

Global IOT in Automotive Market Research Report 2026(Status and Outlook)

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Abstracts

IoT in Automotive refers to the integration of connected sensors, telematics devices, software platforms, cloud analytics, communication modules, and vehicle-to-everything (V2X) technologies that enable real-time data exchange between vehicles, infrastructure, manufacturers, fleets, and users, improving safety, efficiency, predictive maintenance, navigation, diagnostics, and digital services. The IoT in automotive industry chain begins upstream with semiconductor and module suppliers producing sensors, microcontrollers, GNSS chips, cellular/V2X modems, antennas, and cybersecurity hardware, then moves midstream to Tier-1 integrators and software developers that assemble telematics units, build embedded systems, develop OTA platforms, analytics engines, and cloud services, and finally flows downstream to OEMs, fleet managers, insurance companies, mobility service providers, smart-city platforms, and end drivers who use connected-vehicle data for navigation, safety enhancement, diagnostics, maintenance scheduling, fleet optimization, usage-based insurance, and real-time mobility management. Current and upcoming projects include OEM-led expansions of 5G-connected vehicle platforms, nationwide V2X pilot zones in North America, Europe, China, and South Korea, large-scale fleet telematics upgrades for logistics operators, development of cloud-based analytics systems for predictive maintenance, integration of satellite IoT for remote-area vehicles, deployment of new OTA software ecosystems, construction of cybersecurity operation centers for connected cars, and government-backed smart mobility projects planned for 2024-2028 to support autonomous driving corridors, connected intersections, and real-time vehicle data networks. 2024 Global Market Average Gross Profit Margin: 30%. The IoT in automotive market is expanding rapidly as vehicles evolve from mechanical products into connected digital platforms with embedded sensors, telematics units, and cloud-integrated software. Market development is driven by rising adoption of 4G/5G connectivity, regulatory pressure for safety systems, and OEM strategies centered on

over-the-air (OTA) updates and data-driven services. Automakers increasingly view IoT as a core enabler of new revenue streams, including predictive maintenance, connected infotainment, fleet management, and usage-based insurance models. Regionally, North America and Europe lead in connected-vehicle penetration due to advanced telematics ecosystems, strong regulatory frameworks, and high customer willingness to pay for digital features. Asia-Pacific is the fastest-growing region, driven by China's connected-car initiatives, rapid 5G deployment, and increasing use of automotive IoT in logistics and fleet operations across Southeast Asia and India. The Middle East and Latin America are emerging growth areas as governments and logistics providers invest in smart mobility and vehicle-tracking systems. Opportunities are particularly strong in fleet telematics, V2X communication for smart-city integration, in-vehicle infotainment ecosystems, and cloud analytics for predictive maintenance and remote diagnostics. Additional opportunities come from electrification, where battery monitoring and thermal management systems rely heavily on IoT connectivity. However, the market also faces risks related to cybersecurity vulnerabilities, high upfront costs for OEM integration, and inconsistent regional standards for V2X communication. Market trends include rapid migration toward 5G-enabled onboard units, integration of AI for real-time decision-making, expansion of OTA update platforms, and consolidation of vehicle data hubs connecting OEMs, cloud providers, and third-party service ecosystems. Competitive dynamics are intensifying as traditional automotive Tier-1 suppliers compete with telecom operators, semiconductor companies, cloud platforms, and specialized IoT solution providers. The market is transitioning toward a software- and service-driven model where value increasingly comes from analytics, automation, and digital subscription services rather than hardware alone. Overall, IoT has become a foundational layer of the automotive digital transition, shaping the future of safety, autonomy, fleet optimization, and mobility services globally.

The global IOT in Automotive market size was estimated at USD 3643.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 6.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global IOT in Automotive market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market

positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global IOT in Automotive market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the IOT in Automotive market.

Global IOT in Automotive Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

IBM
KPN
Microsoft
Intel
Fujitsu
VMware, Inc
Telit
Wipro Limited
Ericsson
Cisco

Telenor
Molex
Alibaba
Huawei
Dorabo Electric
Fibocom

Market Segmentation (by Type)

Cellular
Wi-Fi / Bluetooth
Satellite

Market Segmentation (by Application)

Fleet Management
Connected Cars
Automotive Maintenance System
In-vehicle Infotainment and Telematics
Others

Geographic Segmentation

North America (USA, Canada, Mexico)
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)
South America (Brazil, Argentina, Columbia, Rest of South America)
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study
Neutral perspective on the market performance
Recent industry trends and developments
Competitive landscape & strategies of key players
Potential & niche segments and regions exhibiting promising growth covered
Historical, current, and projected market size, in terms of value
In-depth analysis of the IOT in Automotive Market

