

# **Global Automotive Over-the-Air (OTA) Market Size study, By Vehicle Type (Passenger Vehicles, Commercial Vehicles and Electric Vehicles), By Technology Type (Firmware Over-the-Air (FOTA), Software Over-the-Air (SOTA)), By Application (Telematics Control Unit, Electronic Control Unit, Infotainment, Safety and Security), and Regional Forecasts 2022-2028**

<https://marketpublishers.com/r/GE01118BF5F7EN.html>

Date: August 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GE01118BF5F7EN

## **Abstracts**

Global Automotive Over-the-Air (OTA) Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028.

The Automotive over-the-air (OTA) refers to the process of distributing software updates wirelessly to vehicles. These updates are critical and essential for smooth functioning of software defined vehicles. The over-the-air (OTA) updates are downloaded with the help of 4G LTE cellular network or Wi-Fi connectivity. Distribution of updates over the air offers several advantages such as it eliminates the need to visit a dealership, as well as increase customer satisfaction. The rising adoption of Connected Cars Worldwide and increasing emergence of IoT in Automotive Sector as well as strategic initiatives from leading market players are factors that are accelerating the global market demand. For instance, according to Statista – during 2021, the global connected car market was valued at USD 65 billion, and it is projected to grow to USD 121 billion by 2025. Furthermore, leading market players are working towards new partnerships to offer innovative products and solutions. For instance, in December 2021, California, US based Mullen Automotive Inc., an emerging electric vehicle manufacturer, entered in a

strategic partnership with Michigan, US based DSA Systems, a leading international provider of vehicle system diagnostics and remote OTA technology. Under this partnership both the players would work towards the development of proprietary vehicle diagnostics and remote OTA solutions for the Mullen FIVE EV Crossover. Moreover, in February 2022, India based Pricol announced a strategic technology partnership with San Jose, California, US based Sibros Technologies to offer Connected Vehicle Solutions in the Indian and ASEAN markets. Also, growing concern over automobile cybersecurity and rising technological advancements in automobile sector are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, a high cost associated with over the air updates as well as infrastructure constraints in developing regions impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Automotive Over-the-Air (OTA) Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing emergence of self-driving cars and presence of leading market players in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as the thriving growth of automotive sector and rising penetration of connected cars in the region, would create lucrative growth prospects for the global Automotive Over-the-Air (OTA) Market across the Asia Pacific region.

Major market players included in this report are:

Airbiquity Inc.

Blackberry Qnx

Continental Ag

Harman International

Infineon Technologies Ag

Intel Corporation

Nxp Semiconductors Nv

Qualcomm, Inc.

Robert Bosch Gmbh

Verizon Communications Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also

caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Vehicle Type

Passenger Vehicles

Commercial Vehicles

Electric Vehicles

By Technology Type

Firmware Over-the-Air (FOTA)

Software Over-the-Air (SOTA)

By Application

Telematics Control Unit

Electronic Control Unit

Infotainment

Safety and Security

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Automotive Over-the-Air (OTA) Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Million)
  - 1.2.1. Global Automotive Over-the-Air (OTA) Market, by Region, 2020-2028 (USD Million)
  - 1.2.2. Global Automotive Over-the-Air (OTA) Market, by Vehicle Type, 2020-2028 (USD Million)
  - 1.2.3. Global Automotive Over-the-Air (OTA) Market, by Technology Type, 2020-2028 (USD Million)
  - 1.2.4. Global Automotive Over-the-Air (OTA) Market, by Application, 2020-2028 (USD Million)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL AUTOMOTIVE OVER-THE-AIR (OTA) MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL AUTOMOTIVE OVER-THE-AIR (OTA) MARKET DYNAMICS

- 3.1. Automotive Over-the-Air (OTA) Market Impact Analysis (2020-2028)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Growing adoption of Connected Cars Worldwide.
    - 3.1.1.2. Increasing emergence of IoT in Automotive Sector.
    - 3.1.1.3. Strategic initiatives from leading market players.
  - 3.1.2. Market Challenges
    - 3.1.2.1. High cost associated with over the air updates
    - 3.1.2.2. Infrastructure constraints in developing regions
  - 3.1.3. Market Opportunities

- 3.1.3.1. Growing concern over automobile cybersecurity.
- 3.1.3.2. Rising technological advancements in automobile sector.

