Automotive Sensor Market (OEM): Global Industry Analysis, Trends, Market Size, and Forecasts up to 2030

Market Report | 2023-07-28 | 180 pages | Infinium Global Research and Consulting Solutions

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Report description:

The report on the global automotive sensor market (OEM) provides qualitative and quantitative analysis for the period from 2021-2030. The revenue generated by the market was USD USD 32.33 Billion in 2022 and is expected to reach USD USD 49.48 Billion in 2030, with a CAGR of 6.27% till 2030 during the projected period. The study on automotive sensor market (OEM) covers the analysis of the leading geographies such as North America, Europe, Asia Pacific, and RoW for the period of 2021-2030.
Automotive sensors are electronic devices specifically created to detect and measure physical or chemical conditions within a vehicle. Their primary function is to monitor and regulate various systems and parameters in modern vehicles. By converting the measured conditions into electrical signals, these sensors enable the vehicle's control units to process and analyze the data. This data analysis helps in making informed decisions and adjustments to optimize the vehicle's performance, efficiency, and safety. In essence, automotive sensors are essential components that enable effective monitoring and control of the vehicle's systems, contributing to the overall functionality and performance of the vehicle. Automotive sensors play a crucial role in enhancing performance, efficiency, and safety by providing essential data for monitoring and controlling diverse vehicle systems. These sensors are integral to the continuous evolution of automotive technology, facilitating advancements in areas like safety, autonomous driving, and vehicle electrification. By collecting and analyzing data, automotive sensors enable vehicles to make informed decisions, optimize operations, and respond intelligently to changing conditions. Whether it is ensuring precise control of engine parameters, enabling advanced driver-assistance systems, or monitoring battery performance in electric vehicles, automotive sensors are vital components driving innovation and shaping the future of the automotive industry.
Powertrain sensors hold a dominant position in the Automotive Sensors Market (OEM) due to several key factors. The powertrain is a critical system that has a significant impact on vehicle performance, efficiency, and emissions. As automotive manufacturers focus on improving fuel efficiency, reducing emissions, and complying with stringent regulatory standards, there is a growing demand for advanced powertrain sensors. The emergence of hybrid and electric powertrain technologies has further amplified the importance of powertrain sensors. These sophisticated systems require sensors to monitor battery performance, electric motor control, energy management, and charging status. Powertrain sensors play a crucial role in ensuring the optimal operation of these advanced powertrain systems. The increasing adoption of powertrain sensors is driven by the need for precise measurement and control of various parameters within the powertrain. These sensors enable real-time monitoring of factors such

as engine speed, coolant temperature, fuel consumption, exhaust emissions, and battery status. The data collected by powertrain sensors allows for accurate control and optimization of powertrain components, resulting in improved overall vehicle performance, enhanced fuel efficiency, and reduced environmental impact.
The automotive sensor market in the Asia Pacific region is dominating the growth in recent years. As one of the largest automotive markets in the world, the region is witnessing a rise in vehicle production, technological advancements, and an increasing focus on safety and driver assistance systems. These factors have propelled the demand for automotive sensors in the Asia Pacific. China, Japan, India, and South Korea, are major contributors to the automotive sensor market. Japan, known for its automotive industry and technological advancements, plays a significant role in the development and adoption of automotive sensors. Japanese automotive manufacturers are renowned for their focus on safety, which has led to the incorporation of advanced sensor technologies in their vehicles. India has also witnessed significant growth in the automotive sensor market due to the expansion of the domestic automotive industry. The government's push for electric mobility and the introduction of new safety regulations have further boosted the demand for sensors in the country.

Report Findings
1) Drivers
- The increasing popularity of Electric Vehicles (EVs) and Autonomous Vehicles (AVs) is fueling the demand for automotive sensors.
- The market for automotive sensors is witnessing a substantial boost in growth because of the growing consumer demand for enhanced safety and comfort features in vehicles.
2) Restraints
- The growth of the automotive sensors market may be restrained due to the higher costs associated with advanced sensor technologies, leading to an increase in the overall cost of vehicles.
3) Opportunities
- The market for automotive sensors is presented with significant opportunities due to the growth of advanced driver-assistance systems and autonomous vehicles.

Research Methodology
A) Primary Research
Our primary research involves extensive interviews and analysis of the opinions provided by the primary respondents. The primary research starts with identifying and approaching the primary respondents, the primary respondents are approached include
1. Key Opinion Leaders associated with Infinium Global Research
2. Internal and External subject matter experts
3. Professionals and participants from the industry
Our primary research respondents typically include
1. Executives working with leading companies in the market under review
2. Product/brand/marketing managers
3. CXO level executives
4. Regional/zonal/ country managers
5. Vice President level executives.
B) Secondary Research
Secondary research involves extensive exploring through the secondary sources of information available in both the public domain and paid sources. At Infinium Global Research, each research study is based on over 500 hours of secondary research accompanied by primary research. The information obtained through the secondary sources is validated through the crosscheck on various data sources.
The secondary sources of the data typically include
1. Company reports and publications
2. Government/institutional publications

3. Trade and associations journals
4. Databases such as WTO, OECD, World Bank, and among others.
5. Websites and publications by research agencies

Segment Covered
The global automotive sensor market (OEM) is segmented on the basis of type, and application.

The Global Automotive Sensor Market (OEM) by Type
-Pressure Sensor
-Temperature Sensor
-Speed Sensor
-Position Sensor
-Other Powertrain Sensors

The Global Automotive Sensor Market (OEM) by Application
-Powertrain
-Body Electronics
-Vehicle Security Systems
-Telematics
-Others

Company Profiles
The companies covered in the report include
-Robert Bosch GmbH
-Continental AG
-Panasonic Corporation
-DENSO CORPORATION
-Infineon Technologies AG
-Vishay Intertechnology, Inc.
-CTS Corporation
-Analog Devices, Inc.
-Sensata Technologies, Inc.
-Texas Instruments Incorporated

What does this Report Deliver?
1. Comprehensive analysis of the global as well as regional markets of the automotive sensor market (OEM).
2. Complete coverage of all the segments in the automotive sensor market (OEM) to analyze the trends, developments in the global market and forecast of market size up to 2030.
3. Comprehensive analysis of the companies operating in the global automotive sensor market (OEM). The company profile includes analysis of product portfolio, revenue, SWOT analysis and latest developments of the company.
4. IGR- Growth Matrix presents an analysis of the product segments and geographies that market players should focus to invest, consolidate, expand and/or diversify.

Table of Contents:

Table of Content

Automotive Sensor Market (OEM): Global Industry Analysis, Trends, Market Size, and Forecasts up to 2030

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