

Europe Dashboard Camera - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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Report description:

The Europe Dashboard Camera Market is expected to register a CAGR of 10.9% during the forecast period.

Key Highlights

- The market expanded rapidly across Europe in the past few years due to a considerable number of accidents and thefts, resulting in governments mandating the installation of dash cams. For instance, a recent report named "Crime in England and Wales," published by the Office of National Statistics, indicated about 77,309 theft or unauthorized taking of pedal cycle incidents in 2020/2021 in the United Kingdom. Furthermore, according to the preliminary figures published by the European Commission, an estimated 19,800 people were killed on the road fatalities for 2021. This was an increase of 1,000 deaths (+5%) compared to 2020, representing almost 3,000 (-13%) fewer fatalities than in 2019.
- A notable trend in the market studied is vendors engaging in product innovation of AI dual dashboard cameras. Garmin recently launched the Dash Cam Tandem, which offers 180-degree views on front and rear-facing lenses that can be controlled by voice. The incorporation of AI into dashboard cameras augmented technological advancements in the market. Several vendors offer smart dashboard cameras that can be used for fleet management.
- The implementation of favorable policies by the insurance companies which offer discounts on insurance to the cars equipped with these cameras that could later serve as evidence in case of any claims for insurance for the companies with increasing road accidents and car thefts is also expected to drive the market for the dashcams industry.
- However, the differences in the opinions of regional governments regarding dashboard camera usage could hinder market growth over the forecast period. The laws for dashcams within Europe are very diverse; such as in Austria, Luxembourg, and Portugal, the usage of recording devices in public has been declared illegal. In contrast, nations such as Belgium and France allow for use only in private spaces and prevent people from uploading footage on media platforms. The use of dashcams in the UK and Spain is entirely legal. Hence, the various laws on the use of dashcams could be the biggest challenge to the market's growth.

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- The pandemic has significantly impacted the market, with the operations, production, and sales in the automotive industry to almost a halt globally with the imposing of strict lockdowns and travel restrictions by most European countries. The demand for data and AI-related skills is expected to be in higher order, as the COVID-19 pandemic exposed gaps in AI and data analysis capabilities. This can also lead to the adoption of AI technologies in intelligent dashcams, aiding technological advancements in the market.

Europe Dashboard Camera Market Trends

Single-Channel Expected to Hold Significant Market Share

- As the name suggests, single-channel dashboard cameras can film only in one direction. These are usually placed at the front of the vehicle. These cameras have Wi-Fi, GPS, parking mode, and night vision features. Additionally, single-channel dashboard cameras are usually available in every possible configuration, ranging from single to multiple lenses that allow simultaneous front and rear recording. The advanced dashcams record sound, support GPS logging and have built-in accelerometers for speed data.
- The demand for single-channel dashboard cameras grows due to the rising demand for them among motorists, owing to their application in filing insurance claims and procuring evidence for civil and criminal lawsuits and other safety concerns. Furthermore, the use of wide-angle lenses in automotive camera modules witnessed increasing adoption due to comprehensive field coverage and enhanced picture quality.
- Adding dual cameras makes a dashcam more expensive and complicated, as it uses more storage space and requires more wiring. They generally come with a six-layer full-glass lens that provides a wide 170-degree angle. Both high dynamic range (HDR) and WDR are supported for good night vision and performance. However, single-channel dashboard cameras are relatively cheaper than dual-channel dashcams. Furthermore, a setup of two single-channel dashcams, one mounted in the rear of the vehicle, would provide better coverage than dual-channel dashcams. This is expected to play a vital role in influencing consumers' opinions.
- The growing demand for electric vehicles in the European region is expected to notably impact the need for dash cams, as EVs usually contain more sophisticated safety and infotainment devices. According to the International Energy Agency (IEA), electric car sales increased in the European region, reporting growth of about 65% year-on-year to reach 2.3 million in 2021. Although, the overall automotive market has not recovered entirely from the pandemic.

Germany to Hold Significant Market Share

- Germany is the leading automotive manufacturing country in the European region. Although the German automotive industry has witnessed a decline, it still continues to hold a strong market presence in Europe. Some top global automotive brands, including Mercedes-Benz, Audi, BMW, Porsche, Volkswagen, etc., are present in the country. As most of these companies offer automobiles in the premium segment, these companies widely use dashboard cameras.
- According to German Trade & Invest (GTAI), Germany accounts for around 25% of all passenger cars manufactured and almost 20 percent of all new vehicle registrations. The country also boasts a large concentration of OEM plants, with about 44 sites in the country. Furthermore, in 2021, the German OEM market share in the EU was more than 55 percent.
- Furthermore, in 2021, German automobile manufacturers produced over 15.6 million vehicles, including more than 3.1 million passenger cars and 351,000 commercial vehicles. Additionally, the German light commercial vehicle and passenger car OEMs generated foreign market revenue of about EUR 274 billion in 2021.
- Increasing investment by the industry stakeholders is expected to support further the growth of the automotive industry, which in turn will drive the demand for dashboard cameras. For instance, in February 2021, Ford Motors announced an investment of

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about USD 1 billion in an electric vehicle production facility in Cologne, Germany.

Europe Dashboard Camera Industry Overview

The European Dashboard Camera market is Competitive. Some global vendors are increasingly investing in the European market as technology adoption is estimated to increase further. In Europe, most studied market vendors mainly invest in enhancing their product offerings and collaborating with insurance companies to attract more customers. Some key players operating in the region include Vantrue Inc., Nextbase UK, Garmin Ltd, and Samsara Inc.

- September 2022 - 70mai, a leading auto intelligence company having a notable presence in the European region, launched its latest Dash Cam Omni. The dash cam has been designed using the company's patented 360 rotating design, which prevents image distortion due to its large field of view. By leveraging PureCel Plus-S HDR technology, Omni can reduce image noise and easily adjust exposure balance in low-light or high-contrast environments.
- August 2022 - Nextbase Dash Cams, a UK-based dash cam brand, announced a partnership with Grubhub, an online food ordering and delivery platform, to enhance the security and safety of drivers. To allow a seamless integration into Grubhub's driver base, Nextbase has developed a bespoke platform.

Additional Benefits:

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

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