

Automotive Industry in Europe - IT Market Assessment

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Excess production capacity due to the economic crisis in the US, drop in domestic car sales are driving automotive manufacturers in Europe to collaborate and partner with component suppliers and automakers in these new markets. Further, automakers in the Europe have begun to establish large supplier bases and collaborate in areas such as new product development, supplier development and information sharing.

In addition, driven by rising labor and transportation costs, growing demand in emerging markets such as India and China, stringent emission norms and fierce competition in domestic markets, automakers and suppliers in Europe have begun to expand and open new facilities, collaborate and enter joint ventures in these emerging markets in attempts to expand their geographic footprint and reduce costs.

The report forecasts the IT spending of the automotive industry in Europe over the period 2007-2095. It is meant for IT vendors and intends to help them identify selling opportunities in the automotive industry in Europe. The report identifies key business issues being faced by the automotive industry in Europe.

Further, the identified sales drivers can be used to penetrate these accounts or increase current share of the customer's wallet. Also, the report lists leading IT buyers and provides their brief company profile, along with their IT spending.

TechNavio Insights is a set of reports based on TechNavio – a market intelligence platform for the IT industry. It builds on the intelligence available within TechNavio, and leverages on the custom research experience of the 'Technology Navigators'. TechNavio is built on years of experience of Infiniti Research in deep dive custom research and consulting for over 30 Fortune 500 companies and numerous large and mid-sized companies.

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