

India ADAS Market, By Vehicle Type (Passenger Car and Commercial Vehicle), By Sensor Type (Camera, Radar, Lidar, and Ultrasonic), By Level of Autonomy (Level 1, Level 2, Level 3, Level 4, and Level 5), By Function (Collision Avoidance, Adaptive Cruise Control, Lane Departure Warning System, Rear-cross Traffic Assistance, Emergency Braking, Intersection Assistance, Automatic Speed Limit, Park Assistance & Others), By Region, Competition Forecast & Opportunities, 2018- 2028F

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Abstracts

India ADAS Market is anticipated to grow with a rapid CAGR in the upcoming years. Rising awareness of passenger comfort and safety, as well as government legislation mandating safety measures, are projected to increase demand in the industry. Furthermore, the increasing acceptability of self-driving or automated vehicles contributes to the market's increased growth. Aside from safety, Driver assistance systems can give other benefits, including accident caution, lower repair and maintenance costs, and increased fuel efficiency. Because of these characteristics and developments, market acceptance of ADAS features is increasing, and such favorable trends are likely to boost the market growth.

Recent Developments

In June 2022, ZF Group will open its new Tech Center location in Hyderabad, India. The Tech Center India is crucial for ZF Group in the technology disciplines of e-mobility,

ADAS, integrated safety, vehicle motion control, and digitalization.

In September 2021, MG Motor India revealed the MG Astor, the country's first SUV featuring a personal AI assistant and segment-first autonomous (Level 2) technology. In Astor, MG has worked with BOSCH on ADAS (Advanced driver-assistance systems). The SUV with AI technology, 6 radars, and 5 cameras to manage 14 sophisticated Autonomous Level 2 functions. The automobile gives a safer driving experience with 27 standard safety systems, such as the electronic stability program (ESP), Traction Control System (TCS), and Hill Descent Control (HDC).

Government Policies and Initiatives to Increase Demand

According to India's Ministry of Road Transport and Highways, the government aims to make ADAS (Advanced Driver Assistance System) a mandatory component in new automobiles. The ministry intends to have the approach in place for all new vehicles, including heavy-duty vehicles, by the end of 2022. Improved road networks with lane markings, government efforts to make safety features like Forward Collision Warning (FCW), Advanced Emergency Braking (AEB), and Lane Keep Assist (LKA) mandatory in the commercial vehicle segment, growing interest in technology among young consumers, and advancements in ADAS technology with new generation features are all the factors that are expected to accelerate the ADAS adoption in India.

Advanced driver assistance system technological advancements

Companies are adding more features and technologies to their automobiles to provide more comfort to customers and enhance sales. Technological advancements in electronic components, such as sensors and smartphones, are backed by wireless connection and cloud systems, give improved environmental information, and improve consumer safety. The dynamic Advancements in technology, such as intelligent parking assist systems that help cars park smoothly without the involvement of a guide to give directions, night vision systems that are useful in areas where there is no or little light, lane departure systems, and brakes at the sign of danger promotes India ADAS Market.

Malfunctioning and High Initial Costs

High-tech systems present numerous technical hurdles and complications. Sensors may not always function properly. The sensors could misinterpret a car in the next lane for an oncoming vehicle and activate the AEB while driving. In addition, malfunctioning electronic components in the ADAS may lead it to display inaccurate information.

Furthermore, the significant risks of cyber security attacks and the complexity of operating the system may result in automobile accidents. These premium features in automobiles involve additional expenditures, resulting in an increase in the starting price of vehicles, which may limit the market's growth.

Market Segmentation

The India ADAS Market is segmented by vehicle type, Sensor type, level of Autonomy, function, and region. Based on Vehicle type, the market is segmented into Passenger Cars and Commercial vehicles. Based on Sensor type, the market is segmented into Camera, Radar, Lidar, and Ultrasonic. Based on the level of Autonomy, the market is divided into Level 1, Level 2, Level 3, Level 4, and Level 5. Based on function, the market is divided into Collision Avoidance, Adaptive Cruise Control, Lane Departure Warning System, Rear-cross Traffic Assistance, Emergency Braking, Intersection Assistance, Automatic Speed Limit, Park Assistance & Others.

Company Profiles

ZF Commercial Vehicle Control Systems India Ltd., Aisin Seiki Co. Ltd, DENSO India Pvt. Ltd., Delphi Automotive System Private Limited, Magna Automotive India Pvt. Ltd, Continental Automotive Components India Pvt Ltd., Infineon Technologies India Private Limited, Bosch Limited, Aptiv Components India Pvt Ltd, and Autoliv India Pvt Ltd are the key players developing advanced technologies to stay competitive in the market and enhancing their product portfolio in the regions to increase their customer outreach.

Report Scope:

In this report, India ADAS Market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

India ADAS Market, By Vehicle Type:

Passenger Car

Commercial Vehicle

India ADAS Market, By Sensor Type:

Camera

Radar

Lidar

Ultrasonic

India ADAS Market, By Level of Autonomy:

Level 1

Level 2

Level 3

Level 4

Level 5

India ADAS Market, By Function:

Collision Avoidance

Adaptive Cruise Control

Lane Departure Warning System

Rear-cross Traffic Assistance

Emergency Braking

Intersection Assistance

Automatic Speed Limit

Park Assistance & Others

India ADAS Market, By Region:

North

West

East

South

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India ADAS Market.

Available Customizations:

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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