Overview of the regional outlook of the IOT in Automotive Market:

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the IOT in Automotive Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of IOT in Automotive, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five

forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of IOT in Automotive
- 1.2 Key Market Segments
 - 1.2.1 IOT in Automotive Segment by Type
 - 1.2.2 IOT in Automotive Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 IOT IN AUTOMOTIVE MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 IOT IN AUTOMOTIVE MARKET COMPETITIVE LANDSCAPE

- 3.1 Company Assessment Quadrant
- 3.2 Global IOT in Automotive Product Life Cycle
- 3.3 Global IOT in Automotive Revenue Market Share by Company (2020-2025)
- 3.4 IOT in Automotive Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.5 Headquarters, Areas Served, and Product Types of Major Players
- 3.6 IOT in Automotive Market Competitive Situation and Trends
 - 3.6.1 IOT in Automotive Market Concentration Rate
 - 3.6.2 Global 5 and 10 Largest IOT in Automotive Players Market Share by Revenue
 - 3.6.3 Mergers & Acquisitions, Expansion

4 IOT IN AUTOMOTIVE VALUE CHAIN ANALYSIS

- 4.1 IOT in Automotive Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF IOT IN AUTOMOTIVE MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global IOT in Automotive Market Porter's Five Forces Analysis

6 IOT IN AUTOMOTIVE MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global IOT in Automotive Market by Type (2020-2025)

6.3 Global IOT in Automotive Market Size Growth Rate by Type (2021-2025)

7 IOT IN AUTOMOTIVE MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global IOT in Automotive Market Size (M USD) by Application (2020-2025)

7.3 Global IOT in Automotive Market Size Growth Rate by Application (2021-2025)

8 IOT IN AUTOMOTIVE MARKET SEGMENTATION BY REGION

8.1 Global IOT in Automotive Market Size by Region

8.1.1 Global IOT in Automotive Market Size by Region

8.1.2 Global IOT in Automotive Market Size Market Share by Region

8.2 North America

8.2.1 North America IOT in Automotive Market Size by Country

8.2.2 U.S.

8.2.3 Canada

8.2.4 Mexico

8.3 Europe

8.3.1 Europe IOT in Automotive Market Size by Country

8.3.2 Germany

8.3.3 France

8.3.4 U.K.

8.3.5 Italy

8.3.6 Spain

8.4 Asia Pacific

8.4.1 Asia Pacific IOT in Automotive Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America IOT in Automotive Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa IOT in Automotive Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 IBM

9.1.1 IBM Basic Information

9.1.2 IBM IOT in Automotive Product Overview

9.1.3 IBM IOT in Automotive Product Market Performance

9.1.4 IBM SWOT Analysis

9.1.5 IBM Business Overview

9.1.6 IBM Recent Developments

9.2 KPN

9.2.1 KPN Basic Information

9.2.2 KPN IOT in Automotive Product Overview

- 9.2.3 KPN IOT in Automotive Product Market Performance
- 9.2.4 KPN SWOT Analysis
- 9.2.5 KPN Business Overview
- 9.2.6 KPN Recent Developments
- 9.3 Microsoft
 - 9.3.1 Microsoft Basic Information
 - 9.3.2 Microsoft IOT in Automotive Product Overview
 - 9.3.3 Microsoft IOT in Automotive Product Market Performance
 - 9.3.4 Microsoft SWOT Analysis
 - 9.3.5 Microsoft Business Overview
 - 9.3.6 Microsoft Recent Developments
- 9.4 Intel
 - 9.4.1 Intel Basic Information
 - 9.4.2 Intel IOT in Automotive Product Overview
 - 9.4.3 Intel IOT in Automotive Product Market Performance
 - 9.4.4 Intel Business Overview
 - 9.4.5 Intel Recent Developments
- 9.5 Fujitsu
 - 9.5.1 Fujitsu Basic Information
 - 9.5.2 Fujitsu IOT in Automotive Product Overview
 - 9.5.3 Fujitsu IOT in Automotive Product Market Performance
 - 9.5.4 Fujitsu Business Overview
 - 9.5.5 Fujitsu Recent Developments
- 9.6 VMware, Inc
 - 9.6.1 VMware, Inc Basic Information
 - 9.6.2 VMware, Inc IOT in Automotive Product Overview
 - 9.6.3 VMware, Inc IOT in Automotive Product Market Performance
 - 9.6.4 VMware, Inc Business Overview
 - 9.6.5 VMware, Inc Recent Developments
- 9.7 Telit
 - 9.7.1 Telit Basic Information
 - 9.7.2 Telit IOT in Automotive Product Overview
 - 9.7.3 Telit IOT in Automotive Product Market Performance
 - 9.7.4 Telit Business Overview
 - 9.7.5 Telit Recent Developments
- 9.8 Wipro Limited
 - 9.8.1 Wipro Limited Basic Information
 - 9.8.2 Wipro Limited IOT in Automotive Product Overview
 - 9.8.3 Wipro Limited IOT in Automotive Product Market Performance

