

Advanced Driver Assistance Systems (ADAS) Market (By Type: Adaptive Cruise Control, Blind Spot Detection System, Park Assist, Drowsiness Monitor, Tyre Pressure Monitoring System, Lane Departure Warning System, and Other Types; By Technology; Infrared Sensor, Laser Sensor, Radar Sensor, Image Sensor, and Ultrasonic Sensor; By Geography: North America, Europe, Asia-Pacific and Row) Global Scenario, Market Size, Outlook, Trend and Forecast, 2015 – 2024

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Abstracts

As per the latest report published by Variant Market Research, Global Advanced Driver Assistance Systems (ADAS) Market is estimated to reach \$62.7 billion by 2024; growing at a CAGR of 10.8% from 2016 to 2024. Advanced driver assistance systems, or ADAS, are systems to assist the driver in the driving procedure. ADAS are developed to automate, adapt, and enhance vehicle systems for safety & improved driving. Key factors accountable for the growth of ADAS market comprise the introduction of driver support technologies in mid segment cars, and the rising awareness regarding vehicle & pedestrian safety. ADAS technologies assist everyday driving tasks by reducing the demands on the driver and adding comfort, which helps enhance luxury and comfort, complementing safety with these benefits.

Some of the factors driving the growth of global advanced driver assistance systems market are strict government protocols, and consumer preferences shifting towards active safety features & advanced technology. However, pricing pressure, inflation, and

complexity in testing systems are the factors hampering the market growth. Furthermore, deployment of ADAS in low-cost cars, and improved socio-economic conditions resulting in an increasing demand for luxury cars is expected to pose numerous growth opportunities for the market in the forthcoming years.

The global advanced driver assistance systems market is segmented into type, technology, and geography. Segmentation by type includes adaptive cruise control, tyre pressure monitoring system, park assist, drowsiness monitor, lane departure warning system, blind spot detection system, and other types. By technology, the segment is further sub-segmented into radar sensor, ultrasonic sensor, infrared sensor, image sensor, and laser sensor.

Based on geography, global advanced driver assistance systems market is segmented into North America, Europe, Asia-Pacific, and Rest of the World (RoW). North America is further bifurcated in U.S., Canada, and Mexico, whereas Europe segment consists of UK, Germany, Italy, France, and Rest of Europe. Asia-Pacific is segmented into India, China, Japan, South Korea, and Rest of Asia-Pacific while RoW is bifurcated into South America, Middle East, and Africa.

Prominent players operating in the market include Renault Group, Denso Corporation, Delphi Automotive PLC, Continental AG, Robert Bosch GmbH, Continental AG, Continental AG, Autoliv Inc., General Motors Company, Magna International Inc., and Ford Motor Company among others.

The key takeaways from the report

The report will provide detailed analysis of Global Advanced Driver Assistance Systems Market with respect to major segments such as type, technology, and geography

The report will include the qualitative and quantitative analysis with market estimation over 2015 – 2024 and compound annual growth rate (CAGR) between 2016 and 2024

Comprehensive analysis of market dynamics including factors and opportunities will be provided in the report

An exhaustive regional analysis of Global Advanced Driver Assistance Systems Market has been included in the report

Profile of the key players in the Global Advanced Driver Assistance Systems Market will be provided, which include key financials, product & services, new developments and business strategies

Scope of the Global Advanced Driver Assistance Systems (ADAS) Market

Type Segments

Adaptive Cruise Control

Tyre Pressure Monitoring System

Park Assist

Drowsiness Monitor

Lane Departure Warning System

Blind Spot Detection System

Other Types

Technology Segments

Radar Sensor

Ultrasonic Sensor

Infrared Sensor

Image Sensor

Laser Sensor

Geographical Segments

North America

U.S.

