

# **Automotive Surround View Systems Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (4 Camera, 6 Camera, and Others), By Camera Functioning (Automatic and Manual), By Vehicle Type (Passenger Cars and Commercial Vehicles), By Region, Competition, 2019-2029F**

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## **Abstracts**

The Global Automotive Surround View Systems Market size reached USD 1.03 Billion in 2023 and is expected to grow with a CAGR of 6.94% in the forecast period. The global automotive surround view systems market has witnessed substantial growth in recent years, driven by increasing consumer demand for advanced driver assistance systems (ADAS) and enhanced safety features in vehicles. Automotive surround view systems, often referred to as bird's eye view or 360-degree camera systems, provide drivers with a comprehensive view of their vehicle's surroundings, aiding in parking, maneuvering, and overall situational awareness. One of the primary drivers of the automotive surround view systems market is the rising emphasis on vehicle safety. Governments worldwide are implementing stringent safety regulations, and consumers are increasingly prioritizing safety features in their vehicle purchasing decisions. Surround view systems contribute to reducing blind spots and improving overall visibility, enhancing the safety of both drivers and pedestrians.

Technological advancements play a crucial role in shaping the market. The integration of high-resolution cameras, image processing algorithms, and real-time stitching technology allows for the creation of a seamless and accurate 360-degree view around the vehicle. This technological sophistication not only improves safety but also contributes to the overall driving experience, particularly in urban environments where

parking spaces can be tight.

The automotive industry's shift toward electric and autonomous vehicles further propels the demand for surround view systems. These systems complement autonomous driving technologies by providing a detailed understanding of the vehicle's surroundings, contributing to the vehicle's ability to navigate complex environments. As electric and autonomous vehicles become more prevalent, the market for surround view systems is expected to witness continued growth.

Market dynamics also include the increasing integration of surround view systems in a broader range of vehicle segments. Initially, these systems were more common in premium and luxury vehicles, but their adoption is expanding to mid-range and entry-level vehicles. This democratization of technology is driven by economies of scale, advancements in manufacturing processes, and consumer expectations for advanced safety features across all vehicle segments. Challenges in the market include the cost of implementation and the need for standardization. While the prices of camera and sensor technologies have been decreasing, the overall cost of surround view systems can still be a significant factor for manufacturers. Standardization efforts are essential to ensure interoperability and compatibility across different vehicles and brands, fostering a more widespread adoption of these systems.

In conclusion, the global automotive surround view systems market is poised for continued growth, driven by an increasing focus on safety, technological advancements, and the expanding market for electric and autonomous vehicles. As the automotive industry continues to evolve, surround view systems are likely to become a standard feature, enhancing not only safety but also the overall driving experience.

## Key Market Drivers

### Rising Emphasis on Vehicle Safety

The paramount importance placed on vehicle safety, driven by both regulatory initiatives and consumer preferences, stands as a primary driver for the global automotive surround view systems market. These systems offer a 360-degree view, mitigating blind spots and enhancing overall safety during parking and maneuvering, contributing to accident prevention.

### Growing Demand for Advanced Driver Assistance Systems (ADAS)

The increasing adoption of Advanced Driver Assistance Systems, of which surround view systems are a crucial component, is a significant driver. Consumers seek vehicles equipped with sophisticated safety features, including lane departure warnings, collision avoidance, and parking assistance, leading to a surge in demand for surround view systems as part of comprehensive ADAS packages.

### Technological Advancements in Camera and Image Processing

Ongoing technological advancements in high-resolution cameras, image processing algorithms, and real-time stitching technologies contribute to the growth of the surround view systems market. Improved image quality, accuracy, and real-time processing capabilities enhance the functionality and reliability of these systems, bolstering their appeal to automakers and consumers alike.

### Shift Toward Electric and Autonomous Vehicles

The global shift toward electric and autonomous vehicles further fuels the demand for surround view systems. These systems play a critical role in supporting autonomous driving capabilities by providing a detailed and comprehensive view of the vehicle's surroundings. As autonomous and electric vehicles become more prevalent, the market for surround view systems is expected to witness significant expansion.

