Advanced Driver Assistance Systems (ADAS) Market Analysis - By Modules (ACC, TPMS, BSD, LDWS, FCMS, AEB); By Sensors (Image, RADAR, Laser); By Vehicle (Passenger, LCV, HCV) - With Forecast (2015 - 2020)

Description:
Advanced Driver Assistance System (ADAS) have been one of the remarkable breakthroughs in designing applications for advanced safety in automobiles. ADAS is an array of systems and subsystems that incorporates electronic components such as sensors, microcontrollers and software under one roof. The sensors installed in the driver assistance systems are linked with the Electronic Stability Control (ESC) in cars that provide beep signals and direct drivers away from arduous situations that can possibly lead to fatal accidents.

Advanced Driver Assistance Systems are designed to assist drivers in monitoring the vehicle surrounding while driving, whether it be the vehicle ahead or the pedestrians on the roads.

Around 88.35 million automotive safety sensors for driver assistance systems were expected to be shipped worldwide in 2014, with radar sensors leading the market for its wide range of applications. Deployment of Tire Pressure Monitoring System (TPMS) in passenger vehicles in 2014 and Lane Departure Warning Systems (LDWS) in commercial vehicle by 2015, the demand for ADAS is expected to surge up in Europe.

Safety norms set by the governments across all the regions and consumer awareness and knowledge about active safety systems have an important role in the rise in demand for driver assistance system in passenger cars. In 2015, the ADAS market is estimated to grow by 16.1% reaching net market shipment of 87.35 million units. Sensors with numerous functions form a major part of the ADAS and their demand in the market has seen brisk growth. The graph below shows the estimated demand for Auto OEM Sensors for the period 2014 - 2020.

ADAS are broadly classified into four categories based on the purpose they serve, namely:

- Avoidance Systems
- Assistance Systems
- Perception Systems and
- Driver Status Systems.

ADAS primarily focus on the collision avoidance systems with technologies such as
- Forward Collision Mitigation System (FCMS)
- Forward Collision Warning System (FCMS)

Assistance Systems application list includes
- Adaptive Cruise Control (ACC)
- Blind Spot Detection System (BSD)
- Lane Change Assist and
- Departure Warning Systems.

The Traffic Sign Recognition Systems (TSR) and Night Vision are considered as the perceptual decision of the ADAS systems. ADAS is also capable of monitoring the driver’s facial movements and the physiological changes in the driver’s body such as driving position, heartbeat and blinks frequency of the pupil; Driver Drowsiness Monitoring Systems is the application designed to monitor the physiological activities.

This report describes the Advanced Driver Assistance Systems market by vehicle types, sensors installed, application and geography. Discreet level analysis about the individual Advanced Driver Assistance Systems application costs, strategies, future opportunities along with the business landscape analysis of the key market players are focused in the report.

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