Canada

Mexico

Europe

UK

Germany

Italy

France

Rest of Europe

Asia-Pacific

India

China

Japan

South Korea

Rest of Asia-Pacific

RoW

South America

Middle East

Africa

Contents

CHAPTER 1 PREFIX

- 1.1 Market Scope
- 1.2 Report Description
- 1.3 Research Methodology
 - 1.3.1 Primary Research
 - 1.3.2 Secondary Research
 - 1.3.3 In-house Data Modeling

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Global Advanced Driver Assistance Systems Market Year-on-Year Growth, 2016 – 2024 (%)

CHAPTER 3 MARKET OUTLINE

- 3.1 Market Inclination, Trend, Outlook and Viewpoint
- 3.2 Market Share Analysis: Company's Competitive Scenario
- 3.3 Market Dynamics
 - 3.3.1 Drivers
 - 3.3.1.1 Impact Analysis
 - 3.3.2 Restraints
 - 3.3.2.1 Impact Analysis
 - 3.3.3 Opportunities

CHAPTER 4 GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET BY TYPE: MARKET SIZE AND FORECAST, 2015 – 2024

- 4.1 Overview
- 4.2 Adaptive Cruise Control
 - 4.2.1 Current Trend and Analysis
 - 4.2.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)
 - 4.2.3 Market Size and Forecast by Region, 2015 – 2024 (\$ Billion)
- 4.3 Blind Spot Detection System
 - 4.3.1 Current Trend and Analysis
 - 4.3.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)
 - 4.3.3 Market Size and Forecast by Region, 2015 – 2024 (\$ Billion)

4.4 Park Assist

4.4.1 Current Trend and Analysis

4.4.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)

4.4.3 Market Size and Forecast by Region, 2015 – 2024 (\$ Billion)

4.5 Drowsiness Monitor

4.5.1 Current Trend and Analysis

4.5.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)

4.5.3 Market Size and Forecast by Region, 2015 – 2024 (\$ Billion)

4.6 Tyre Pressure Monitoring System

4.6.1 Current Trend and Analysis

4.6.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)

4.6.3 Market Size and Forecast by Region, 2015 – 2024 (\$ Billion)

4.7 Lane Departure Warning System

4.7.1 Current Trend and Analysis

4.7.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)

4.7.3 Market Size and Forecast by Region, 2015 – 2024 (\$ Billion)

4.8 Other Types

4.8.1 Current Trend and Analysis

4.8.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)

4.8.3 Market Size and Forecast by Region, 2015 – 2024 (\$ Billion)

CHAPTER 5 GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET BY TECHNOLOGY: MARKET SIZE AND FORECAST, 2015 – 2024

5.1 Overview

5.2 Infrared Sensor

5.2.1 Current Trend and Analysis

5.2.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)

5.2.3 Market Size and Forecast by Region, 2015 – 2024 (\$ Billion)

5.3 Laser Sensor

5.3.1 Current Trend and Analysis

5.3.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)

5.3.3 Market Size and Forecast by Region, 2015 – 2024 (\$ Billion)

5.4 Radar Sensor

5.4.1 Current Trend and Analysis

5.4.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)

5.4.3 Market Size and Forecast by Region, 2015 – 2024 (\$ Billion)

5.5 Image Sensor

5.5.1 Current Trend and Analysis

5.5.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)

5.5.3 Market Size and Forecast by Region, 2015 – 2024 (\$ Billion)

5.6 Ultrasonic Sensor

5.6.1 Current Trend and Analysis

5.6.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)

5.6.3 Market Size and Forecast by Region, 2015 – 2024 (\$ Billion)

CHAPTER 6 GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET BY GEOGRAPHY: MARKET SIZE AND FORECAST, 2015 – 2024

6.1 Overview

6.1.1 Global Advanced Driver Assistance Systems Market Year-on-Year Growth, by regions 2016 – 2024 (%)

6.2 North America

6.2.1 Current Trend and Analysis

6.2.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)Market Size and Forecast

