Global North America Car DVR Market Insights, Opportunity Analysis, Market Shares and Forecast, 2017 - 2023

Description:
North America Car DVR market has primarily led due to various factors such as growing road accidents, use of multiple technologies such as accelerometers, ADAS etc. in car DVRs and availability of better HD displays. In addition, growing road accidents is also enhancing the demand for the market. In 2015, 35,092 people have died on the U.S. roadways, as per National Highway Traffic Safety Administration (NHTSA), a rise of 7.2% compared to 2014. The trend has continued in 2016, with NHTSA estimates approx. 17,775 traffic fatalities in the first six months of 2016 which is 10.4% compared to the 16,100 killed on roads in the similar period of 2015. The U.S. government has mandate the installations of black boxes emphasizes the government support to such systems and ultimately leading the demand for Car DVR in the region.

However, some negative factors are impeding the market growth such as lack of skilled professionals and privacy concerns. Though, the market has lot of potential with the mandate installations of black box data recorders and growing car sales in the region. The market is facing crucial challenges i.e. high initial investment. North America Car DVR market has been supported with the presence of major players such as Honeywell International Inc., Panasonic Corporation, DOD Tech, Itronics Inc., Blaupunkt etc. that are creating scope for more innovations in the region which can enhance the reliability of the systems. Asia Pacific has also witnessed potential growth in near future with the growing car sales as well as high car thefts has been recorded in the region. It has been expected that the APAC government will also tightens their transportation policies due to growing car thefts and road accidents which is likely to spur the demand for Car DVR systems in the region. China & India are the major countries offering better opportunities for the market in the region coupled with the growing car sales as well as growing disposable income of consumers.

North America car DVR market has been classified on the basis of product. According to product, the market is further segmented into single channel and dual channel. The single-channel DVR is the major product segment in the market. It record only the view by the windshield, while dual-channel DVRs work as a medium for gathering all-round proof in accidents cases since they are effective in recording incidents that happens in the vehicle's passenger room and by the rear window. The dual-channel DVRs product is expected to show intensive growth during the forecast period. Innovative features such in-built GPS, audible notifications, high resolution LCD/LED screens, infrared-powered night vision, expandable storage, wide battery life and less power drains as well as smartphone connectivity have enhanced the user-friendliness and the suitability for the utilization of these cameras and its applications.

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