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

Market Report | 2025-07-01 | 150 pages | Mordor Intelligence

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Report description:

Automotive Camera Market Analysis

The automotive camera market size is valued at USD 8.95 billion in 2025 and is forecast to reach USD 14.38 billion by 2030, advancing at a 9.95% CAGR during 2025-2030. A synchronized wave of regulatory mandates, rising vehicle automation, and falling CMOS sensor costs is lifting both unit volumes and ASPs, pushing the automotive camera market size toward double-digit growth. Tightened safety rules in the European Union, the United States, and China now require camera-enabled functions such as automated emergency braking, intelligent speed assistance, and driver monitoring, making cameras a non-negotiable core of modern vehicle design. Automakers also view multi-camera arrays as the lowest-cost path to Level 2+ autonomy, which is accelerating platform-wide adoption across mid-priced models. At the same time, thermal and near-infrared technologies are broadening the performance envelope into night and bad-weather scenarios, opening premium upgrade opportunities. Finally, wafer cost deflation throughout 2024 and expected through 2025 is shrinking the bill-of-materials, letting OEMs fit more cameras per vehicle without inflating sticker prices.

Global Automotive Camera Market Trends and Insights

Safety-camera mandates in US, EU & China

A convergence of safety regulations is forcing OEMs to integrate multi-camera suites in every new vehicle platform. The European Union's General Safety Regulation II, effective July 2024, compels forward-facing cameras for lane keeping, intelligent speed assistance, and emergency braking. China's 2024 NCAP now scores driver-monitoring accuracy, effectively requiring infrared cabin cameras. In the United States, the NHTSA rule finalized in 2024 obliges automatic emergency braking with pedestrian detection up to 90 mph, creating a clear pull for thermal sensors that can see in darkness. Automakers, therefore, seek camera architectures that meet all three regimes simultaneously, accelerating global design cycles. Suppliers equipped with scalable reference designs are winning new RFQs from volume platforms. Regulatory alignment is thus turning safety cameras into a baseline commodity rather than a differentiator, lifting overall shipment volumes across the automotive camera market.

ADAS & autonomy penetration

Level 2+ driving functions are shifting from premium nameplates to mass-market C-segment vehicles. Mobileye's SuperVision platform now powers Volkswagen's MQB models, using up to 11 cameras for surround sensing and high-definition road referencing. Sony forecasts each vehicle will embed 12 cameras by fiscal 2027, up from 8 today. AI-on-sensor capabilities let real-time vision algorithms run on edge silicon, trimming system latency and wiring complexity. In turn, higher automation creates a payback for more cameras, closing the cost-benefit loop. The net effect is an upward shift in camera ASPs alongside ballooning unit counts, underpinning an incremental 2.1-percentage-point lift in the automotive camera market CAGR through 2030.

Multi-camera BOM cost

Comprehensive ADAS stacks now need 8-12 cameras, yet unit prices range from USD 20 to USD 500, depending on resolution. For value-oriented nameplates, cameras can consume up to 3% of vehicle material cost, squeezing margins. Ford's 2025 recall of 1.075 million vehicles over rear camera software faults underscores the warranty exposure linked with added complexity. Tier 1 suppliers are responding with consolidated vision ECUs and single-cable architectures, but near-term cost headwinds still trim 1.8 percentage points from the automotive camera market CAGR.

Other drivers and restraints analyzed in the detailed report include:

Parking/360-view consumer pull / Driver-monitoring regulation momentum / Cyber-security & privacy risks /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

The automotive camera market size for passenger vehicles stood at USD 6 billion in 2024, equal to 67.23% of global revenue. Light commercial vehicles, while smaller today, are expanding at an 11.51% CAGR through 2030, outpacing overall growth. Fleet owners embrace cameras to trim insurance costs, curb collisions, and support telematics-based driver scoring. Volvo Trucks reports fuel savings of 2% when camera monitor systems replace traditional mirrors. The automotive camera market, therefore, sees rising procurement from logistics firms that can quantify ROI.

Passenger cars keep leadership because of scale production and consumer willingness to pay for safety packs. ADAS penetration exceeded 90% in new light-duty vehicles in 2025, ensuring a stable installed base. In heavy trucks, camera adoption aligns with regulatory milestones such as the EU's GSR II blind-spot detection rule. Stoneridge's MirrorEye system on Freightliner Cascadia heavy trucks has demonstrated 8-camera redundancy that may later cascade to consumer SUVs. The blend of cost-down modules and proven fleet savings sustains a double-digit rise in the automotive camera market across commercial segments.

