

## **Autonomous Truck - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Autonomous Truck Market is expected to register a CAGR of greater than 23% during the forecast period.

The COVID-19 pandemic had a relatively more minor impact on this automotive industry segment compared to the whole. The demand for autonomous trucks was slightly hindered due to the lockdown and global transportation halt due to the pandemic. However, with market and trade gradually opening up and the increased need for automation, the autonomous truck market is hoping for an economic revival.

### **Key Highlights**

- Some major factors driving the growth of the market are the expansion of industrial sectors in the emerging market, growing demand from the logistics industry, and rising demand from the construction sector (owing to growing construction activities). The market is expected to witness growth in the coming years due to growing economies across developing and developed countries.
- Although autonomous/driverless trucks have a great potential to replace conventional trucks in terms of convenience-high, cost of manufacturing, lack of proper infrastructures, inadequate regulations and policies of governments, and safety of commuters and pedestrians are some of the reasons are acting as a hindrance in the growth. There have been 36 reported accidents involving autonomous vehicles.
- The rising demand for vehicle safety and stringent government rules drive the ADAS market growth. National Highway Traffic Safety Administration (NHTSA) makes it mandatory for all trucks with weights ht range from 8501 lb. to 10000 lb. to be equipped with Automatic Emergency Braking by September 1, 2022. United Kingdom has also set up a Centre for Connected and Autonomous Vehicles (CAV) that is working towards establishing laws and regulations to allow vehicle testing on highways and roads.

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## Autonomous Truck Market Trends

### ADAS demand is on the rise

Rising awareness among customers is leading to growth in demand for vehicles with autonomous and advanced safety features. 90% of the customers who opt for any ADAS system in their vehicle become repeat purchasers. Government norms and policies are also boosting the sales of the ADAS market. US and European authorities will make the installation of Automotive Emergency Braking (AEB) mandatory by 2022 and the Forward Collision Avoidance/Warning System by 2020.

The complete ADAS systems are featured in expensive luxury segment vehicles only. Many truck OEMs collaborate with ADAS manufacturing companies to produce low-cost ADAS systems. However, vehicles (commercial and passenger) register a minute average annual growth of 1% in their prices, while ADAS systems are expensive due to their high manufacturing cost. OEMs may show reluctance in increasing the prices of small and mid-sized vehicle segments, and ADAS companies might not get the expected return. This factor might hinder the growth of the ADAS market.

Top OEM suppliers have adopted the strategy of partnering with technology companies to develop ADAS. Tech companies like Nvidia have entered this space to provide services to companies such as Volvo and Paccar. Amazon is using Embark's self-driving trucks to deliver its cargo.

Passive safety (safety measures to prevent drivers from injuries during or after the crash) has seen a lot of innovations in the past decades, and minimal scope for improvement is left to make in the markets of developed geographies. Companies are now focusing on providing the best passive safety in developing markets. Active Safety (to predict and avoid crashes) is in its initial stage and has a lot to offer. Any ADAS technology that gets early approval from a majority of players will play a crucial role in the development of fully autonomous vehicles in the future.

### North America is leading the autonomous truck market

Although Autonomous trucks are in the early stage of adoption across the globe in geographies such as Europe and the Asia Pacific, North America is currently the largest market due to the availability of infrastructure and significant technology companies that are entering autonomous driving segment.

The rising electrification of vehicles due to infrastructure development by companies such as Tesla is also propelling the market in North America. The induction of x-by-wire technology in electric vehicles is helping in the improvement of autonomous driving.

In Sep 2021, PACCAR teamed up with Aurora, a leading autonomous driving technology company, to launch a commercial pilot of autonomous trucks in hauling operations in Washington. The technology is expected to be used by FedEx.

In 2019, Daimler Trucks North America partnered with Torc Robotics and started testing autonomous trucks at Interstate 81 in Virginia. At CES 2020, Kenworth Truck Co. unveiled its autonomous truck technology based on the T680 truck. The autonomous truck uses sensors and LiDAR and collects up to 1 terabyte of data per hour during driving.

### Autonomous Truck Industry Overview

The autonomous truck market is firmly consolidated by players such as Daimler, Volvo, Tesla, etc. The primary strategy players adopt collaborating with technology companies to integrate services such as artificial intelligence (AI), robotics, advanced analytics, Internet of Things, Cloud technology, etc., in the production and operation of autonomous trucks.

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- In Sep 2021, Volvo Autonomous Solutions revealed a prototype long-haul autonomous truck for the North America application.

Additional Benefits:

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

## **Table of Contents:**

### 1 INTRODUCTION

- 1.1 Study Assumptions
- 1.2 Scope of the Study

### 2 RESEARCH METHODOLOGY

### 3 EXECUTIVE SUMMARY

### 4 MARKET DYNAMICS

- 4.1 Market Drivers
- 4.2 Market Restraints
- 4.3 Industry Attractiveness - Porter's Five Forces Analysis
  - 4.3.1 Threat of New Entrants
  - 4.3.2 Bargaining Power of Buyers/Consumers
  - 4.3.3 Bargaining Power of Suppliers
  - 4.3.4 Threat of Substitute Products
  - 4.3.5 Intensity of Competitive Rivalry

### 5 MARKET SEGMENTATION

- 5.1 Type
  - 5.1.1 Light-duty Trucks
  - 5.1.2 Medium-duty Trucks
  - 5.1.3 Heavy-duty Trucks
- 5.2 Level of Autonomy
  - 5.2.1 Semi-Autonomous
  - 5.2.2 Fully Autonomous
- 5.3 ADAS Features
  - 5.3.1 Adaptive Cruise Control
  - 5.3.2 Lane Departure Warning
  - 5.3.3 Intelligent Park Assist
  - 5.3.4 Highway Pilot
  - 5.3.5 Automatic Emergency Braking
  - 5.3.6 Blind Spot Detection
  - 5.3.7 Traffic Jam Assist
  - 5.3.8 Lane Keeping Assist System
- 5.4 Component Types

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- 5.4.1 LIDAR
- 5.4.2 RADAR
- 5.4.3 Camera
- 5.4.4 Sensors
- 5.5 Drive Type
  - 5.5.1 IC Engine
  - 5.5.2 Electric
  - 5.5.3 Hybrid
- 5.6 Geography
  - 5.6.1 North America
    - 5.6.1.1 United States
    - 5.6.1.2 Canada
    - 5.6.1.3 Rest of North America
  - 5.6.2 Europe
    - 5.6.2.1 Germany
    - 5.6.2.2 United Kingdom
    - 5.6.2.3 France
    - 5.6.2.4 Russia
    - 5.6.2.5 Spain
    - 5.6.2.6 Rest of Europe
  - 5.6.3 Asia-Pacific
    - 5.6.3.1 China
    - 5.6.3.2 Japan
    - 5.6.3.3 India
    - 5.6.3.4 South Korea
    - 5.6.3.5 Rest of Asia-Pacific
  - 5.6.4 Rest of the World
    - 5.6.4.1 South America
    - 5.6.4.2 Middle-East and Africa

## 6 COMPETITIVE LANDSCAPE

- 6.1 Vendor Market Share
- 6.2 Company Profiles\*
  - 6.2.1 AB Volvo
  - 6.2.2 Mercedes Benz Group
  - 6.2.3 Traton SE
  - 6.2.4 TuSimple
  - 6.2.5 Fabu Technology
  - 6.2.6 Tesla Inc.
  - 6.2.7 Paccar Inc
  - 6.2.8 BYD Co. Ltd.
  - 6.2.9 Einride
  - 6.2.10 Embark

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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