

Global Automotive Advanced Driver Assistance Systems (ADAS) Market Likely to Grow at 10.2% CAGR During 2016 to 2021

Extensive Market Research Report from Stratview Research Includes Trends, Forecasts, Competitive Analysis and Strategic Growth Opportunities.

DETROIT, MI, USA, January 27, 2017
/EINPresswire.com/ -- Stratview

Research announces the addition of a new market research report on [Global Automotive Advanced Driver Assistance Systems \(ADAS\) Market](#) by Vehicle Type (Passenger Car, Light Commercial Vehicle, and Medium & Heavy Duty Commercial Vehicle), by Technology Type (Adaptive Cruise Control, Adaptive Front Light, Blind Spot Detection, Emergency Brake Assist, Drowsiness-Monitoring System, Lane Departure Warning, Head-up Display, Night Vision System, Park Assist, E-Call Telematics, Tire Pressure-Monitoring System, and Others ADAS), by Sensor Type (Radar, Image, LIDAR, Infrared, and Ultrasonic), and by Region (North America, Europe, Asia-Pacific, and Rest of the World), Trend, Forecast, Competitive Analysis, and Growth Opportunity: 2017 – 2022.



This market report from Stratview Research studies the automotive advanced driver assistance systems market over the period 2011 to 2022. The research report provides detailed insights on the market dynamics to enable informed business decision making and growth strategy formulation based on the opportunities present in the market.

The Global Automotive Advanced Driver Assistance Systems (ADAS) Market: Highlights

Stratview Research foresees a sustainable growth of CAGR 10.2% in the global automotive advanced driver assistance systems market over the next five years (2017 – 2022), which offers an opportunity to the automotive industry players to align themselves with the market growth.

There are several factors bolstering the growth of ADAS market in the global automotive industry. The author of the report cited rising consumers' preferences for safety features, advancement in technology, introduction of more stringent norms, and organic growth in the global automobile production as some of the major factors driving the demand for ADAS in the global automotive industry during the forecast period.

As per the study, passenger car is expected to remain the largest vehicle type in the automotive

ADAS market over the next five years, driven by increasing penetration of ADAS in the segment. The vehicle type is experiencing an expansion in usage of ADAS from luxury cars to mid-range cars and is also projected to witness the highest growth during the forecast period, owing to rising demand across regions.

In terms of application type, radar is expected to remain the most dominant sensor type in the automotive ADAS market during the forecast period. It is also anticipated to be the fastest growing sensor type in the same period. Ultrasonic and image sensors are also projected to experience a healthy growth rate in the same period.

North America is estimated to remain the leading global automotive ADAS market during the forecast period. Increasing demand for high safety features, mandate of some of the key ADAS system installations in the vehicles such as tire pressure monitoring system, and organic growth in automotive production are likely to be the major growth drivers of the region over the next five years.

Tire monitoring system will continue to occupy a large market share in the North America and Europe regions because of mandated regulation by the US and European (countries') governments. Adaptive cruise control system is expected to remain dominant in the North America region. Asia- Pacific is estimated to be the fastest growing region for blind spot detection, emergency brake assist, head-up display, and park assist systems, mainly because of high congestion in traffic and rising purchasing power in developing countries.

Continental AG, Delphi Automotive Plc, Denso Corporation, Robert Bosch GMBH, Magna International Inc., Valeo, and ZF TRW Automotive are some of the major players in the global automotive ADAS market. Other players include Audi AG, BMW AG, Ford Motors Co., and General Motors. Long-term contracts and advancement in technologies are the key strategies adopted by major OEM players to gain competitive edge in the market throughout the globe.

Report Features

This industry research report from Stratview Research provides market intelligence in the most comprehensive manner. The report structure has been kept such that it offers maximum business value. It provides critical insights on the market dynamics and will enable strategic decision making for the existing market players as well as those willing to enter the market. The following are the key features of the research report:

- Market structure: Overview, industry life cycle analysis, supply chain analysis.
- Market environment analysis: Growth drivers and constraints, Porter's five forces analysis, SWOT analysis.
- Market trend and forecast analysis.
- Market segment trend and forecast.
- Competitive landscape and dynamics: Market share, product portfolio, product launches, etc.
- Attractive market segments and associated growth opportunities.
- Emerging trends.
- Strategic growth opportunities for the existing and new players.
- Key success factors.

Stratview Research has a number of high value market reports in the global automotive & transportation industry. Please refer to the following link to browse through our reports:

[Other Reports from Stratview Research in the Automotive Industry](#)

About Stratview Research

Stratview Research is a global market intelligence firm providing wide range of services including syndicated market reports, custom research and sourcing intelligence across industries such as Advanced Materials, Aerospace & Defense, Automotive & Mass Transportation, Consumer Goods, Construction & Equipment, Electronics and Semiconductors, Energy & Utility, Healthcare & Life Sciences and Oil & Gas.

We have a strong team of industry veterans and analysts having an extensive experience in executing custom research projects for mid-sized to Fortune 500 companies in the areas of Market Assessment, Opportunity Screening, Competitive Intelligence, Due Diligence, Target Screening, Market Entry Strategy and Voice of Customer studies.

Stratview Research is a trusted brand globally, providing high quality research and strategic insights that help companies worldwide in effective decision making.

Ritesh Gandecha
Stratview Research
+1-313-307-4176
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.