### Enhanced Driving Experience in Urban Environments

In urban environments where parking spaces are limited and navigating through traffic is challenging, surround view systems offer a heightened driving experience. Drivers benefit from improved visibility and spatial awareness, making parking and maneuvering more convenient and reducing the stress associated with urban driving.

### Democratization Across Vehicle Segments

Initially prevalent in premium and luxury vehicles, surround view systems are now becoming more widespread across various vehicle segments. The democratization of this technology is facilitated by economies of scale, advancements in manufacturing processes, and increasing consumer expectations for advanced safety features in mid-range and entry-level vehicles.

### Consumer Awareness and Expectations

Growing consumer awareness of advanced safety features and an increased expectation for technology-driven conveniences contribute to the adoption of surround view systems. As consumers become more informed about safety technologies, automakers respond by integrating these systems into their vehicles to remain competitive in the market.

### Evolving Regulatory Landscape

The evolving regulatory landscape, with an emphasis on improving vehicle safety and reducing accidents, acts as a regulatory driver for surround view systems. Governments and regulatory bodies are increasingly incorporating safety standards that encourage or mandate the integration of advanced safety technologies, propelling the adoption of surround view systems in new vehicles.

In summary, the global automotive surround view systems market is driven by a convergence of factors, including safety priorities, technological advancements, the shift toward electric and autonomous vehicles, and evolving consumer expectations. As these drivers continue to shape the automotive industry, surround view systems are positioned to play a central role in enhancing both safety and the overall driving experience.

### Key Market Challenges

#### Cost Implications

The integration of advanced camera systems, processing units, and display technologies in surround view systems contributes to increased manufacturing costs. This cost challenge can be a significant barrier to widespread adoption, particularly in price-sensitive vehicle segments, hindering market penetration.

#### Standardization Issues

Standardization in terms of camera specifications, system interfaces, and overall system architecture is crucial for interoperability and compatibility across different vehicle models and brands. The lack of standardized norms poses challenges for manufacturers, limiting seamless integration and creating complexities in the development process.

#### Reliability and System Integration

Ensuring the reliability of surround view systems, especially in adverse weather conditions or challenging environments, is a persistent challenge. Seamless integration with other Advanced Driver Assistance Systems (ADAS) and the overall vehicle control system is essential for optimal performance, and overcoming these integration challenges is crucial for market growth.

#### Limited Consumer Awareness

Despite the increasing interest in advanced safety features, there remains a challenge of limited consumer awareness regarding the benefits and functionalities of surround view systems. Educating consumers about the advantages of these systems is essential for fostering broader adoption and market expansion.

#### Complexity in Calibration

Achieving precise calibration of multiple cameras to provide an accurate and seamless 360-degree view is a technical challenge. The complexity in calibrating these systems during manufacturing and ensuring ongoing accuracy throughout the vehicle's lifespan adds a layer of complexity and potential points of failure.

#### Cybersecurity Concerns

As vehicles become more connected and reliant on electronic systems, the risk of cybersecurity threats increases. Surround view systems, with their integration of cameras and electronic components, may be susceptible to hacking or unauthorized access. Ensuring robust cybersecurity measures is crucial to maintain the integrity of these systems.

#### Environmental Challenges

Surround view cameras are exposed to environmental elements, including rain, snow, and extreme temperatures. Ensuring the durability and functionality of these cameras under varying environmental conditions is a challenge. Innovations in camera design and protective measures are required to address these environmental challenges effectively.

#### Regulatory Compliance

Meeting evolving safety regulations and standards poses a continuous challenge for manufacturers. Keeping abreast of changing regulatory requirements, especially those related to safety and driver assistance systems, requires ongoing investments in research and development to ensure compliance without compromising cost-effectiveness.