Viewing cameras retained a 57.33% revenue share in 2024, anchoring the automotive camera market share around reversing, surround, and mirror replacement functions. Yet, sensing and stereo units are scaling at 13.44% CAGR as OEMs prioritize perception over display. Subaru's next-gen EyeSight leverages onsemi Hyperlux AR0823AT sensors to offer lane-centering precision previously limited to lidar setups. Depth-perception stereo rigs are now validated to Automated Driving Systems (ADS) Level 3 in Japan, driving broader uptake. As sensing cameras migrate into affordable trims, the automotive camera market size within perception sub-segments will narrow the gap against legacy viewing categories.

Traditional viewing systems evolve too, with higher HDR and de-spray coatings that maintain clarity in road grime. Automakers are integrating bird-eye computational mosaics that require frame-accurate synchronization across four cameras, pushing suppliers to deliver low-skew imagers. Foresight's stereo algorithm bundles deliver object detection at sub-0.05 lux, positioning sensing cameras as a cost-effective alternative to lidar. Overall, image-based perception advantages and falling BOMs are pivoting growth toward the intelligence end of the automotive camera market.

The Automotive Camera Market Report is Segmented by Vehicle Type (Passenger Vehicles, Light Commercial Vehicles, and More), Type (Viewing (Surround/Rear/Front/Interior) and More), Technology (Digital (CMOS), and More), Application (Park Assist and More), Sales Channel (OEM-Installed and More), and Geography. The Market Sizes and Forecasts are Provided in Terms of Value (USD) and for all the Above Segments.

Geography Analysis

Asia-Pacific dominated the automotive camera market with a 40.32% share in 2024, buoyed by China's production scale and Japan's semiconductor leadership. Sony targets a significant global share in automotive imagers by fiscal 2026, reinforcing regional supply-chain competitiveness. Beijing's smart-vehicle roadmap subsidizes Level 2+ systems, making multi-camera packages standard even in economy EVs. South Korea's OEMs embed advanced surround-view on every new SUV, underpinned by local sensor and lens fabrication. Such a policy and industrial depth secure APAC's anchor position in the automotive camera market.

North America held a 26.22% share in 2024 as consumer demand for high-end safety features dovetailed with NHTSA mandates. The U.S. rule obliging automatic emergency braking by 2029 incentivizes early camera adoption to spread validation costs over longer cycles. Canadian provinces offer fleet insurance rebates for dash-cams, expanding the retrofit pool. Silicon Valley chip firms provide edge-AI reference designs that reduce time-to-market for domestic OEMs. These factors keep the region's automotive camera market on a firm expansion track.

Europe captured 23.29% share, driven by being first to legislate comprehensive camera-based safety under GSR II. German luxury brands equip vehicles with up to 10 cameras to secure 5-Star Euro NCAP scores. The bloc's e-mirror approval delivers a fresh windfall as EV makers adopt drag-cutting virtual mirrors. However, GDPR imposes strict data processing rules that limit broader analytics, slightly moderating growth relative to APAC.

The Middle East and Africa region accounted for 6.76% of 2024 revenue, thanks to safety-equipment mandates in Gulf Cooperation Council states and expanding urbanization. Saudi Arabia's emerging automotive split-view camera ecosystem underpins domestic assembly ambitions. South America remained at 5% share, yet Brazil's 2026 plan to align with UN ECE rearview camera standards sets a multi-year upgrade cycle. Overall, differential regulation timing drives geographic dispersion within the automotive camera market.

List of Companies Covered in this Report:

Robert Bosch GmbH / Continental AG / Magna International Inc. / Valeo SA / ZF Friedrichshafen AG / Gentex Corporation / Autoliv Inc. / Hella GmbH & Co KGaA / Panasonic Corp. / Garmin Ltd / Denso Corp. / Mobileye N.V. / Aptiv PLC / onsemi (Semiconductor Components Industries LLC) / Ambarella Inc. / Mitsubishi Electric Corp. / Hyundai Mobis /

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 3 months of analyst support /

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