## **CHAPTER 4. GLOBAL AUTOMOTIVE OVER-THE-AIR (OTA) MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2028)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL AUTOMOTIVE OVER-THE-AIR (OTA) MARKET, BY VEHICLE TYPE**

- 6.1. Market Snapshot
- 6.2. Global Automotive Over-the-Air (OTA) Market by Vehicle Type, Performance - Potential Analysis
- 6.3. Global Automotive Over-the-Air (OTA) Market Estimates & Forecasts by Vehicle Type 2018-2028 (USD Million)
- 6.4. Automotive Over-the-Air (OTA) Market, Sub Segment Analysis
  - 6.4.1. Passenger Vehicles
  - 6.4.2. Commercial Vehicles

### 6.4.3. Electric Vehicles

## **CHAPTER 7. GLOBAL AUTOMOTIVE OVER-THE-AIR (OTA) MARKET, BY TECHNOLOGY TYPE**

### 7.1. Market Snapshot

### 7.2. Global Automotive Over-the-Air (OTA) Market by Technology Type, Performance - Potential Analysis

### 7.3. Global Automotive Over-the-Air (OTA) Market Estimates & Forecasts by Technology Type 2018-2028 (USD Million)

### 7.4. Automotive Over-the-Air (OTA) Market, Sub Segment Analysis

#### 7.4.1. Firmware Over-the-Air (FOTA)

#### 7.4.2. Software Over-the-Air (SOTA)

## **CHAPTER 8. GLOBAL AUTOMOTIVE OVER-THE-AIR (OTA) MARKET, BY APPLICATION**

### 8.1. Market Snapshot

### 8.2. Global Automotive Over-the-Air (OTA) Market by Application, Performance - Potential Analysis

### 8.3. Global Automotive Over-the-Air (OTA) Market Estimates & Forecasts by Application 2018-2028 (USD Million)

### 8.4. Automotive Over-the-Air (OTA) Market, Sub Segment Analysis

#### 8.4.1. Telematics Control Unit

#### 8.4.2. Electronic Control Unit

#### 8.4.3. Infotainment

#### 8.4.4. Safety and Security

## **CHAPTER 9. GLOBAL AUTOMOTIVE OVER-THE-AIR (OTA) MARKET, REGIONAL ANALYSIS**

### 9.1. Automotive Over-the-Air (OTA) Market, Regional Market Snapshot

### 9.2. North America Automotive Over-the-Air (OTA) Market

#### 9.2.1. U.S. Automotive Over-the-Air (OTA) Market

##### 9.2.1.1. Vehicle Type estimates & forecasts, 2018-2028

##### 9.2.1.2. Technology Type estimates & forecasts, 2018-2028

##### 9.2.1.3. Application estimates & forecasts, 2018-2028

#### 9.2.2. Canada Automotive Over-the-Air (OTA) Market

### 9.3. Europe Automotive Over-the-Air (OTA) Market Snapshot

- 9.3.1. U.K. Automotive Over-the-Air (OTA) Market
- 9.3.2. Germany Automotive Over-the-Air (OTA) Market
- 9.3.3. France Automotive Over-the-Air (OTA) Market
- 9.3.4. Spain Automotive Over-the-Air (OTA) Market
- 9.3.5. Italy Automotive Over-the-Air (OTA) Market
- 9.3.6. Rest of Europe Automotive Over-the-Air (OTA) Market
- 9.4. Asia-Pacific Automotive Over-the-Air (OTA) Market Snapshot
  - 9.4.1. China Automotive Over-the-Air (OTA) Market
  - 9.4.2. India Automotive Over-the-Air (OTA) Market
  - 9.4.3. Japan Automotive Over-the-Air (OTA) Market
  - 9.4.4. Australia Automotive Over-the-Air (OTA) Market
  - 9.4.5. South Korea Automotive Over-the-Air (OTA) Market
  - 9.4.6. Rest of Asia Pacific Automotive Over-the-Air (OTA) Market
- 9.5. Latin America Automotive Over-the-Air (OTA) Market Snapshot
  - 9.5.1. Brazil Automotive Over-the-Air (OTA) Market
  - 9.5.2. Mexico Automotive Over-the-Air (OTA) Market
- 9.6. Rest of The World Automotive Over-the-Air (OTA) Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Top Market Strategies
- 10.2. Company Profiles
  - 10.2.1. Airbiquity Inc.
    - 10.2.1.1. Key Information
    - 10.2.1.2. Overview
    - 10.2.1.3. Financial (Subject to Data Availability)
    - 10.2.1.4. Product Summary
    - 10.2.1.5. Recent Developments
  - 10.2.2. Blackberry Qnx
  - 10.2.3. Continental Ag
  - 10.2.4. Harman International
  - 10.2.5. Infineon Technologies Ag
  - 10.2.6. Intel Corporation
  - 10.2.7. Nxp Semiconductors Nv
  - 10.2.8. Qualcomm, Inc.
  - 10.2.9. Robert Bosch Gmbh
  - 10.2.10. Verizon Communications Inc.

