

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

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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

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