

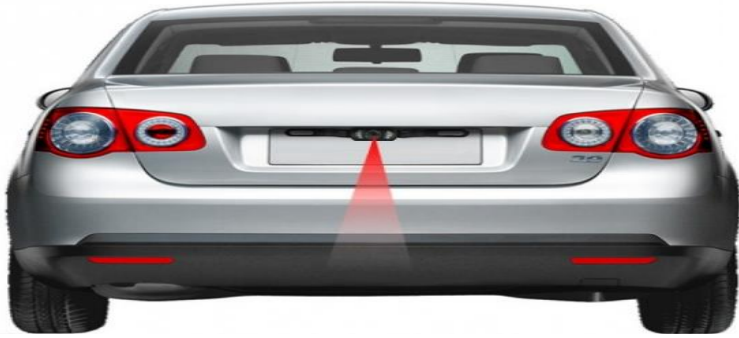
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Nurturing Innovations - Fostering Business



IEBS - Automotive Reach

Market Potential Assessment for Blind Spot Detection Systems

CLIENT OVERVIEW



Client: Blindspot Detection System Manufacturer
Industry: Automotive
Market: Global

PROJECT OUTCOME

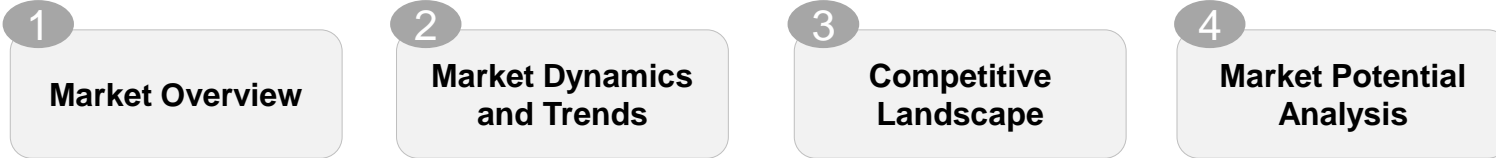
This study helped the client to identify the potential areas for investment. He was able to make a data-driven decision and successfully restructure its sales strategies in American and European Market. Additionally, after looking at the huge market potential in the Middle East market the client also engaged with us in another market intelligence report on market-entry strategy for the Middle East market.

STUDY OVERVIEW

Key Questions to be Answered:

- Who are the players operating in this market?
- What are the prevalent market trends?
- What are the market dynamics including market drivers, challenges, opportunities and restraints?
- What is the current market demand (2018) and future market potential (2019–2024)?
- What is the market potential for blind spot detection systems by region (America, Europe, APAC and RoW)?
- What is the market potential for blind spot detection systems in American and European Countries?
- What is the competitive landscape for blind spot detection systems?

PROJECT MODULES



SECONDARY DATA SOURCES

Secondary sources including company website; industry specific groups, automotive journals, government bodies, associations, industry news, magazines, blogs and paid databases were referred.

PRIMARY DATA SOURCES

Conducted over 120 primary interviews of sales directors, marketing directors and managers, sales managers, territory managers and other similar profiles. Also conducted interviews of paid independent consultants and experts.

Project Approach and Methodology

MARKET OVERVIEW

MARKET DYNAMICS AND TRENDS

COMPETITIVE LANDSCAPE

MARKET POTENTIAL ANALYSIS

KEY QUESTIONS

- What is the overall market structure?
- What kind of players are operating in the market?
- What type of products are available in the market?

- What are the prevalent market trends in the automotive blind spot detection systems market?
- What are the market forces influencing the growth of automotive blind spot detection systems market?

- Who are the key players operating in this market?
- What are their strategic initiatives to expand their market share in this market?

- What is the current (2018) and future (2019–2024) global market demand?
- What is the market share by type of vehicle, product type, geography and technology type?

SUGGESTED SOLUTIONS

- IEBS will analyze the market structure by different regions and understand the entire market landscape along with capturing data about the different categories of players operating in the market.
- A detailed analysis of the key product categories will also be provided.

- IEBS will provide market trend analysis and will try to capture both positive and negative trends that are impacting the market.
- Additionally, the team will look for influencing market forces which can be both positive or negative. It will also capture the future market opportunities.

- IEBS will prepare an exhaustive list of players operating in the market.
- The identified players will be benchmarked on predefined parameters and the top-ranking players will be shortlisted for further analysis.

- IEBS will design an excel based model to calculate the historical market demand. This model will incorporate both primary and secondary market insights.
- The future market will be estimated by incorporating the impact of drivers, challenges and constraints along with the information gathered through primary and secondary research.

Project Results

MARKET OVERVIEW

SAMPLE SLIDES

Blindspot Detection Systems – Executive Summary

- Over the last few years, automotive industry has evolved tremendously, in terms of technological advancements, in both passenger and commercial vehicles.
- In the automotive driver assistance system, the blind spot detection system is one such recent advancement that has been acknowledged in the global market.
- Blind spot object detection system is an active safety system designed for passenger safety that helps by alerting the driver about the presence of vehicles that may be in the blind spot areas of adjacent lanes of traffic.



