Automotive Safety Systems Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Autonomous Driving, ADAS & Safety (Automotive & Transportation)

> **Source:** https://www.mordorintelligence.com/industry-reports/automotive-safety-systems-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 151.79 billion
Projected Forecast (2031)	USD 151.79 billion
Growth Rate (CAGR)	8.05 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 151.79 Billion |
Market Size (2031) | USD 223.61 Billion |
Growth Rate (2026 - 2031) | 8.05 % |
Fastest Growing Market | South America |
Largest Market | Asia Pacific |
Market Concentration | Medium |

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Automotive Safety Systems Market Analysis by Mordor IntelligenceThe Automotive Safety Systems market size is expected to grow from USD 140.48 billion in 2025 to USD 151.79 billion in 2026 and is forecast to reach USD 223.61 billion by 2031 at 8.05% CAGR over 2026-2031. Demand reflects simultaneous progress in global safety regulation, rapid sensor price erosion, and the rise of software-defined vehicles that permit over-the-air upgrades. The shift from hardware-only restraint devices toward integrated sensor-plus-software platforms allows vehicles to predict, avoid, and mitigate collisions in real time. Automakers now package active braking, lane keeping, driver monitoring, and cyber-secure update pathways as standard content, especially in markets where star-rating programs influence buying behavior.

Key Report Takeaways* By system type, Active Safety Systems led with 66.62% of the automotive safety system market share in 2025; in-cabin biometric analytics is projected to expand at an 8.27% CAGR through 2031.
* By technology component, radar commanded 34.08% revenue share in 2025, while LiDAR is on track for an 8.49% CAGR to 2031.
* By end-user, OEM factory-fit solutions represented 83.05% share in 2025; the aftermarket is forecast to grow at an 8.55% CAGR.
* By vehicle type, passenger cars held 74.12% share in 2025, whereas heavy commercial vehicles are expected to register an 8.16% CAGR through 2031.
* By propulsion, ICE models captured 77.65% share in 2025, while battery-electric vehicles are poised for a 8.98% CAGR to 2031.
* By geography, Asia Pacific accounted for 39.42% revenue in 2025; South America shows the fastest expansion at an 8.51% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Automotive Safety Systems Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Tightening Global NCAP and UNECE Safety | +2.1% | Global, with early adoption in EU and China | Short term (≤ 2 years) |
Rapid Sensor-Cost Deflation | +1.8% | Global, with strongest impact in APAC and North America | Medium term (2-4 years) |
Boom in Software-Defined Vehicles | +1.5% | North America and EU, expanding to APAC | Medium term (2-4 years) |
Shift Toward Level-2+ Autonomy | +1.3% | North America and EU core markets | Long term (≥ 4 years) |
Rise of AI-Based in-Cabin Biometric Safety Analytics | +0.9% | Global, with premium segment leadership | Medium term (2-4 years) |
Bundling of Vehicle-Safety Data into Usage-Based Insurance | +0.7% | North America and EU, selective APAC markets | Long term (≥ 4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The automotive safety system market features moderate consolidation led by Bosch, Continental, ZF, and Autoliv, each running global manufacturing and software-engineering hubs. Continental’s new Aumovio brand highlights its pivot to software-centric offerings, combining cameras, high-performance controllers, and cloud analytics into a unified package.[4]“Launch of Aumovio,” Continental, continenta

l-press.com ZF merged its Active Safety and Chassis units into a single division, rolling out brake-by-wire on 5 million vehicles and delivering China’s inaugural steer-by-wire system for the Nio ET9. Autoliv collaborates with XPENG AEROHT to create dual-use restraint solutions for both road and low-altitude e-VTOL vehicles.

Semiconductor companies deepen their role. Qualcomm’s acquisition of Autotalks extends its V2X capabilities, embedding direct vehicle-to-infrastructure communication inside the Snapdragon Digital Chassis. Bosch works with Microsoft to infuse generative AI into automated-driving software development pipelines. Volkswagen’s Cariad and Bosch co-develop a Level-3 highway pilot for mass-production vehicles from 2026. Start-ups focused on in-cabin biometrics attract OEM pilots, while Aptiv showcases a modular ADAS stack tailored for commercial fleets that need quick retrofit in regional depots.

Cybersecurity expertise becomes a prerequisite as UN R155 mandates continuous monitoring of attack vectors across the connected vehicle. Suppliers invest in secure gateway architectures and intrusion-detection analytics to maintain homologation. Partnership models extend to cloud providers for safe over-the-air update pipelines, underscoring the convergence between information security and functional safety across the automotive safety system industry.

Automotive Safety Systems Industry Leaders* Continental AG

* ZF Friedrichshafen AG

* Magna International

* Robert Bosch GmbH

* Autoliv Inc.

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this study, the automotive safety systems market covers revenue generated from vehicle safety features and related hardware that help prevent accidents or reduce injury severity, across passenger and commercial vehicles sold through OEM fitment and aftermarket channels.

Scope exclusions: Standalone insurance services, roadside assistance services, and pure software subscriptions that are not sold as part of a vehicle safety system are excluded.

Segmentation Container

* By System Type* Active Safety Systems* Collision-Avoidance (AEB, FCW)
* Driver Monitoring & HMI Alerts
* Chassis Control (ESC, ABS)

* Passive Safety Systems* Airbags (Frontal, Side, Curtain, Far-side)
* Seat-belt & Pretensioners

* By Technology Component* Sensors
* Radar
* Camera
* LiDAR/Ultrasonic
* Control Units and Domain Controllers
* Software & Algorithms

* By End-User* OEM Factory-Fit
* Aftermarket / Retrofit

* By Vehicle Type* Passenger Cars
* Light Commercial Vehicles
* Heavy Commercial Vehicles & Buses

* By Propulsion* Internal Combustion Engine (ICE)
* Battery-Electric Vehicles (BEV)
* Hybrid Electric Vehicle (HEV)
* Fuel-Cell Electric Vehicle (FCEV)

* By Geography* North America* United States
* Canada
* Rest of North America

* South America* Brazil
* Argentina
* Rest of South America

* Europe* Germany
* United Kingdom
* France
* Italy
* Russia
* Rest of Europe

* Asia-Pacific* China
* Japan
* India
* South Korea
* Rest of Asia-Pacific

* Middle East and Africa* Saudi Arabia
* United Arab Emirates
* Turkey
* South Africa
* Rest of Middle East and Africa

Frequently Asked Questions

What is the current size of the automotive safety system market?

The market generated USD 151.79 billion in 2026 and is projected to reach nearly USD 223.61 billion by 2031.

Which system type leads revenue?

Active Safety Systems dominate with 66.62% share in 2025, reflecting regulatory pressure for collision-avoidance functions.

Why is LiDAR gaining momentum despite radar dominance?

LiDAR delivers higher depth accuracy for Level-3 autonomy, leading to an 8.49% CAGR that outpaces other components within the automotive safety system market.

How fast is the aftermarket for safety technology growing?

Retrofit solutions for fleets are expected to rise at an 8.55% CAGR as operators chase insurance savings and regulatory compliance.

Which region shows the strongest growth outlook?

South America leads with an 8.51% CAGR to 2031, supported by major OEM investments and harmonised safety standards.

What role do over-the-air updates play in vehicle safety?

OTA platforms allow automakers to fix vulnerabilities and add new safety features post-sale, aligning with UNECE R156 requirements and expanding recurring revenue opportunities.