

Automotive Microcontroller Market by Application (Powertrain & Chassis, Safety & Security, Body Electronics and Telematics & Infotainment), Technology (Park Assist System, Blind Spot Detection System, Adaptive Cruise Control, and Tire Pressure Monitoring System), and Vehicle Type (Passenger ICE Vehicle, Commercial ICE Vehicle, and Electric Vehicle): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

Automotive microcontroller are the electronic devices which are installed in vehicles and are designed to carry out various tasks, which supplements the automatic operation of different vehicle components. Technologies used in microcontroller ensures smooth management of electronic devices and prevents error occurrence activities. As a result of benefit mentioned above, microcontrollers are gaining popularity which supplements the growth of automotive microcontroller market.

Automotive microcontroller market is driven by the increasing trend of working through automated machines and equipment. In addition, growing automotive market, and the increasing adoption of new technology such as touch screen and timer among others contribute to the growth of the market.

Automotive microcontroller are expected to register a significant growth during the forecast period due to the increased safety concern among the customers and the increased trend of installing advanced driving system in vehicle. In addition, government regulations fuel the growth of the automotive microcontroller market across the globe by

mandating the installation of various automatic components in vehicles.

technology, vehicle type, and region. On the basis of application, it is categorized into powertrain & chassis, safety & security, body electronics, and telematics & infotainment system. On the basis of technology, it is divided into park assist system, blind spot detection system, adaptive cruise control, and tire pressure monitoring system. By vehicle type, it is classified into passenger vehicle, commercial vehicle, and electric vehicle. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players analyzed in the automotive microcontroller market include Cypress Semiconductor Corporation, Infineon Technologies AG, Microchip Technology Inc., NXP Semiconductor N.V., On Semiconductor, Renesas Electronic Corporation, STMicroelectronics, Texas Instrument Incorporated, Toshiba Corporation, ROHM Semiconductors.

KEY BENEFITS FOR STAKEHOLDERS

This study presents analytical depiction of the global automotive microcontroller market along with the current trends and future estimations to depict the imminent investment pockets.

The overall market potential is determined to understand the profitable trends to enable stakeholders gain a stronger foothold in the market.

The report presents information related to key drivers, restraints, and opportunities with a detailed impact analysis.

The current market is quantitatively analyzed from 2019 to 2026 to highlight the financial competency of the market.

Porter's five forces analysis illustrates the potency of the buyers and suppliers.

KEY MARKET SEGMENTS

By Application

Powertrain & Chassis

Safety & Security

Body Electronics

Telematics & Infotainment

By Technology

Park Assist System

Blind Spot Detection System

Adaptive Cruise Control

Tire Pressure Monitoring System

By Vehicle Type

Passenger Vehicle

Commercial Vehicle

Electric Vehicle

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY PLAYERS

Cypress Semiconductor Corporation

Infineon Technologies AG

Microchip Technology Inc.

NXP Semiconductor N.V.

On Semiconductor

Renesas Electronic Corporation

STMicroelectronics

Texas Instrument Incorporated

Toshiba Corporation

ROHM Semiconductors

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