9.8.4 Wipro Limited Business Overview

9.8.5 Wipro Limited Recent Developments

9.9 Ericsson

9.9.1 Ericsson Basic Information

9.9.2 Ericsson IOT in Automotive Product Overview

9.9.3 Ericsson IOT in Automotive Product Market Performance

9.9.4 Ericsson Business Overview

9.9.5 Ericsson Recent Developments

9.10 Cisco

9.10.1 Cisco Basic Information

9.10.2 Cisco IOT in Automotive Product Overview

9.10.3 Cisco IOT in Automotive Product Market Performance

9.10.4 Cisco Business Overview

9.10.5 Cisco Recent Developments

9.11 Telenor

9.11.1 Telenor Basic Information

9.11.2 Telenor IOT in Automotive Product Overview

9.11.3 Telenor IOT in Automotive Product Market Performance

9.11.4 Telenor Business Overview

9.11.5 Telenor Recent Developments

9.12 Molex

9.12.1 Molex Basic Information

9.12.2 Molex IOT in Automotive Product Overview

9.12.3 Molex IOT in Automotive Product Market Performance

9.12.4 Molex Business Overview

9.12.5 Molex Recent Developments

9.13 Alibaba

9.13.1 Alibaba Basic Information

9.13.2 Alibaba IOT in Automotive Product Overview

9.13.3 Alibaba IOT in Automotive Product Market Performance

9.13.4 Alibaba Business Overview

9.13.5 Alibaba Recent Developments

9.14 Huawei

9.14.1 Huawei Basic Information

9.14.2 Huawei IOT in Automotive Product Overview

9.14.3 Huawei IOT in Automotive Product Market Performance

9.14.4 Huawei Business Overview

9.14.5 Huawei Recent Developments

9.15 Dorabo Electric

- 9.15.1 Dorabo Electric Basic Information
- 9.15.2 Dorabo Electric IOT in Automotive Product Overview
- 9.15.3 Dorabo Electric IOT in Automotive Product Market Performance
- 9.15.4 Dorabo Electric Business Overview
- 9.15.5 Dorabo Electric Recent Developments
- 9.16 Fibocom
 - 9.16.1 Fibocom Basic Information
 - 9.16.2 Fibocom IOT in Automotive Product Overview
 - 9.16.3 Fibocom IOT in Automotive Product Market Performance
 - 9.16.4 Fibocom Business Overview
 - 9.16.5 Fibocom Recent Developments

10 IOT IN AUTOMOTIVE MARKET FORECAST BY REGION

- 10.1 Global IOT in Automotive Market Size Forecast
- 10.2 Global IOT in Automotive Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe IOT in Automotive Market Size Forecast by Country
 - 10.2.3 Asia Pacific IOT in Automotive Market Size Forecast by Region
 - 10.2.4 South America IOT in Automotive Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Sales of IOT in Automotive by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 11.1 Global IOT in Automotive Market Forecast by Type (2026-2035)
 - 11.1.1 Global IOT in Automotive Market Size Forecast by Type (2026-2035)
- 11.2 Global IOT in Automotive Market Forecast by Application (2026-2035)
 - 11.2.1 Global IOT in Automotive Market Size (M USD) Forecast by Application (2026-2035)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Global IOT in Automotive Market Size by Type (M USD)

Table 4. Global IOT in Automotive Market Size by Application

Table 5. IOT in Automotive Market Size Comparison by Region (M USD)

Table 6. Global IOT in Automotive Revenue (M USD) by Company (2020-2025)

Table 7. Global IOT in Automotive Revenue Share by Company (2020-2025)

Table 8. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in IOT in Automotive as of 2025)

Table 9. Headquarters, Areas Served, and Product Types of Major Players

Table 10. Product Type of Major Players

Table 11. Global IOT in Automotive Company Market Concentration Ratio (CR5 and HHI)

Table 12. Mergers & Acquisitions, Expansion Plans

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. IOT in Automotive Market Challenges

