

# **Global Bluetooth in Automotive Market Size study & Forecast, by Application Type (Communication, Infotainment, Telematics) by Sales Channel Type (OEM, Aftermarket), by Vehicle Type (Passenger Cars, Commercial Vehicles) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Bluetooth in Automotive Market is valued at approximately USD XXX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Bluetooth in automotive allows individuals to use their mobile phones via the in-car infotainment system. Apparently, in recent years, major automotive manufacturers all over the world have included Bluetooth as a factory-installed function. The implementation of this technology in the infotainment system allows passengers and drivers to listen to music and get information while driving. The Bluetooth in Automotive Market is expanding because factors such as a rise in disposable income and rising urbanization are driving market demand across the world.

The increase in disposable income and increasing urbanisation have led to the expansion of the global market. According to the World Bank, in 2019, discretionary income will rise from \$9152 in 2018 to \$9201 per capita. In October 2022, disposable personal income in the United States increased by 0.4% over the previous month. The global urbanisation rate was 57 per cent in 2022. North America has the highest amount of urbanisation, with more than four-fifths of the population living in cities. The proportion of the population living in 'cities' is characterised by the degree of urbanisation. The definition of a city varies by region of the world; some countries classify settlements with 100 or more dwellings as urban, while others only count the capital of a country or regional capital. On the other hand, urban communities house

fewer than half of Africa's population. Globally, China accounts for more than one-fifth of all built-up areas with more than 500,000 people. More developed parts of the world will have 86.6 per cent of their people living in urban areas by 2050. Moreover, the rising investment in smart vehicles and technological advancement that improves driving experience will create lucrative opportunities for the market. However, the coverage restrictions and slow data transfer stifle market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Bluetooth in Automotive Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Asia Pacific dominated the market in terms of revenue, owing to the high vehicle sales and production, as well as the fast use of new technology in automobiles, particularly in China, Japan, and India. Automobile manufacturers are working on increasing production by implementing various entertainment and connection technologies in regional manufacturing plants. North America is expected to grow with the highest CAGR during the forecast period, owing to factors such as the increased deployment of smart infotainment and telematics application systems in automobiles.

Major market player included in this report are:

Panasonic Corporation (Kadoma, Osaka, Japan)  
Harman International (Stamford, United Kingdom)  
Cypress Semiconductor Corporation (California, United States)  
intel technologies (California, United States)  
LG Electronics Inc. (Seoul, South Korea)  
Qualcomm Technologies, Inc. (California, United States)  
Samsung Electronics Co Ltd. (Suwon-si, South Korea)  
Sony Corporation (Tokyo, Japan)  
Texas Instruments Incorporated (Texas, United States)  
Pioneer Corporation (Tokyo, Japan)

Recent Developments in the Market:

In May 2019, Qualcomm launches a new infotainment control platform that includes everything from infotainment to autonomous control. The company organised a virtual automotive summit - 'Automotive Redefined,' in January this year. Qualcomm launched various technologies and established partnerships at this event, to position the firm as a full automotive platform technology supplier.

Global Bluetooth in Automotive Market Report Scope:  
Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Application Type, Sales Channel Type, Vehicle Type, Region  
Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

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

By Application Type:

Communication

Infotainment

Telematics

By Sales Channel Type:

OEM

Aftermarket

By Vehicle Type:

Passenger Cars

Commercial Vehicles

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

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