## **CHAPTER 11. RESEARCH PROCESS**



## 11.1. Research Process

11.1.1. Data Mining

11.1.2. Analysis

11.1.3. Market Estimation

11.1.4. Validation

11.1.5. Publishing

## 11.2. Research Attributes

## 11.3. Research Assumption

## List Of Tables

### LIST OF TABLES

- TABLE 1. Global Automotive Over-the-Air (OTA) Market, report scope
- TABLE 2. Global Automotive Over-the-Air (OTA) Market estimates & forecasts by Region 2018-2028 (USD Million)
- TABLE 3. Global Automotive Over-the-Air (OTA) Market estimates & forecasts by Vehicle Type 2018-2028 (USD Million)
- TABLE 4. Global Automotive Over-the-Air (OTA) Market estimates & forecasts by Technology Type 2018-2028 (USD Million)
- TABLE 5. Global Automotive Over-the-Air (OTA) Market estimates & forecasts by Application 2018-2028 (USD Million)
- TABLE 6. Global Automotive Over-the-Air (OTA) Market by segment, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 7. Global Automotive Over-the-Air (OTA) Market by region, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 8. Global Automotive Over-the-Air (OTA) Market by segment, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 9. Global Automotive Over-the-Air (OTA) Market by region, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 10. Global Automotive Over-the-Air (OTA) Market by segment, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 11. Global Automotive Over-the-Air (OTA) Market by region, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 12. Global Automotive Over-the-Air (OTA) Market by segment, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 13. Global Automotive Over-the-Air (OTA) Market by region, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 14. Global Automotive Over-the-Air (OTA) Market by segment, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 15. Global Automotive Over-the-Air (OTA) Market by region, estimates & forecasts, 2018-2028 (USD Million)
- TABLE 16. U.S. Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)
- TABLE 17. U.S. Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)
- TABLE 18. U.S. Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 19. Canada Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 20. Canada Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 21. Canada Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 22. UK Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 23. UK Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 24. UK Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 25. Germany Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 26. Germany Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 27. Germany Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 28. RoE Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 29. RoE Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 30. RoE Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 31. China Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 32. China Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 33. China Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 34. India Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 35. India Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 36. India Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 37. Japan Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 38. Japan Automotive Over-the-Air (OTA) Market estimates & forecasts by

segment 2018-2028 (USD Million)

TABLE 39. Japan Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 40. RoAPAC Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 41. RoAPAC Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 42. RoAPAC Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 43. Brazil Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 44. Brazil Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 45. Brazil Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 46. Mexico Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 47. Mexico Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 48. Mexico Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 49. RoLA Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 50. RoLA Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 51. RoLA Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 52. Row Automotive Over-the-Air (OTA) Market estimates & forecasts, 2018-2028 (USD Million)

TABLE 53. Row Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 54. Row Automotive Over-the-Air (OTA) Market estimates & forecasts by segment 2018-2028 (USD Million)

TABLE 55. List of secondary sources, used in the study of global Automotive Over-the-Air (OTA) Market

TABLE 56. List of primary sources, used in the study of global Automotive Over-the-Air (OTA) Market

TABLE 57. Years considered for the study

TABLE 58. Exchange rates considered



## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Automotive Over-the-Air (OTA) Market, research methodology
- FIG 2. Global Automotive Over-the-Air (OTA) Market, Market estimation techniques
- FIG 3. Global Market size estimates & forecast methods
- FIG 4. Global Automotive Over-the-Air (OTA) Market, key trends 2021
- FIG 5. Global Automotive Over-the-Air (OTA) Market, growth prospects 2022-2028
- FIG 6. Global Automotive Over-the-Air (OTA) Market, porters 5 force model
- FIG 7. Global Automotive Over-the-Air (OTA) Market, pest analysis
- FIG 8. Global Automotive Over-the-Air (OTA) Market, value chain analysis
- FIG 9. Global Automotive Over-the-Air (OTA) Market by segment, 2018 & 2028 (USD Million)
- FIG 10. Global Automotive Over-the-Air (OTA) Market by segment, 2018 & 2028 (USD Million)
- FIG 11. Global Automotive Over-the-Air (OTA) Market by segment, 2018 & 2028 (USD Million)
- FIG 12. Global Automotive Over-the-Air (OTA) Market by segment, 2018 & 2028 (USD Million)
- FIG 13. Global Automotive Over-the-Air (OTA) Market by segment, 2018 & 2028 (USD Million)
- FIG 14. Global Automotive Over-the-Air (OTA) Market, regional snapshot 2018 & 2028
- FIG 15. North America Automotive Over-the-Air (OTA) Market 2018 & 2028 (USD Million)
- FIG 16. Europe Automotive Over-the-Air (OTA) Market 2018 & 2028 (USD Million)
- FIG 17. Asia pacific Market 2018 & 2028 (USD Million)
- FIG 18. Latin America Automotive Over-the-Air (OTA) Market 2018 & 2028 (USD Million)
- FIG 19. Global Automotive Over-the-Air (OTA) Market, company Market share analysis (2021)

## I would like to order

Product name: Global Automotive Over-the-Air (OTA) Market Size study, By Vehicle Type (Passenger Vehicles, Commercial Vehicles and Electric Vehicles), By Technology Type (Firmware Over-the-Air (FOTA), Software Over-the-Air (SOTA)), By Application (Telematics Control Unit, Electronic Control Unit, Infotainment, Safety and Security), and Regional Forecasts 2022-2028

Product link: <https://marketpublishers.com/r/GE01118BF5F7EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GE01118BF5F7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970