Based on the region, the global automotive blind spot detection system market is segmented into four regions as follows: North America, Europe, Asia-Pacific and Rest of the World.

Europe and North America are the biggest markets of automotive blind spot detection system as both are the foremost economies of the world.

Blindspot Detection Systems – Market Overview

- Drivers nowadays are getting more concerned about safety features in their vehicles and thus are willing to pay the cost of acquiring safer vehicles in order to be aware of their surroundings while they are on the road.
- The OEMs have approached this problem of blind spot detection in unique different ways and is offering blind spot monitoring solutions in two different categories: Active and Passive.
- An active blind spot monitoring system uses electronic detection devices mounted on the sides of the car that sends out either electronic electromagnetic waves or takes computer-generated images with a digital camera and analyzes them.
- The passive blind spot monitoring systems are usually mirrors. Many car manufacturers offer a special convex mirror in the corner of the current external rearview mirror that can see into areas where normal rearview mirrors cannot.



MARKET DYNAMICS AND TRENDS

Blindspot Detection Systems – Market Restraints

A rearview car mirror reflects the rearview mirror and the sideview mirrors with camera monitoring systems. These systems basically restrict the visibility with angles. But since footage of the car's surroundings, however, cars without mirrors are not allowed in most parts of the world.

In 2019, Japan became the first country to allow mirrorless cars on the roads, other countries will probably follow the trend, however, the future is still uncertain owing to the drivers' willingness to adapt to the change.

Drivers will need time to adjust their habits in automobile the mirrorless system. Having mirrors and the cameras in the same place as current rear-view and side-view mirrors might help, however, this change is definitely going to slow down the adoption of blind spot detection systems.

Blindspot Detection Systems – Market Trends and Dynamics

INFLUENCING FACTORS	MARKET DRIVERS	MARKET RESTRAINTS	MARKET CHALLENGES	MARKET OPPORTUNITIES	MARKET TRENDS
<ul style="list-style-type: none"> Market Trends and Dynamics 	<ul style="list-style-type: none"> Stringent government regulations pertaining to active safety Growing consumer demand for active safety Driver 3 Driver 4 	<ul style="list-style-type: none"> Regulations regarding to mirrorless vehicles Lack of clear direction in connected stage of IoT Restraint 2 Restraint 4 	<ul style="list-style-type: none"> Complexity in real-time image processing in normal day scenario Challenge 2 Challenge 3 	<ul style="list-style-type: none"> Availability of autonomous vehicles and growing demand for active assistance vehicle Opportunity 2 Opportunity 3 	<ul style="list-style-type: none"> Growing preference for better blind spot detection systems

COMPETITIVE LANDSCAPE

Blindspot Detection Systems - Competitive Landscape Assessment

The market for blind spot detection systems is highly fragmented with multiple global and regional players. The regional players are mainly focused on capturing the aftermarket sales segment, whereas the global players have equal hold on both OEM and aftermarket market.



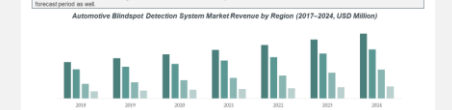
Blindspot Detection Systems - List of Manufacturers (2/3)

#	Company	Headquarters	Global Presence	Product Range	Approximate Product Revenue
10	Valeo	L'Epineux, Germany	Global	Active	1000
11	Hyundai Mobis	Seoul, South Korea	Global	Active	1000
12	Loggia Automotive	Sao Paulo, Brazil	Global	Active	1000
13	Lumin	Hyderabad, Australia	Global	Active	1000
14	Magpie	Aurora, Canada	Global	Active	1000
15	Mobilyze	Jerusalem, Israel	Global	Active	1000
16	Morabank Corporation	Shizuoka, Japan	Global	Active	1000
17	Muth Mirror Systems	Wilkesbarre, US	Global	Active	1000
18	Renesas	Tokyo, Japan	Global	Active	1000

MARKET POTENTIAL ANALYSIS

Automotive Blindspot Detection System Regional Market Demand

The global automotive blind spot detection market is estimated witness a steady growth in the forecast period. The major share of this growth will be attributed from the Americas region. This market accounted for nearly 50% of the total market in 2018 and this trend will continue in the forecast period as well.



Automotive Blindspot Detection System Market Demand (1/2)

In 2019, North America dominated the market for Blind Spot Detection Systems. The market is estimated to grow at a CAGR of nearly 12.7% in the period between 2019 and 2024.



DATA POINTS COVERED

- IEBS provided detailed structure that comprised of the market overview, type of players in the market space, available technology, product type and product availability.
- The team provided detailed analysis of the regulatory framework governing the market for these devices.

- IEBS used both primary and secondary research methods to capture data about market dynamics and trends.
- The team provided detailed insights about each factor that was identified during the study along with the supporting data for individual factors.

- IEBS prepared an exhaustive list of companies manufacturing blind spot detection systems by using open google search.
- The list was refined on parameters including geographical reach, product portfolio, revenue and distribution network, among others.
- Strategic analysis was conducted for the shortlisted players.

- IEBS used excel based models to evaluate the market size for automotive blind spot detection systems. Each data point was validated through primary research and expert consultations.
- The market size by different regions, country, product type and vehicles type was also provided.