Automotive Active Safety System Market Research Report - Global Forecast to 2023

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Market Scenario

Automotive active safety systems are developed to increase vehicle safety and enhance the driving experience. They are a combination of certain systems that alert the driver to potential problems. Active safety features include automated lighting, adaptive cruise control, automate braking, incorporate traffic warnings, connect to smartphones, alert the driver to other cars or dangers, keep the driver in the correct lane, or show what is in blind spots. The future automotive technology is increasing the role of collision avoidance and mitigating the risk of an accident. This will increase the demand for an active safety system in automotive. Many automotive suppliers and OEMs such as Bosch, Continental, Delphi Technologies, ZF Friedrichshafen are focusing on the development of active safety system to be upfront in the competitive environment. The presence of such strong players in the market raises the entry barriers for new entrants, the primary obstacle being the capital requirements. Hence, will increase the competition in the market. Manufacturers not only deliver the end–product in the market but also provide after sales services to the end-users. They deliver products through their own distribution channels, exclusive dealers, as well as other private dealers. Major active safety system manufacturers also have to enter into strategic alliances with local dealers and automotive manufacturers to compensate for rules & regulations about doing business in certain countries.

The factors that are responsible for the growth of automotive active safety system are growing production of vehicles, increase in stringent government regulations for safety, and among others. The growing production of passenger and commercial vehicles have led to increase in demand for active safety system. The increase in demand for active safety system will result in the growth of the market during the forecast period. Government is mainly focusing on the standard that will lead to increased safety of the driver. The increased safety of the drivers will result in many OEMs to develop parts that provide high strength and guide the driver by using latest safety technologies. The increase in demand for the safety technologies will result in increased use of active safety system in the vehicles. This will lead to the growth of the market during the forecast period.

The Automotive Active Safety System market is segmented based on product, occupant type vehicle type, and region. By product, the market is segmented based on tyre-pressure monitoring system, lane departure warning, adaptive cruise control, right vision system, driver monitoring, anti-lock braking system and blind spot detection. The adaptive cruise control segment is expected to dominate the market during the forecast period due to increase awareness about the features of the system and their application. Adaptive cruise control is the future trending technology for intelligent cars. They use sensors that detects the distance between two cars that enables the driver safety and convenience. They also increase the road capacity by keeping a safe gap between the two vehicles. By occupant type, the market is segment based on driver, passenger, child, and pedestrian. The driver segment is expected to dominate the market during the forecast period due to an increased need for safety of the drive and to assist the drive about the lane and direction.

Market Segmentation
By region, the market is segmented based on North America, Asia Pacific, Europe, and, Rest of the World. Asia Pacific region is expected to dominate the Automotive Active Safety System market during the forecast period due to the increase in the production of passenger and commercial vehicles in emerging nations such as India, China, and Japan. The increase in production of vehicles will result in increased use of safety technology for better safety of the drivers. This growing safety technology will result in the growth of active safety system market in future. North America is expected to dominate the market during the forecast period due to the increase in demand for the new vehicles which will enable the growth of the auto components suppliers. This will lead to increased use of active safety system for the auto components supplier.

Key Players

The key players in Automotive Active Safety System market are Bosch (Germany), Continental (Germany), Delphi Technologies (U.K.), ZF Friedrichshafen (Germany), Autoliv (Sweden), Hyundai Mobis (South Korea), Valeo (France), DENSO (Japan), Magna International (Canada), FLIR Systems (U.S.), Infineon Technologies (Germany), Ficosa International S.A. (Spain), PSA Peugeot Citroen (France), Borg Warner Inc. (U.S.), CAx software (India).

In April 2017, Mercedes-Benz owner Daimler and supplier Robert Bosch are teaming up to develop self-driving cars in an alliance aimed at accelerating the production of “self-driving taxis”.

In May 2017, Delphi joins Autonomous Driving Project of BMW, Intel and Mobileye. The four partners together pursue the target of establishing a cooperation model that will provide scalable solutions for the entire automotive industry and potentially further industries.
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