

Automotive Smart Antenna Market By Type (Shark-fin, Fixed Mast, Others), By Frequency (High Frequency, Very High Frequency, Ultra High Frequency), By Component (Electronic Control Unit, Transceivers, Power Modules, Others), By Vehicle Type (Passenger Vehicle, Commercial Vehicle), By Sales Channel (OEM, Aftermarket): Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

An automotive smart antenna are advanced antenna systems that are used in modern automobiles. Automotive smart antennas may include shark fin antennas, fixed mast antennas, blade antennas, patch antennas and others. Automotive smart antennas are used for various functions such as GPS, cellular connectivity, Wi-Fi and Bluetooth, AM/FM Radio, telematics and satellite radio applications. Smart antennas provide signal quality, reduce interference, and enhance overall communication reliability while integrating various sensors. Smart antennas enable better and more consistent communication for various in-car and external systems.

The automotive smart antenna market growth is driven by growing advancement in autonomous driving and vehicle connectivity solutions, increasing use of cellular technology in connected vehicles, and technological advancement in the smart antenna technology.

In recent years there has been a growing shift of consumers towards electric and hybrid vehicles due to major benefits such as lower maintenance and lower emissions. Moreover, advancements in hybrid and electric vehicle technology, such as increased

range, lower purchasing costs, and faster charging times, have further helped in the growth of the segment. The growth in hybrid and electric vehicle segments coupled with growing demand for technologically advanced solutions are anticipated to drive the automotive smart antenna market.

According to the data from the International Energy Agency (IEA), in 2023, nearly one in four car sold globally was an electric vehicle. According to the data around 14 million cars were sold in 2023, 95% of which were in China, Europe and the U.S. Electric car sales in 2023 were 3.5 million higher as compared to 2022, a 35% year-on-year increase, and more than six times higher when compared to 2018. Thus, the growing inclination towards hybrid, electric and other fuel-efficient vehicles is expected to create lucrative growth opportunities for the automotive smart antenna market during the forecast period.

However, the smart antennas are used for various functions in modern automobiles; however, as these antennas rely on cellular and internet technology to communicate with other vehicles, cloud service and infrastructure, and thus are highly prone to data theft and privacy concerns. A vehicle collects vast amount of data related to location, personal data, vehicle diagnostic and communication data and are at high risk of data breaches and cyberattacks. The concerns regarding cyber threats can compromise the safety, privacy, and functionality of modern vehicles.

For instance, on March 23, 2024, White hat hackers hijacked a Tesla Model 3; Cybersecurity researchers Tommy Mysk and Talal Haj Bakry, working for tech firm Mysk, discovered an exploit that allows cybercriminals to access Tesla accounts to generate a digital key before unlocking a victim's car and driving away. They unlocked the door of a Tesla Model 3 — despite the account being protected by two-factor authentication (2FA). The researchers utilized small Flipper Zero device and a Wi-Fi development board both costing \$169 the simple hack allows the researcher to read, copy and emulate radio-frequency and near-field communication (NFC) tags, radio remotes, digital access keys and other signals. The researchers utilized a Flipper Zero alongside the Wi-Fi development board to generate and broadcast a fake Tesla login page, before duping a victim into sharing their login credentials.

As automobiles are becoming more and more connected with advanced technologies, they are implemented with advanced radars and sensors and are susceptible to data breaches and privacy concerns. Thus the growing data security and privacy concerns in modern automobiles are anticipated to hinder the growth of the global automotive smart antennas market during the forecast period.

The global automotive smart antenna market is segmented into type, frequency, component, vehicle type, sales channel and region. On the basis of type the global market is analyzed into shark fin, fixed mast and others. Based on frequency, the market is segregated into high frequency, very high frequency, and ultra-high frequency. Based on components, the global market is segregated into electronic control units, transceivers, power modules and others. On the basis of vehicle type, the global market is analyzed into passenger vehicles and commercial vehicles. Based on sales channel, the market is segregated into OEM and aftermarket. Region wise the market is analyzed into North America, Europe, Asia-Pacific, Middle East and Africa and Latin America.

The key companies profiled in the report include Continental AG, TE Connectivity, Robert Bosch GmbH, Ficosa International S.A., Denso Corporation, Harman International, NXP Semiconductors, WISI Communications GmbH & Co. KG, TDK Corporation and Harxon Corporation.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the automotive smart antenna market analysis from 2023 to 2033 to identify the prevailing automotive smart antenna market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the automotive smart antenna market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global automotive smart antenna market trends, key players, market segments, application areas, and market growth strategies.

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Upcoming/New Entrant by Regions

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

SWOT Analysis

Key Market Segments

By Sales Channel

OEM

Aftermarket

By Type

Shark-fin

Fixed Mast

Others

By Frequency

High Frequency

Very High Frequency

Ultra High Frequency

By Component

Electronic Control Unit

Transceivers

Power Modules

Others

By Vehicle Type

Passenger Vehicle

Commercial Vehicle

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Russia

Rest of Europe

Asia-Pacific

China

India

Japan

Southeast Asia

Rest of Asia-Pacific

Latin America

Brazil

Argentina

Rest of Latin America

Middle East and Africa

Saudi Arabia

United Arab Emirates (Uae)

South Africa

Rest of Middle East And Africa

Key Market Players

HARMAN International

Robert Bosch GmbH

DENSO CORPORATION

TDK Corporation

Continental AG

Harxon Corporation

Ficosa Internacional SA

NXP Semiconductors

TE Connectivity

WISI Communications GmbH & Co. KG

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FIGURE 66. HARMAN INTERNATIONAL: RESEARCH & DEVELOPMENT EXPENDITURE, 2021-2023 (\$MILLION)

FIGURE 67. HARMAN INTERNATIONAL: NET SALES, 2021-2023 (\$MILLION)

FIGURE 68. HARMAN INTERNATIONAL: REVENUE SHARE BY SEGMENT, 2023 (%)

FIGURE 69. HARMAN INTERNATIONAL: REVENUE SHARE BY REGION, 2023 (%)

FIGURE 70. NXP SEMICONDUCTORS: NET REVENUE, 2021-2023 (\$MILLION)

FIGURE 71. NXP SEMICONDUCTORS: RESEARCH & DEVELOPMENT EXPENDITURE, 2021-2023 (\$MILLION)

FIGURE 72. NXP SEMICONDUCTORS: REVENUE SHARE BY SEGMENT, 2023 (%)

FIGURE 73. NXP SEMICONDUCTORS: REVENUE SHARE BY REGION, 2023 (%)

FIGURE 74. TDK CORPORATION: RESEARCH & DEVELOPMENT EXPENDITURE, 2021-2023 (\$MILLION)

FIGURE 75. TDK CORPORATION: NET SALES, 2021-2023 (\$MILLION)

FIGURE 76. TDK CORPORATION: REVENUE SHARE BY SEGMENT, 2023 (%)

FIGURE 77. TDK CORPORATION: REVENUE SHARE BY REGION, 2023 (%)

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