The ADAS Market in Europe will exceed €5 billion in revenue in 2021. SBD’s ADAS Forecast for Europe helps you understand the facts behind this prediction and the implications for the automotive industry.
Although ADAS have been available in the European market for over two decades, OEMs caution in promoting the benefits of such systems and the high cost of sensors has hindered their growth and market penetration.

However, the EuroNCAP crash testing program now includes assessing certain types of ADAS to qualify for a five-star vehicle safety rating. Subsequently, the penetration of radars and cameras will increase over the coming years as more OEMs adopt ADAS to qualify for the optimum vehicle safety rating.

SBD’s report explains the differences in penetration for various types of ADAS and the technologies supporting these features. It also provides a deeper understanding by estimating the technology and feature penetrations at an OEM level.

THE REPORT IS DIVIDED INTO THREE MAIN SECTIONS

EU Forecast by Tech & Feature
Forecasts by sales volume, penetration and estimated revenue by technology and by feature.

Summary of Key Findings
A high-level overview of the growth of the ADAS market in EU until 2021 including commentary from SBD’s Safe Car experts.

EU Forecast by OEM
Percentage penetration by technology and by feature for each major OEM in Europe.
SBD’s Robust Methodology

This is the methodology behind SBD’s ADAS forecast for Europe, which is backed up by the expertise and experience of our Safe Car consultants.

1. A database of model-level availability of different ADAS for 2015 is created
2. The sales volume of each model is overlaid to create 2015 penetration database
3. Top-level market drivers and major triggers for change are considered
4. A top-down forecast is created using Step 2 and Step 3 results as starting-points
5. Using Step 4 a top-level technology, feature, fitment and pricing trends roadmap is created
6. OEM-by-OEM strategy is created using results from Step 1 and 5
7. OEM strategy is converted into estimated penetration growth using Step 2 as a starting point
8. Results from Step 7 are aggregated into industry-level forecast by feature and technology
9. The forecast from Step 8 (bottom-up) is then compared to the Step 4 forecast (top-down)
10. Breakdown Step 8 technology/feature forecast into sub-technology/feature levels
11. Calculate revenue projections based on cost depreciation from Step 5
12. Create rest of the aggregated number sets for OEMs

Market Drivers

Industry Trends

OEM Strategies

System Availability

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The highlighted trends are taken from SBD’s Europe ADAS Forecast, which helps you understand the facts behind this prediction and the implications for the automotive industry.

- Stay ahead of the curve with insight and robust analysis
- Shape strategies based on the bigger picture
- Influence key decision makers with confidence

SBD is a knowledge specialist within the automotive sector globally. Working closely with major OEM’s, suppliers and industry bodies, SBD incorporates Connected, Secure and Safe Car Divisions providing unrivalled sector insight and consultancy – helping you gain greater clarity and make better decisions.

Your Peace of Mind

The Europe ADAS Forecast makes use of extensive research incorporating information from our global network across the Safe Car value chain and the experience and knowledge of our team of Safe Car Specialists.

Our specialist team draw upon their detailed understanding of client requirements to give clarity in a field that is ever changing – allowing you to make informed decisions, quicker.

Deepa Rangarajan, Specialist – Safe Car
Deepe graduated from the University of Leeds with a Master’s degree in Embedded Systems Engineering. As a Specialist within the Safe Car team, Deepa specialises in ADAS technologies and associated market trends. Some of her recent projects include the ADAS Technology Guide, HMI Practices and analysing safety trends within emerging markets.

Alain Dunoyer, Head of Safe Car
Alain completed an MSc and a PhD in Control Systems Engineering at Coventry University before joining Jaguar Land Rover as a control system engineer, working on adaptive cruise control and forward collision warning systems. He later became a research technical specialist in sensor systems where he lead the early development of a number of driving assistance systems.

At SBD he is responsible for the Safe Car division where he guides and manages research and consulting. Alain is an ADAS technology expert who provides recommendations to SBD’s clients on defining and implementing their ADAS strategies.

Related Reports

Autonomous Car – Dream or Reality?
Ref: 606
This report has been created by SBD in response to the recent focus on self-driving vehicles. We analyse what features are being trialled and tested on public roads and how these developments could potentially change the way people drive their cars.

This report also identifies the key players involved in developing autonomous vehicles and analyses their strengths and weaknesses in developing self driving technologies.

EU ADAS Guide - 2015
Ref: 534EU-15
The China ADAS Guide includes data on 479 vehicle models for 59 vehicle manufacturers. Designed as an analytical tool, the guide makes it easy to compare the offering of different vehicle manufacturers and tier-one suppliers, as well as to analyse the trends for the fitment of various ADAS applications.

The ADAS Guide is part of our Safe Car research offering and is also available for Europe and the USA.

Europe ADAS Forecast
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