Table 18. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 19. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 20. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 21. Global IOT in Automotive Market Size by Type (M USD)

Table 22. Global IOT in Automotive Market Size (M USD) by Type (2020-2025)

Table 23. Global IOT in Automotive Market Share by Type (2020-2025)

Table 24. Global IOT in Automotive Market Size Growth Rate by Type (2021-2025)

Table 25. Global IOT in Automotive Market Size by Application

Table 26. Global IOT in Automotive Market Size by Application (2020-2025) & (M USD)

Table 27. Global IOT in Automotive Market Share by Application (2020-2025)

Table 28. Global IOT in Automotive Market Size Growth Rate by Application (2021-2025)

Table 29. Global IOT in Automotive Market Size by Region (2020-2025) & (M USD)

Table 30. Global IOT in Automotive Market Size Market Share by Region (2020-2025)

Table 31. North America IOT in Automotive Market Size by Country (2020-2025) & (M USD)

Table 32. Europe IOT in Automotive Market Size by Country (2020-2025) & (M USD)

Table 33. Asia Pacific IOT in Automotive Market Size by Region (2020-2025) & (M USD)

Table 34. South America IOT in Automotive Market Size by Country (2020-2025) & (M USD)

Table 35. Middle East and Africa IOT in Automotive Market Size by Region (2020-2025) & (M USD)

Table 36. IBM Basic Information

Table 37. IBM IOT in Automotive Product Overview

Table 38. IBM IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)

Table 39. IBM SWOT Analysis

Table 40. IBM Business Overview

Table 41. IBM Recent Developments

Table 42. KPN Basic Information

Table 43. KPN IOT in Automotive Product Overview

Table 44. KPN IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)

Table 45. KPN SWOT Analysis

Table 46. KPN Business Overview

Table 47. KPN Recent Developments

Table 48. Microsoft Basic Information

Table 49. Microsoft IOT in Automotive Product Overview

Table 50. Microsoft IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)

Table 51. Microsoft SWOT Analysis

Table 52. Microsoft Business Overview

Table 53. Microsoft Recent Developments

Table 54. Intel Basic Information

Table 55. Intel IOT in Automotive Product Overview

Table 56. Intel IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)

Table 57. Intel Business Overview

Table 58. Intel Recent Developments

Table 59. Fujitsu Basic Information

Table 60. Fujitsu IOT in Automotive Product Overview

Table 61. Fujitsu IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)

Table 62. Fujitsu Business Overview

Table 63. Fujitsu Recent Developments

Table 64. VMware, Inc Basic Information

Table 65. VMware, Inc IOT in Automotive Product Overview

Table 66. VMware, Inc IOT in Automotive Revenue (M USD) and Gross Margin

(2020-2025)

Table 67. VMware, Inc Business Overview

Table 68. VMware, Inc Recent Developments

Table 69. Telit Basic Information

Table 70. Telit IOT in Automotive Product Overview

Table 71. Telit IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)

Table 72. Telit Business Overview

Table 73. Telit Recent Developments

Table 74. Wipro Limited Basic Information

Table 75. Wipro Limited IOT in Automotive Product Overview

Table 76. Wipro Limited IOT in Automotive Revenue (M USD) and Gross Margin
(2020-2025)

Table 77. Wipro Limited Business Overview

Table 78. Wipro Limited Recent Developments

Table 79. Ericsson Basic Information

Table 80. Ericsson IOT in Automotive Product Overview

Table 81. Ericsson IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)

Table 82. Ericsson Business Overview

Table 83. Ericsson Recent Developments

Table 84. Cisco Basic Information

Table 85. Cisco IOT in Automotive Product Overview

Table 86. Cisco IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)

Table 87. Cisco Business Overview

Table 88. Cisco Recent Developments

Table 89. Telenor Basic Information

Table 90. Telenor IOT in Automotive Product Overview

Table 91. Telenor IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)

Table 92. Telenor Business Overview

Table 93. Telenor Recent Developments

Table 94. Molex Basic Information

Table 95. Molex IOT in Automotive Product Overview

Table 96. Molex IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)

Table 97. Molex Business Overview

Table 98. Molex Recent Developments

Table 99. Alibaba Basic Information

Table 100. Alibaba IOT in Automotive Product Overview

Table 101. Alibaba IOT in Automotive Revenue (M USD) and Gross Margin
(2020-2025)

