

# **Global Automotive Advanced Driver Assistance Systems (ADAS) Market: Industry Analysis & Outlook (2016-2020)**

<https://marketpublishers.com/r/GB7AB0F3FA3EN.html>

Date: September 2016

Pages: 72

Price: US\$ 900.00 (Single User License)

ID: GB7AB0F3FA3EN

## **Abstracts**

Technological developments have now progressed a long way in automotive sector. Present day systems use signals from a wide variety of sensors around the vehicle to support the driver. These new systems are known as Advanced Driving Assistance System (ADAS). They are electronic devices which work for the driver in certain driving situations by focusing on safety aspects and enhancement of driving comfort. New cars have a large number of advanced driver assistance systems that help and assist the driver in driving and parking situation.

ADAS is based on its functions like advanced cruise control, lane departure warning, automatic braking systems, parking assistance, forward collision warning. These functions are performed through sensors fitted in the automobiles like LIDAR, radar, ultrasonic, infrared cameras and vision.

The global ADAS market is expected to see innovation driven growth in the coming years with major technological advancements. The growth of the market will be seen majorly because of safety & driving assistance need, rising income and increasing purchasing power, changing lifestyle due to growing urbanization and increasing awareness. The growing concern about automotive safety among passengers has resulted in high demand for advanced driving assistance system, due to which government across several regions have mandated the use of ADAS in vehicles.

The key factors driving growth of the ADAS market include government regulations for installation of ADAS, escalating ADAS demand, inclusion of ADAS in new car assessment program and increasing adoption rate of vehicle safety technologies. However, market growth is hindered by factors such as complexity in the features of

ADAS, environmental factors, and testing and validating hurdles. The major trends featuring the market include increasing electronic content in cars, rapid expanding hybrid and electronic car market, growth of active safety systems, and evolution of zero traffic fatalities.

The report offers an in-depth analysis of the “Global ADAS Market”. It covers the regional and global aspect of the market. The top notch players in the market exhibit a very close competition. The report profiles NXP Semiconductors, NVIDIA Corporation, ON Semiconductors and Xilinx Inc.

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