## Key Market Trends

### Integration of Advanced Driver Assistance Systems (ADAS)

The automotive industry has been witnessing an increasing integration of ADAS into vehicles. Surround view systems play a crucial role in enhancing the effectiveness of ADAS by providing a comprehensive view of the vehicle's surroundings. This integration helps in improving safety and reducing accidents.

### Rising Demand for Parking Assistance

With the growing urbanization and increasing traffic congestion, there is a rising demand for parking assistance systems. Surround view systems aid drivers in parking by providing a 360-degree view, making it easier to navigate into tight parking spaces and avoid obstacles.

### Continued Development of Camera Technologies

Advancements in camera technologies, such as higher resolution and low-light performance, contribute to the improvement of surround view systems. Manufacturers are likely to focus on enhancing the quality and reliability of camera systems to provide clearer and more detailed images.

### Integration with Connected Car Technologies

The automotive industry is moving towards greater connectivity, and surround view systems are no exception. Integration with connected car technologies allows real-time data sharing, enabling features such as remote monitoring and control through mobile applications.

### Growing Adoption of Electric Vehicles (EVs)

The rise of electric vehicles is influencing automotive technologies, including surround

view systems. EV manufacturers are likely to incorporate advanced safety features, and surround view systems can be a key component in ensuring the safety of both the vehicle and pedestrians.

### Regulatory Push for Vehicle Safety

Stringent safety regulations imposed by governments and regulatory bodies worldwide are likely to drive the adoption of advanced safety features, including surround view systems. Compliance with safety standards may become a significant factor influencing the market.

### Increasing Investment in Research and Development

Companies operating in the automotive surround view systems market are expected to increase their investment in research and development. This will likely result in the introduction of innovative features, improved performance, and cost-effective solutions.

### Market Consolidation and Strategic Partnerships

The automotive technology sector may witness consolidation as companies seek to strengthen their positions in the market. Strategic partnerships and collaborations between automotive manufacturers, technology companies, and software developers may become more prevalent to offer integrated and comprehensive solutions.

### Segmental Insights

#### By Type

4 camera surround view systems are among the most common configurations in the market. Typically, these systems consist of four cameras strategically placed around the vehicle to capture a complete 360-degree view. Each camera contributes to a composite image displayed on the vehicle's infotainment screen, aiding the driver in maneuvering and parking. The simplicity and effectiveness of 4 camera systems make them popular for various vehicle types, ranging from compact cars to larger SUVs. As technology advances, these systems may see improvements in camera resolution and image processing capabilities.

6 camera surround view systems offer an enhanced level of coverage compared to their 4-camera counterparts. By adding two additional cameras, these systems provide even

greater detail and accuracy in depicting the vehicle's surroundings. The extra cameras are strategically positioned to minimize blind spots and improve overall safety. Vehicles equipped with 6 camera systems often benefit from advanced features, such as object detection and collision avoidance. This type of surround view system is particularly valuable in larger vehicles, offering a comprehensive view for both parking and navigating complex environments.

Beyond the standard 4 and 6 camera configurations, there are other evolving setups in the automotive surround view systems market. These configurations may include variations in the number and placement of cameras, as well as additional sensors for augmented capabilities. For instance, some systems incorporate fisheye lenses or specialized cameras to capture a wider field of view. The 'other' category is dynamic and subject to innovation, with manufacturers exploring new ways to optimize visibility and safety. As technology progresses, we may see the emergence of novel configurations that cater to specific vehicle types or address unique use cases.

## Regional Insights

North America, the automotive surround view systems market is driven by a strong emphasis on safety and a high adoption rate of advanced driver assistance systems (ADAS). The region has stringent safety regulations, and consumers are increasingly prioritizing vehicles equipped with cutting-edge safety technologies. Additionally, the presence of key automotive manufacturers and a tech-savvy consumer base contribute to the rapid integration of surround view systems. The market in North America is characterized by a focus on innovation, with companies investing in research and development to stay ahead in this competitive landscape.