Table 102. Alibaba Business Overview

Table 103. Alibaba Recent Developments
Table 104. Huawei Basic Information
Table 105. Huawei IOT in Automotive Product Overview
Table 106. Huawei IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)
Table 107. Huawei Business Overview
Table 108. Huawei Recent Developments
Table 109. Dorabo Electric Basic Information
Table 110. Dorabo Electric IOT in Automotive Product Overview
Table 111. Dorabo Electric IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)
Table 112. Dorabo Electric Business Overview
Table 113. Dorabo Electric Recent Developments
Table 114. Fibocom Basic Information
Table 115. Fibocom IOT in Automotive Product Overview
Table 116. Fibocom IOT in Automotive Revenue (M USD) and Gross Margin (2020-2025)
Table 117. Fibocom Business Overview
Table 118. Fibocom Recent Developments
Table 119. Global IOT in Automotive Market Size Forecast by Region (2026-2035) & (M USD)
Table 120. North America IOT in Automotive Market Size Forecast by Country (2026-2035) & (M USD)
Table 121. Europe IOT in Automotive Market Size Forecast by Country (2026-2035) & (M USD)
Table 122. Asia Pacific IOT in Automotive Market Size Forecast by Region (2026-2035) & (M USD)
Table 123. South America IOT in Automotive Market Size Forecast by Country (2026-2035) & (M USD)
Table 124. Middle East and Africa IOT in Automotive Market Size Forecast by Country (2026-2035) & (M USD)
Table 125. Global IOT in Automotive Market Size Forecast by Type (2026-2035) & (M USD)
Table 126. Global IOT in Automotive Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

Figure 1. Industry Chain of IOT in Automotive

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global IOT in Automotive Market Size (M USD), 2025-2035

Figure 5. Global IOT in Automotive Market Size (M USD) (2020-2035)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. IOT in Automotive Market Size by Country (M USD)

Figure 10. Company Assessment Quadrant

Figure 11. Global IOT in Automotive Product Life Cycle

Figure 12. Global IOT in Automotive Revenue Share by Company in 2025

Figure 13. IOT in Automotive Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025

Figure 14. The Global 5 and 10 Largest Players: Market Share by IOT in Automotive Revenue in 2025

Figure 15. Value Chain Map of IOT in Automotive

Figure 16. Global IOT in Automotive Market PEST Analysis

Figure 17. Global IOT in Automotive Market Porter's Five Forces Analysis

Figure 18. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 19. Global IOT in Automotive Market Share by Type

Figure 20. Market Share of IOT in Automotive by Type (2020-2025)

Figure 21. Global IOT in Automotive Market Size Growth Rate by Type (2021-2025)

Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 23. Global IOT in Automotive Market Share by Application

Figure 24. Global IOT in Automotive Market Share by Application (2020-2025)

Figure 25. Global IOT in Automotive Market Share by Application in 2024

Figure 26. Global IOT in Automotive Market Size Growth Rate by Application (2021-2025)

Figure 27. Global IOT in Automotive Market Size Market Share by Region (2020-2025)

Figure 28. North America IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 29. North America IOT in Automotive Market Size Market Share by Country in 2024

Figure 30. U.S. IOT in Automotive Market Size and Growth Rate (2020-2025) & (M

USD)

Figure 31. Canada IOT in Automotive Market Size (M USD) and Growth Rate (2020-2025)

Figure 32. Mexico IOT in Automotive Market Size (M USD) and Growth Rate (2020-2025)

Figure 33. Europe IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 34. Europe IOT in Automotive Market Share by Country in 2024

Figure 35. Germany IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 36. France IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 37. U.K. IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 38. Italy IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 39. Spain IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 40. Asia Pacific IOT in Automotive Market Size and Growth Rate (M USD)

Figure 41. Asia Pacific IOT in Automotive Market Size Market Share by Region in 2024

Figure 42. China IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 43. Japan IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. South Korea IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 45. India IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 46. Southeast Asia IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. South America IOT in Automotive Market Size and Growth Rate (M USD)

Figure 48. South America IOT in Automotive Market Size Market Share by Country in 2024

Figure 49. Brazil IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 50. Argentina IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 51. Columbia IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 52. Middle East and Africa IOT in Automotive Market Size and Growth Rate (M USD)

Figure 53. Middle East and Africa IOT in Automotive Market Size Market Share by Region in 2024

Figure 54. Saudi Arabia IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 55. UAE IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 56. Egypt IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. Nigeria IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 58. South Africa IOT in Automotive Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. Global IOT in Automotive Market Size Forecast by Value (2020-2035) & (M USD)

Figure 60. Global IOT in Automotive Market Share Forecast by Type (2026-2035)

Figure 61. Global IOT in Automotive Market Share Forecast by Application (2026-2035)

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