

Acoustic Vehicle Alert System Market By Propulsion Type (Battery Electric Vehicle (BEV), Plug -In Hybrid Electric Vehicle (PHEV)), By Vehicle Type (Passenger Vehicle, Two-Wheelers, Commercial Vehicle): Global Opportunity Analysis and Industry Forecast, 2023-2032

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Report description:

The global acoustic vehicle alert system market has seen significant growth and change due to surge in government regulation for mandate to deploy AVAS in the electric vehicles. Increase in sales of electric vehicles with advance equipment incorporated in the vehicles are boosting the market growth.

Sustainability objectives are actively established by businesses and governments across the globe. Owing to these objectives the government and businesses are working in reduction of CO2 emissions, pollution, and noise, coupled with an emphasis on enhancing overall efficiency. Consequently, certain governmental entities are providing tax credits and other incentives to individuals opting for electric vehicles, thereby improving accessibility for many to adopt EVs. Through this the AVAS are also getting opportunity as it is a mandate to deploy this system in the EVs.

As digitization becomes more prevalent globally, there is a growing demand for vehicles equipped with advanced systems. Owing to this acoustic vehicle alert systems are deployed in the electric vehicles for safety purposes. Acoustic Vehicle Alerting Systems (AVAS) serve as sound generators implemented in electric vehicles to notify pedestrians, cyclists, children, and other road users of the car's presence. Emitting sounds through speakers positioned below the vehicle's body, these auditory signals are synchronized with the real-time data of the vehicle, offering external information about its speed, direction, and distance.

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Furthermore, to enhance AVAS safety, many countries have mandated its implementation. For instance, starting from July 2019, the European Union made AVAS mandatory for all EVs and hybrid vehicles to emit a warning sound when traveling below 12 mph. This regulation aims to enhance the safety of traveling in electric vehicles.

The absence of external noise, especially at low speeds, in hybrid and electric vehicles poses a shared concern for automotive manufacturers and regulators. Prioritizing pedestrian safety, particularly for those with visual impairments, has become a significant focal point.

The acoustic vehicle alert system market is anticipated to be influenced significantly by technological advancements. Factors include customizable sound profiles, surround sound systems, and seamless integration with smart city infrastructure. The merging of AVAS systems with advanced driver-assistance systems (ADAS) and connected vehicle technology are driving the market growth. In addition, with an ongoing emphasis on safety in the automotive industry, there is an increase in the demand for AVAS systems. This surge in demand are creating new opportunities for manufacturers and technology providers operating in the market.

The worldwide market for acoustic vehicle alert systems is categorized based on propulsion type, vehicle type, and region. Propulsion types include battery electric vehicles (BEV) and plug-in hybrid electric vehicles (PHEV). Vehicle types encompass two-wheelers, passenger vehicles, and commercial vehicles. The market analysis extends across regions such as North America, Europe, Asia-Pacific, and LAMEA.

In addition, the market is highly competitive, with several key players dominating the industry. Prominent manufacturers focus on innovation, product differentiation, and strategic partnerships to maintain their market positions. Market leaders include companies such as Continental AG, STMicroelectronics, HELLA GmbH & Co. KGaA, Mercedes-Benz AG, Brigade Electronics Group PLC, HARMAN International, Honda Motor Company, Kendrion N.V., Soundracer AB, Maruti Suzuki India Ltd. and others.

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Key Market Segments

By Propulsion Type

- Battery Electric Vehicle (BEV)
- Plug -In Hybrid Electric Vehicle (PHEV)

By Vehicle Type

- Passenger Vehicle
- Two-Wheelers
- Commercial Vehicle

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By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- UK
- France
- Italy
- Rest Of The Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Rest of Asia-Pacific
- South America
- Brazil
- Argentina
- Colombia
- Rest Of South America
- Middle East and Africa
- UAE
- Saudi Arabia
- Egypt
- Rest Of The Middle East And Africa
- Key Market Players
- Continental AG
- ST Microelectronics
- HELLA GmbH & Co. KGaA
- Mercedes-Benz AG
- Brigade Electronics Group PLC
- HARMAN International
- Honda Motor Company
- Kendrion N.V.
- Soundracer AB
- Maruti Suzuki India Ltd.

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