

Automotive Autonomous Emergency Braking System Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 75 pages | Mordor Intelligence

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Report description:

The automotive autonomous emergency braking system market was valued at USD 18.38 billion in 2021, and it is estimated to surpass USD 77.40 billion by 2027, registering a CAGR of 20% during the forecast period (2022-2027).

The COVID-19 pandemic affected the market's growth due to a halt in vehicle production activities and hampered investing power of OEMs, restraining the launch of new vehicle models. However, post 2021, with the easing of the lockdown measures, the market is anticipated to witness considerable growth during the forecast period.

Every year, around 1.25 million people are killed in road accidents, with the highest numbers being from developing countries. Many governments worldwide started imposing stringent regulations to curb rising road accidents. Major OEMs started investing in R&D to develop advanced technologies. Increasing concerns toward vehicle safety, the rising adoption of advanced braking systems, advanced AI-powered systems, and government vehicle safety norms, combined with growth in vehicle production worldwide, are expected to help boost the automotive autonomous emergency braking system market during the forecast period.

Many OEMs are equipping their products with AEB systems in most medium and luxury cars. With the increasing production of autonomous vehicles, which is expected to have a CAGR of over 21% during the forecast period, the market studied is expected to have a high growth rate post 2020.

Automotive Autonomous Emergency Braking System Market Trends

Rising Adoption of Autonomous Emergency Braking Systems

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Customers' growing interest in autonomous emergency braking systems is driving the market, and a rising number of road accidents has fuelled this demand. Governments worldwide are encouraging several kinds of safety features to avoid road accidents. Increasing disposable income and changing customer preferences toward fully loaded safety features cars are driving the market. The passenger car segment is expected to lead the market during the forecast period.

Research shows that 75% of all collisions occur at speeds below 25 mph in urban driving environments, and AEB has led to a 38% reduction in rear-end crashes (EURO NCAP). Autonomous vehicle technology with level 4 and 5 autonomous cars may become a large market worldwide. North America is expected to hold a major share of the world's self-driving cars, along with China and western Europe, during the forecast period. These factors are expected to positively contribute to the growth of the automotive autonomous emergency braking system market.

North America is Expected to Lead the Market

Autonomous braking is offered on 51% of the model lines available in the United States. Tesla and Volvo have AEB as a standard feature on 100% of their vehicles.

Crash imminent braking holds the largest share in the market. It is mainly integrated into a forward-collision warning system that provides vital information to ECU. This factor, combined with the rising usage of the disc brake system in cars, is expected to boost the market during the forecast period.

With growing advancements, OEMs must be active in achieving the AEB commitment or face the possibility of brand erosion due to falling behind in safety advances. In particular, the incorporation of AEB into US government safety ratings may alter consumer perception. However, this was not the case before the pledge, as automakers put different importance levels on AEB systems. The entire industry may need to step up to the vehicle fleet's challenge as AEB is not offered as a standard feature.

While Asian brands, such as Lexus and Subaru, are among the leaders in automatic emergency braking, several brands are below the curve. The Korean brands, namely Hyundai and Kia, may need to invest heavily in AEB technology through all body styles.

Automotive Autonomous Emergency Braking System Market Competitor Analysis

The automotive autonomous emergency braking system market is moderately consolidated, with few major players dominating the market. Robert Bosch, Continental AG, ZF Friedrichshagen AG, Hyundai Mobis, and Hitachi Automotive System Ltd have led the market. There have been key developments among the players in the market.

Key players are consistently gaining a competitive edge in the global business with strategic approaches. Consistent advancements and innovations in the braking system have helped manufacturers gain traction in the competitive arena.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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