

Global In-car apps Market Size study & Forecast, by Application (ADAS & Safety System, Body Control & Comfort System, Powertrain System, Infotainment System, Communication System, Vehicle Management & Telematics, Connected Services, Others), By Vehicle Type (Passenger car, LCV, HCV), By Software Layer (Operating System, Middleware, Application software) and Regional Analysis, 2022-2029

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Abstracts

Global In-car apps Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. In-car apps are third-party application software that offers the car driver to control different features in the vehicle such as infotainment systems, cruise control, lane keep assist system, and telematics management among others. These apps also assist in vehicle monitoring and diagnosis features. The required updates and new feature additions in the applications are provided over the air that can be downloaded via an internet connection. The growing expansion of automobile industry and increasing adoption of autonomous vehicles as well as strategic initiatives from leading market players are key factors accelerating the market growth.

The growing expansion of automotive sector and increasing penetration of autonomous cars is contributing to the growth of the Global In-car apps Market. For instance, as per International Energy Agency estimates – in 2020, globally around 3 million electric vehicles (EVs) were sold, and in 2021 this number becomes more than double to reach 6.6 million units. Furthermore, in the first quarter of 2022 more than 2 million units of EVs have been sold. Also, rising technological advancements in the automotive sector

and rapid emergence of connected cars would create a lucrative growth prospectus for the market over the forecast period. However, high deployment costs and rising concerns over risk associated with use of third-party applications impede the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global In-car apps Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region in terms of global market share owing to presence of key market players and rising adoption of autonomous & semiautonomous vehicles in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising penetration of leading market players coupled with favorable initiatives from government authorities to promote automotive sector & rapid emergence of connected cars in the region.

Major market players included in this report are:

Robert Bosch GmbH
NXP Semiconductors N.V.
Renesas Electronics Corporation
BlackBerry Limited
Nvidia Corporation
Microsoft Corporation
Aurivision Inc.
Elektrobit Automotive GmbH
Green Hills Software
Wind River Systems

Recent Developments in the Market:

In June 2020, Ford commercial solutions rolled out Ford Telematics™ platform. This new web-based software platform and subscription service would facilitate commercial vehicle customers to manage and optimize the efficiency of their fleets. For the first six months, the customers would get complimentary access and after that, a subscription would be levied.

Global In-car apps 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, Vehicle Type, Software Layer, 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 product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Application

- ADAS & Safety Systems
- Body Control & Comfort System
- Powertrain System
- Infotainment System
- Communication System
- Vehicle Management & Telematics
- Connected Services
- Others

By Vehicle Type

- Passenger car
- LCV
- HCV

By Software layer

- Operating System
- Middleware
- Application software

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
RoLA
Rest of the World

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