

## ADAS is giving growth to the market

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Rising safety concerns, increasing government investments in solving safety issues coupled with growing consumer interest for premium motorcycles to drive global motorcycle ADAS market through 2025

According to TechSci Research report, "Global Motorcycle ADAS Market By System Type, By Demand Category, By Region, Competition, Forecast & Opportunities, 2025", the global motorcycle ADAS market is anticipated to grow at a CAGR of more than 12% during 2015-2025, owing to a plethora of features offered by ADAS like auto stability control, cruise control, traction control, blind spot detection, among others. Increasing disposable income and stringent safety regulations in various major economies across the globe to increase traffic safety is fueling the growth of motorcycle ADAS system market across the globe. Several countries have made it mandatory for higher engine displacement motorcycles to be equipped with various ADAS safety systems like Traction Control System, Anti-Lock Braking System (ABS), etc. Nowadays, youth are increasing opting for motorcycles for adventure, sporting and travelling purposes in leisure time. Hence, consumers preference towards the motorcycle with higher engine capacity equipped with advanced safety features is fuelling the growth of motorcycle ADAS safety system market across the globe. However, poor road condition, weak GPS connection, poor driving discipline, improper lane marking and higher price of ADAS equipped motorcycles is restricting the growth of motorcycle ADAS market in developing countries.

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"Global Motorcycle ADAS Market"

Global motorcycle ADAS market can be segmented based on demand category, system type and region. In terms of demand category, OEM dominates the market globally as most of the consumers prefer in built ADAS system in motorcycles and the replacement period of these systems is very high. In terms of system type, Stability Control System accounts for the largest share and the trend is expected to continue in the

forthcoming years as well. Most of the motorcycle accidents occur due to lack of proper balancing at high speed, which is leading to increase in demand for stability control systems as they help the rider in maintaining balance during high speed motorcycle driving.

Among regions, Asia-pacific region held the largest market share in the global motorcycle ADAS system market in 2019. This regional dominance is expected to continue over the course of next five years due to the presence of a large number of premium motorcycle manufacturers in the region, high production capacity and large consumer base for selling motorcycles. Robert Bosch GmbH, GUBELLINI s.a.s, Continental AG, Delphi, and BMW Motorrad are few of the leading players operating in the global motorcycle ADAS market. Companies are introducing more technologically advanced products which help riders in better riding while providing utmost safety during riding. "Asia Pacific dominated the global motorcycle ADAS market in 2019, backed by the presence of leading players and early adoption of such advanced technologies. Demand for motorcycle ADAS is anticipated to increase in the region in coming years as well, on account of increasing safety concerns, popularity of high-engine capacity motorcycles among youth and growing demand for enhanced safety and comfort.", said Mr. Karan Chechi, Research Director with TechSci Research, a research based global management consulting firm.

"Global Motorcycle ADAS (Advanced Driver Assistance System) Market By System Type, By Demand Category, By Region, Competition, Forecast & Opportunities, 2025" has evaluated the future growth potential of global motorcycle ADAS market and provides statistics & information on market size, structure and future market growth. The report intends to provide cutting-edge market intelligence and help decision makers take sound investment decisions. Besides, the report also identifies and analyses the emerging trends along with essential drivers, challenges, and opportunities in global motorcycle ADAS Market.

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