Automotive Rain Sensor - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 116 pages | Mordor Intelligence

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Report description:

The Automotive Rain Sensor Market size is estimated at USD 1.32 billion in 2025, and is expected to reach USD 1.87 billion by 2030, at a CAGR of 7.2% during the forecast period (2025-2030).

The market was negatively affected by the COVID-19 pandemic in 2020 due to low-reported vehicle sales impacting the commercial potential for automotive rain sensors in the wake of a decline in vehicle production and supply chain disruptions. However, by the first half of 2021, the market had gained momentum as electric vehicle sales picked up across major regions globally.

The increasing use of electrical systems in cars and the expanding need for driver comfort and safety in vehicles, coupled with significant expansion of the automotive sector, are anticipated to act as major driving factors for market growth during the forecast period. In addition, the development of electric mobility and autonomous vehicle technology is expected to further contribute to the remarkable growth of the automotive rain sensors market. Moreover, improving economic conditions, increasing customer demand and interest, technical innovation, and stricter government restrictions are all favorable drivers for the market's expansion. Furthermore, leading luxury vehicle manufacturers are introducing electric variants of their vehicles in response to growing environmental concerns and rising fuel prices. It will also aid in the expansion of the sector. Due to the lower cost of automotive rain sensors, adopting such sensors in the economy and mid-range automobiles is expected to enhance market growth.

In general, several nations advise putting a rain sensor on cars because of excessive rain. However, there are some places where it might not even be necessary. The Middle East & North Africa are two places with very little rainfall. Some nations, such as Qatar, Saudi Arabia, the United Arab Emirates, Kuwait, and Egypt, have extremely low levels of precipitation, which lessens the

need for automatic rain sensors. For example, rainfall is negligible in all seasons of the Middle East, as the region is nearly all desert. The only real winters in the Middle East happen in the mountainous regions of Saudi Arabia, where temperatures can reach freezing. Such typical climatic conditions discourage key OEMs from launching their models with such automatic rain-sensing technology features and hence are anticipated to limit the overall market development over the forecast period.

In most parts of North America, automatic wipers are already commonplace in vehicles and have advanced across most car segments. Rain sensors that manage the speed and frequency of wipers are not only a convenience feature, but they are also thought to make driving safer. In all weather situations, the proper wiper speed ensures optimal visibility. According to automakers, the rain sensor's location behind the rearview mirror is also perfect for a cluster of sensors, such as a camera, sun sensor, and ambient light sensor.

Automotive Rain Sensors Market Trends

RISING AWARENESS TOWARDS SAFETY AND COMFORT EXPECTED TO DRIVE DEMAND

The rain sensor is a driver assistance system that takes the strain off the driver by automatically activating the windshield wiper system when it rains, thereby significantly improving in-vehicle safety and comfort. Autonomous cars and connected vehicles are gaining consumers' interest and are anticipated to gain wider acceptance over the forecast period. The advanced driver assistance systems (ADAS) featured are expected to diminish the penetration gap between traditional cars and tomorrow's cars. For instance,

While some governments are focusing on mandating certain ADAS features across vehicles operating in their region, others are focusing on designing and implementing standards for ADAS features and their associated specifications to improve the vehicle's performance. For instance,

- Reflecting the increasing availability of advanced driver assistance systems (ADAS) on modern vehicles, the Chinese government has recently published three new standards that specifically cover advanced driver assistance systems. The first of these new standards is GB/T 39263-2020 on terms and definitions for advanced driver assistance systems (ADAS). The standard specifies definitions for various systems, which are split into two categories; information assistance systems and control assistance systems.
- By the end of 2022, all new cars on the EU market may have to be equipped with advanced safety systems. Following an agreement with the European Parliament in March 2021, the council adopted a regulation on the general safety of motor vehicles and the protection of vehicle occupants and vulnerable road users to reduce road casualties significantly. Additionally, Euro NCAP, a government-backed group that rates cars for safety, may require a driver-monitoring system to earn a five-star safety rating starting in 2023 or 2024.

ASIA-PACIFIC REGION IS EXPECTED TO HOLD THE HIGH MARKET SHARE IN THE AUTOMOTIVE RAIN SENSOR MARKET

During the forecast period, Asia-Pacific is expected to dominate with the highest CAGR. The economic growth of emerging countries such as China and India may increase the demand for passenger cars in the future; this is expected to induce global automobile manufacturers to invest heavily in technology and modern mass production systems, fueling the demand for automotive rain-sensing wiper systems. Moreover, increased investments in infrastructure development and industrialization that fuel the demand for commercial vehicles may also boost the market's growth prospects in this region. According to this market study report, APAC is expected to continue dominating the rain-sensing windshield wipers market throughout the forecast period. Countries like China, India, Indonesia, Japan, and South Korea will be the major market contributors. For instance,

- In March 2021, Skoda Auto India announced the launch of the all-new midsize SUV Kushaq, its first production car of four models, as part of the INDIA 2.0 project. The car features rain sensors that automatically switch on the low beam or windscreen wipers when required.

Europe is to be the fastest-growing region in the future. Germany leads this regional market due to the presence of major automakers in the country. Additionally, increased vehicle production and the adoption of advanced technologies may boost the market growth in this region. Furthermore, several favorable government initiatives implemented to revitalize the automobile industry, which was hit hard by COVID-19, are expected to drive market growth in these regions.

Additionally, the European region's higher production of luxury cars and high technological capabilities are key characteristics. Consumer's prefer high-performance vehicles, which is the major reason for the growth of the automotive rain sensor market.

Automotive Rain Sensors Industry Overview

The automotive rain sensors market is consolidated, with the presence of national and international players in the market. The major players follow strategies like product innovation, mergers, and acquisitions to expand their reach and hold their market position. The major players in the market are Denso Corporation, HELLA GmbH & Co. KGaA, ZF Friedrichshafen AG, Analog Devices Inc., Valeo group, ams-OSRAM International GmbH, etc.

- In March 2021, HELLA entered a collaboration with vehicle data provider Wejo. HELLA's comprehensive sensor expertise is expected to enable Wejo to identify new use cases for high-performance radar, battery, and rain-light-climate sensors.

Additional Benefits:

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

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