6.2.3 U.S.

6.2.3.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.2.4 Canada

6.2.4.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.2.5 Mexico

6.2.5.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.3 Europe

6.3.1 Current Trend and Analysis

6.3.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.3.3 UK

6.3.3.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.3.4 Germany

6.3.4.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.3.5 Italy

6.3.5.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.3.6 France

6.3.6.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.3.7 Rest of Europe

6.3.7.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.4 Asia-Pacific

6.4.1 Current Trend and Analysis

6.4.2 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.4.3 India

6.4.3.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.4.4 China

6.4.4.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.4.5 Japan

6.4.5.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.4.6 South Korea

6.4.6.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.4.7 Rest of Asia-Pacific

6.4.7.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.5 RoW

6.5.1 Current Trend and Analysis

6.5.2 Market Size and Forecast

6.5.3 South America

6.5.3.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.5.4 Middle East

6.5.4.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

6.5.5 Africa

6.5.5.1 Market Size and Forecast, 2015 – 2024 (\$ Billion)

CHAPTER 7 COMPANY PROFILES

7.1 Denso Corporation

7.2 Continental AG

7.3 Robert Bosch GmbH

7.4 Delphi Automotive PLC

7.5 Renault Group

7.6 Audi AG

7.7 Autoliv Inc.

7.8 Magna International Inc.

7.9 General Motors Company

7.10 Ford Motor Company

List Of Figures

LIST OF FIGURES

FIG. 1 MARKET SEGMENTATION: GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET

FIG. 2 GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET YEAR ON YEAR GROWTH, 2016 - 2024 (%)

FIG. 3 MARKET SHARE ANALYSIS, 2016 (%)

FIG. 4 GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SHARE AND FORECAST, BY TYPE 2016 Vs 2024 (VALUE %)

FIG. 5 ADAPTIVE CRUISE CONTROL MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 6 BLIND SPOT DETECTION SYSTEM MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 7 PARK ASSIST MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 8 DROWSINESS MONITOR MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 9 TYRE PRESSURE MONITORING SYSTEM MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 10 LANE DEPARTURE WARNING SYSTEM MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 11 OTHER TYPES MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 12 INFRARED SENSOR MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 13 LASER SENSOR MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 14 RADAR SENSOR MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 15 IMAGE SENSOR MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 16 ULTRASONIC SENSOR MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 17 GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST BY GEOGRAPHY, 2016 Vs 2024 (REVENUE, CAGR %)

FIG. 18 GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET YEAR ON YEAR GROWTH, BY REGIONS 2016 – 2024 (%)

FIG. 19 NORTH AMERICA ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 20 NORTH AMERICA ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST BY COUNTRY, 2015 – 2024 (\$ BILLION)

FIG. 21 U.S. ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND

FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 22 CANADA ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 23 MEXICO ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 24 EUROPE ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024, (\$ BILLION)

FIG. 25 EUROPE ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 BY COUNTRY, (\$ BILLION)

FIG. 26 UK ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 27 GERMANY ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 28 ITALY ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 29 FRANCE ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 30 REST OF EUROPE ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 31 ASIA-PACIFIC ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024, (\$ BILLION)

FIG. 32 ASIA-PACIFIC ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 BY COUNTRY (\$ BILLION)

FIG. 33 INDIA ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 34 CHINA ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 35 JAPAN ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 36 REST OF ASIA-PACIFIC ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 37 REST OF THE WORLD ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 38 REST OF THE WORLD ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 BY COUNTRY (\$ BILLION)

FIG. 39 SOUTH AMERICA ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 40 MIDDLE EAST ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

FIG. 41 AFRICA ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, 2015 – 2024 (\$ BILLION)

List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SNAPSHOT

TABLE 2 GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, BY REGION, 2015 – 2024 (\$ BILLION)

TABLE 3 DRIVER OF THE GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET: IMPACT ANALYSIS