Europe CIS is a significant market for automotive surround view systems, propelled by a combination of strict safety standards and the premium vehicle segment's demand for advanced features. European CIS consumers often seek vehicles with comprehensive safety packages, and surround view systems play a crucial role in meeting these expectations. The market is characterized by collaborations between automotive and technology companies, aiming to deliver sophisticated and integrated solutions. Additionally, the push towards electric vehicles in Europe CIS has led to an increased emphasis on safety features, further boosting the adoption of surround view systems.

The Asia-Pacific region is witnessing rapid growth in the automotive surround view systems market, driven by the expanding automotive industry, increasing disposable income, and a rising awareness of vehicle safety. Countries like China, Japan, and



South Korea are at the forefront of technology adoption, leading to a robust demand for advanced safety features, including surround view systems. The market in Asia-Pacific is also influenced by the government's focus on improving road safety standards. As a result, both domestic and international automotive manufacturers are incorporating these systems into their vehicle offerings to cater to the diverse consumer base.

South America experiences a gradual but steady adoption of automotive surround view systems. The market dynamics in this region are influenced by economic factors, with the pace of adoption often linked to the region's overall economic growth. As the automotive industry evolves and consumers become more safety-conscious, the demand for surround view systems is expected to rise. Government initiatives promoting road safety and the inclusion of advanced safety features in vehicles contribute to the market's development in South America.

The Middle East and Africa exhibit a growing interest in automotive surround view systems, driven by an increasing focus on luxury vehicles and a rising awareness of advanced safety technologies. The market dynamics vary across countries in this region, with some experiencing a higher adoption rate due to urbanization and infrastructure development. As the automotive landscape matures, manufacturers are likely to introduce vehicles with enhanced safety features, contributing to the proliferation of surround view systems in the Middle East and Africa.

These regional insights highlight the diverse factors influencing the adoption and growth of automotive surround view systems, from regulatory standards and economic conditions to consumer preferences and technological advancements. Companies operating in this market need to navigate these regional nuances to effectively cater to the demands of each area.

### Key Market Players

Magna International Inc.

Valeo SA

Continental AG

Texas Instruments Incorporated

Fujitsu Limited

Denso Corporation

Renesas Electronics Corporation

Clarion Technologies Pvt. Ltd.

Aisin Seiki Co., Ltd.

Report Scope:

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

Automotive Surround View Systems Market, By Type:

- o4 Camera

- o6 Camera

- oOthers

Automotive Surround View Systems Market,By Camera Functioning:

- oAutomatic

- oManual

Automotive Surround View Systems Market,By Vehicle Type:

- oPassenger Cars

- oCommercial Vehicles

Automotive Surround View Systems 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 Surround View Systems Market.

### Available Customizations:

Global Automotive Surround View Systems 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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- 11.2.Weakness

11.3.Opportunities

11.4.Threats

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12.2.Market Challenges

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14.1.1.3.Financials (As Per Availability)

14.1.1.4.Recent Developments

14.1.1.5.Key Management Personnel

14.1.2.Valeo SA

14.1.2.1.Company Details

14.1.2.2.Key Product Offered

14.1.2.3.Financials (As Per Availability)

14.1.2.4.Recent Developments

14.1.2.5.Key Management Personnel

14.1.3.Continental AG

14.1.3.1.Company Details

14.1.3.2.Key Product Offered

14.1.3.3.Financials (As Per Availability)

14.1.3.4.Recent Developments

14.1.3.5.Key Management Personnel

14.1.4.Texas Instruments Incorporated

14.1.4.1.Company Details

14.1.4.2.Key Product Offered

14.1.4.3.Financials (As Per Availability)

14.1.4.4.Recent Developments

14.1.4.5.Key Management Personnel

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14.1.5.1.Company Details

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- 14.1.5.5.Key Management Personnel
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  - 14.1.6.1.Company Details
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## **16. ABOUT US DISCLAIMER**

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