

United States Automotive Collision Avoidance Systems - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The United States Automotive Collision Avoidance Systems Market is expected to register a CAGR of 5.26% during the forecast period.

Key Highlights

- COVID-19 had a mild impact on the market. The automotive industry as a whole was severely impacted by the pandemic. However, the technology involved in developing the collision avoidance system could be built remotely, so it was not affected by the pandemic as much. The hardware setup and installation that needed to be performed on the cars, however, were hindered due to the stringent social distancing norms and lockdown restrictions all over the world.
- Post-pandemic, with an expected increase in demand and preference for individual mobility over public or common transport, vehicle sales were expected to increase. This was indirectly projected to increase the demand for collision avoidance systems and help in the growth of the industry.
- Many technology companies in the market are teaming up to solve the complexities of developing advanced driver-assistance systems (ADAS). For instance, in August 2020, Veoneer Inc. and Qualcomm Technologies Inc. announced that they were collaborating to deliver scalable advanced driver assistance systems (ADAS) and collaborative and autonomous driving (AD) solutions.
- Tesla is already offering all its cars with automatic emergency braking (AEB) features as standard. Other automakers like Daimler, BMW, and Ford are expected to provide AEB in all their upcoming models. Tesla cars are equipped with all the necessary hardware to achieve full autonomy.
- In October 2020, the self-driving car company Waymo in Phoenix, Arizona, announced that its autonomous vehicles are available for taxi service. The service is only available in a limited area because of the relatively permissive Arizona and cars' requirement for a detailed three-dimensional map. The service was shut down due to the COVID-19 pandemic, but now the company aims to

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increase availability in the coming years.

US Automotive Collision Avoidance Systems Market Trends

Warning Function Dominating the Market

- The warning function type system of the collision avoidance system has been consistently on top of usage in the United States since 2018, and it is expected to continue the same trend. The warning function type system is closely followed by the adaptive function type system.
- The blind-spot warning system detects and warns the drivers if they are unable to see alongside their vehicles. It has provided an impressive 23% decrease in lane-change collisions with injuries.
- Advanced forward-collision warning systems with automatic emergency braking systems (AEBS) can automatically stop a vehicle from forward collision or at least reduce collision impact force at high speeds. Forward collision warning with auto-emergency braking has provided a 20% reduction in front-to-rear crashes with injuries.
- With the advancement in technology and technological advancements in the advanced driver-assistance system (ADAS) segment, adaptive cruise control is expected to become more popular, as adaptive cruise control (ACC) will be an important and mandatory feature for autonomous vehicle technology in the future.
- The ACC is designed to help vehicles maintain a safe following distance and stay within the speed limit. This system adjusts a car's speed automatically, so drivers do not have to. Several premium car original equipment manufacturers (OEMs) include adaptive cruise control features in their latest models as a basic and mandatory feature, while other OEMs offer this feature as an optional feature at an additional cost.

California Ranks First Among Other States in the US Market

- California is leading the market share as an individual state. Top-selling vehicles in California are Honda Civic, Honda Accord, Toyota Camry, Tesla Model 3, and Ford F Series. These models are either equipped with mandatory or optional collision avoidance systems.
- The state is also home to the luxury car market, which is expected to increase the demand for automotive collision avoidance systems. In September 2012, California became the third state to allow self-driving cars to operate on state roads. This has led to many companies investing in the development of safety technologies for autonomous driving.
- Texas is home to one of the largest original equipment manufacturers (OEMs) in the world, General Motors and Toyota. Texas is one of the nine states to allow autonomous driving. The state is also home to collision avoidance systems manufacturers like Continental AG and others, which is a major factor contributing to the market growth during the forecast period.
- Florida ranks second in the sale of luxury cars across the United States, which is expected to help the market growth as most of the luxury cars come with advanced collision avoidance systems. The state has passed a law that allows autonomous cars to operate on state roads, thus opening the market for autonomous vehicle manufacturers.
- In 2017, New York legalized testing autonomous vehicles, but only two companies, namely Audi and Cadillac, tested their AVs. Audi drove about 170 miles around Albany, while Cadillac tested its cars on a drive from New York City to New Jersey. The state recorded the third-highest sales of luxury cars. Mercedes-Benz S class was the most sold car in the New York state. This car features a lane assist, an automated emergency braking system, an active body control system, a hands-on steering wheel sensor, and night vision.
- In 2018, Ohio legalized autonomous vehicles. To attract AV researchers, developers, and manufacturers, the government created DriveOhio, a new division of the state Department of Transportation, which allows any company to test.

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- In December 2020, with the increasing government emphasis and support, Waymo announced that it would be building a testing center in Ohio to test its next-generation autonomous cars and trucks. With government initiatives and companies setting up their testing facilities, the state is expected to witness a high growth rate during the forecasted period.

US Automotive Collision Avoidance Systems Industry Overview

The US automotive collision avoidance systems market is dominated by major players like Robert Bosch, Continental, ZF Friedrichshafen AG, and Mobileye. These companies combined account for the majority of the market share in the country.

In August 2020, Verizon announced its partnership with HERE Technologies to develop technologies for vehicle and pedestrian safety using high-definition mapping. By creating a vehicle-to-network (V2N) equipped with technology for high location accuracy, the system can precisely identify any obstacles and relay the data through the communication channel developed by Verizon.

Additional Benefits:

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

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