TABLE 4 RESTRAINTS OF THE GLOBAL ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET: IMPACT ANALYSIS

TABLE 5 ADAPTIVE CRUISE CONTROL MARKET SIZE AND FORECAST, BY REGIONS, 2015 – 2024 (\$ BILLION)

TABLE 6 BLIND SPOT DETECTION SYSTEM MARKET SIZE AND FORECAST, BY REGIONS, 2015 – 2024 (\$ BILLION)

TABLE 7 PARK ASSIST MARKET SIZE AND FORECAST, BY REGIONS, 2015 – 2024 (\$ BILLION)

TABLE 8 DROWSINESS MONITOR MARKET SIZE AND FORECAST, BY REGIONS, 2015 – 2024 (\$ BILLION)

TABLE 9 TYRE PRESSURE MONITORING SYSTEM MARKET SIZE AND FORECAST, BY REGIONS, 2015 – 2024 (\$ BILLION)

TABLE 10 LANE DEPARTURE WARNING SYSTEM MARKET SIZE AND FORECAST, BY REGIONS, 2015 – 2024 (\$ BILLION)

TABLE 11 OTHER TYPES SYSTEM MARKET SIZE AND FORECAST, BY REGIONS, 2015 – 2024 (\$ BILLION)

TABLE 12 INFRARED SENSOR MARKET SIZE AND FORECAST, BY REGIONS, 2015 – 2024 (\$ BILLION)

TABLE 13 LASER SENSOR MARKET SIZE AND FORECAST, BY REGIONS, 2015 – 2024 (\$ BILLION)

TABLE 14 RADAR SENSOR MARKET SIZE AND FORECAST, BY REGIONS, 2015 – 2024 (\$ BILLION)

TABLE 15 IMAGE SENSOR MARKET SIZE AND FORECAST, BY REGIONS, 2015 – 2024 (\$ BILLION)

TABLE 16 ULTRASONIC SENSOR MARKET SIZE AND FORECAST, BY REGIONS, 2015 – 2024 (\$ BILLION)

TABLE 17 NORTH AMERICA ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, BY TYPE, 2015 – 2024 (\$ BILLION)

TABLE 18 NORTH AMERICA ADVANCED DRIVER ASSISTANCE SYSTEMS

MARKET SIZE AND FORECAST, BY END-USER, 2015 – 2024 (\$ BILLION)

TABLE 19 EUROPE ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, BY TYPE, 2015 – 2024 (\$ BILLION)

TABLE 20 EUROPE ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, BY END-USER, 2015 – 2024 (\$ BILLION)

TABLE 21 ASIA-PACIFIC ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, BY TYPE, 2015 – 2024 (\$ BILLION)

TABLE 22 ASIA-PACIFIC ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, BY END-USER, 2015 – 2024 (\$ BILLION)

TABLE 23 REST OF THE WORLD ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, BY TYPE, 2015 – 2024 (\$ BILLION)

TABLE 24 REST OF THE WORLD ADVANCED DRIVER ASSISTANCE SYSTEMS MARKET SIZE AND FORECAST, BY END-USER, 2015 – 2024 (\$ BILLION)

TABLE 25 DENSO CORPORATION: COMPANY SNAPSHOT

TABLE 26 CONTINENTAL AG: COMPANY SNAPSHOT

TABLE 27 ROBERT BOSCH GMBH: COMPANY SNAPSHOT

TABLE 28 DELPHI AUTOMOTIVE PLC: COMPANY SNAPSHOT

TABLE 29 RENAULT GROUP: COMPANY SNAPSHOT

TABLE 30 AUDI AG: COMPANY SNAPSHOT

TABLE 31 AUTOLIV INC.: COMPANY SNAPSHOT

TABLE 32 MAGNA INTERNATIONAL INC.: COMPANY SNAPSHOT

TABLE 33 GENERAL MOTORS COMPANY: COMPANY SNAPSHOT

TABLE 34 FORD MOTOR COMPANY: COMPANY SNAPSHOT

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