

Commercial Vehicle Pedestrian Protection Systems Market to Reach USD 21.7 Billion by 2034

The Commercial Vehicle Pedestrian Protection Systems Market is driven by AI, smart city initiatives, and strict global safety regulations.

VANCOUVER, BC, CANADA, August 19, 2025 /EINPresswire.com/ -- The global [Commercial Vehicle Pedestrian Protection Systems Market](https://www.reportsanddata.com/download-free-sample/633) is projected to grow from USD 12.3 billion in 2024

to USD 21.7 billion by 2034, reflecting a steady CAGR of 5.8%. This growth is being fueled by rising urbanization, stronger safety regulations, and rapid adoption of advanced technologies such as AI and IoT.



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Market Outlook

The market is witnessing a major shift as commercial vehicles increasingly integrate pedestrian safety systems to reduce road accidents. The demand is rising across urban transportation networks and logistics fleets, especially as cities expand and traffic volumes grow.

Active safety systems will remain the largest product segment, expected to reach USD 9.8 billion by 2034. These include features like automatic emergency braking and real-time pedestrian detection, now becoming standard in many vehicles.

AI-based detection systems are the fastest-growing segment, with a 6.5% CAGR, as fleet operators and city planners embrace advanced, data-driven safety solutions.

Applications Driving Demand

The strongest application is urban transportation, valued at USD 4.8 billion in 2024 and projected to reach USD 8.5 billion by 2034. Rising urbanization—expected to cover 68% of the global population by 2050—is creating demand for safer mobility solutions.

Meanwhile, logistics fleets represent the fastest-growing application, with a 6.2% CAGR, driven by booming e-commerce and the need for safer last-mile delivery. Emergency services are also adopting these systems, ensuring safer response operations in high-traffic areas.

Key Market Drivers

Technological Advancements: AI and IoT integration is transforming pedestrian safety systems, enabling real-time detection and faster responses. Studies suggest AI-based systems can cut pedestrian accidents by up to 40%.

Regulatory Mandates: Strong safety rules in North America and Europe are boosting adoption. The EU's General Safety Regulation alone is expected to prevent 25,000 road fatalities by 2030. The U.S. National Highway Traffic Safety Administration (NHTSA) is also pushing stricter standards.

Smart City Growth: With the smart city market growing at 23% CAGR, pedestrian safety is emerging as a top priority. These initiatives are encouraging large-scale use of intelligent safety solutions in commercial fleets.

Challenges to Growth

Despite strong potential, the market faces technical and regulatory hurdles.

High Costs: Retrofitting older vehicles with advanced systems can raise costs by up to 30%, creating barriers for smaller operators.

Compliance Complexity: Different regional standards make it difficult for manufacturers to scale globally. Compliance costs in some regions can take up to 15% of total production costs.

Continuous Innovation Needs: Developing AI-based safety systems requires heavy investment in R&D, making it challenging for smaller companies to compete.

Regional Insights

North America is expected to lead the market, supported by strong regulations and faster adoption of advanced technologies.

Europe will see significant growth, aided by the EU's strict safety laws and sustainability targets. Other regions, though growing at a slower pace, are expected to adopt more advanced pedestrian protection systems as urbanization increases.

Industry Trends

AI and IoT Adoption: Companies are deploying connected safety solutions that offer real-time monitoring and predictive responses.

Sustainability: New systems are increasingly built with eco-friendly materials, reducing environmental impact by up to 25%.

Product Innovation: In March 2024, Bosch launched an AI-powered pedestrian detection system expected to gain strong market traction. Continental AG also partnered with a leading automaker to integrate pedestrian protection systems across new commercial vehicle models.

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Competitive Landscape

The market is dominated by major global players, including:

Bosch – launching advanced AI-driven systems.

Continental AG – partnering with OEMs for integrated safety features.

Denso Corporation – offering comprehensive safety solutions for commercial vehicles.

These companies are focusing on innovation, partnerships, and regulatory compliance to strengthen their position in the market.

Commercial Vehicle Pedestrian Protection Systems Competitive Strategies & Notable Developments

Top 10 Companies :

Bosch

Continental AG

Denso Corporation

ZF Friedrichshafen AG

Aptiv PLC

Magna International Inc.

Valeo

Autoliv Inc.

Mobileye

WABCO Holdings Inc.

Strategy :

Top players in the Commercial Vehicle Pedestrian Protection Systems Market are competing through innovation, strategic partnerships, and vertical integration. Bosch, for example, holds a significant market position with a 25% revenue share, driven by its comprehensive safety solutions and advanced AI technologies. Continental AG is focusing on strategic partnerships, such as its collaboration with a leading OEM to integrate pedestrian protection systems into their vehicle lineup, enhancing market adoption and revenue growth. Denso Corporation is investing

in research and development to enhance its product offerings and maintain its competitive edge.

Commercial Vehicle Pedestrian Protection Systems Market Segmentation

By Product Type

Active Safety Systems

Passive Safety Systems

AI-based Detection Systems

By Application

Urban Transportation

Logistics Fleets

Emergency Services

By End User

OEMs

Aftermarket

By Technology

AI and IoT Integration

Sensor-based Systems

Camera-based Systems

By Distribution Channel

Direct Sales

Distributors

Online Platforms

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