 2024 to 96.4 million units in 2025, offering a massive and expanding platform for integrating DRL systems.

Market Challenge

The high upfront expenses connected to advanced Daytime Running Light (DRL) systems, especially sophisticated matrix and LED technologies, act as a major obstacle to the growth of the Global Automotive Daytime Running Lights Market. These elevated initial costs can hinder their integration into highly price-sensitive automotive sectors, consequently restricting market penetration in areas lacking strict safety mandates for such advanced features. This financial hurdle directly lowers the prospective number of DRL installations during new vehicle manufacturing, particularly in the mid-range and economy vehicle classes.

This impact is noticeable as automakers, especially those in highly competitive markets,

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might choose cheaper lighting alternatives to keep vehicles affordable, thereby sacrificing advanced DRL inclusion. Data from the International Organization of Motor Vehicle Manufacturers (OICA) indicates that global passenger car manufacturing exceeded 50.2 million units during the first three quarters of 2025. While this extensive production volume offers a prime opportunity for DRL implementation, the steep costs of components dictate that many of these vehicles might lack advanced DRL systems, which subsequently limits market expansion in technology uptake and overall revenue.

Market Trends

Daytime Running Lights are progressively being merged with Advanced Driver-Assistance Systems, transitioning from basic visibility tools into active functional parts of intricate vehicle safety networks. This incorporation enables DRLs to interact with other individuals on the road, potentially indicating ADAS operations such as lane-keeping or automatic braking. By utilizing DRLs to provide visual signals, these systems enhance the overall efficacy of semi-autonomous driving capabilities. Highlighting a rising foundation for DRLs with sophisticated functional connections, the Institute of the Motor Industry (IMI) noted that 20% of vehicles operating on UK roads in 2025 featured ADAS technology. This pattern highlights a transition toward utilizing DRLs as interactive components within an automobile's smart communication framework.

In addition to their role in safety, DRLs are more and more acknowledged as crucial aspects of a vehicle's brand identity and overall aesthetic appeal. Automakers are funneling resources into advanced DRL designs to forge unique visual signatures, which boost the vehicle's attractiveness and build a distinct brand presence on the streets. This trend encompasses dynamic lighting sequences, complex light patterns, and incredibly slim layouts that align with contemporary vehicle designs. Exemplifying the industry's dedication to inventive and visually striking DRL products, OSRAM's NIGHT BREAKER LED W5W earned the German Design Award 2025 in the "Excellent Product Design Lighting" division. This focus turns DRLs into major distinguishing features, fueling consumer demand for distinctive and eye-catching lighting setups.

Key Market Players

Advanced Lighting Technologies Inc.

Custom Dynamics

Custom LED LLC

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Federal-Mogul Corporation

Flextronics International

HELLA GmbH & Co. KGaA

Ichikoh Industries Ltd

Koito Manufacturing Co. Ltd

Magneti Marelli S.p.A

Valeo SA

Report Scope

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

Automotive Daytime Running Lights Market, By Vehicle Type

Passenger Cars

Commercial Vehicles

Automotive Daytime Running Lights Market, By Distribution Channel

OEM

Aftermarket

Automotive Daytime Running Lights Market, By Type

HID

LED

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Halogen

Automotive Daytime Running Lights Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

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Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Automotive Daytime Running Lights Market.

Available Customizations:

Global Automotive Daytime Running Lights 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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Contents

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16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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