

Global Automotive Microcontrollers (MCU) Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Automotive Microcontrollers (MCU) market size was valued at US\$ 13220 million in 2024 and is forecast to a readjusted size of USD 19350 million by 2031 with a CAGR of 5.7% during review period.

Automotive microcontrollers are integrated chips, which enable control over the automobile functioning. Compact microcontrollers comprising least component designs are integrated into automobiles for performing activities that need functionalities such as monitoring and controlling. The automotive microcontroller is a microcomputer integrated on a chip with the CPU as the core. It fully controls various electronic systems in the car, including but not limited to multimedia devices, audio systems, navigation devices, suspension and other key components. It can be said that the automotive microcontroller is the 'brain' of the car, playing the core functions of 'thinking, computing, and controlling'.

The global key manufacturers of Automotive Microcontrollers (MCU) include Infineon Technologies, NXP Semiconductors, Renesas Electronics, Microchip Technology, etc. In 2023, the global top four players had a share approximately 76.0% in terms of revenue.

The demand for automotive controllers with higher capacities and performance is increasing from the automotive industry. Vendors of the automotive microcontrollers have been focusing on catering to the needs to increase customer base. For instance, Renesas Electronics developed a flash memory technology for automotive microcontrollers. The technology allows microcontrollers to achieve higher capacity,

faster readout speeds, and over-the-air (OTA) support. These beneficial factors are expected to boost the adoption of automotive microcontrollers with new flash technology, which is one of the key automotive microcontrollers (MCU) market trends. OTA is crucial in maintaining the safety and security of vehicles. Therefore, the trend will have a positive influence on market growth over the forecast period.

Technological innovations have an important role in driving the growth of the market. To sustain in the competitive market, vendors should develop new ideas and technologies and stay up-to-date with the advanced technologies.

Automated electronic control technologies for automotive systems such as advanced driver assistance systems (ADAS), electronic stability control (ESC), and electronic control unit (ECU) have been evolving year after year. The new trend in the automotive industry is to manufacture vehicles that feature advanced technologies with the optimized weight-cost ratio.

Automotive microcontrollers (MCU) is the core component of the automotive electronic system. Under the 'new four trends' of automotive electrification, intelligence, networking and sharing, major automobile manufacturers have continuously increased their requirements for the architectural integration and functional complexity of automotive MCUs, and the market is expanding. The new trends of automobiles will bring more abundant electronic functions, driving a substantial increase in the demand for automotive components such as MCU. In the future, market competition will become increasingly fierce.

This report is a detailed and comprehensive analysis for global Automotive Microcontrollers (MCU) market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Automotive Microcontrollers (MCU) market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2020-2031

Global Automotive Microcontrollers (MCU) market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2020-2031

Global Automotive Microcontrollers (MCU) market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (US\$/Unit), 2020-2031

Global Automotive Microcontrollers (MCU) market shares of main players, shipments in revenue (\$ Million), sales quantity (M Units), and ASP (US\$/Unit), 2020-2025

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Automotive Microcontrollers (MCU)
- To forecast future growth in each product and end-use market
- To forecast future factors affecting the marketplace

This report profiles key players in the global Automotive Microcontrollers (MCU) market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Infineon Technologies, NXP Semiconductors, Renesas Electronics, Microchip Technology, STMicroelectronics, Texas Instruments, Analog Devices, Silicon Laboratories, Toshiba, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Automotive Microcontrollers (MCU) market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

8-Bit Microcontrollers

16-Bit Microcontrollers

32-Bit Microcontrollers

Market segment by Application

Body Electronics

Chassis and Powertrain

Infotainment and Telematics

Safety & Security

Major players covered

Infineon Technologies

NXP Semiconductors

Renesas Electronics

Microchip Technology

STMicroelectronics

Texas Instruments

Analog Devices

Silicon Laboratories

Toshiba

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Automotive Microcontrollers (MCU) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Automotive Microcontrollers (MCU), with price, sales quantity, revenue, and global market share of Automotive Microcontrollers (MCU) from 2020 to 2025.

Chapter 3, the Automotive Microcontrollers (MCU) competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Automotive Microcontrollers (MCU) breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Automotive Microcontrollers (MCU) market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Automotive Microcontrollers (MCU).

Chapter 14 and 15, to describe Automotive Microcontrollers (MCU) sales channel,

distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Automotive Microcontrollers (MCU) Consumption Value by Type: 2020 Versus 2024 Versus 2031

1.3.2 8-Bit Microcontrollers

1.3.3 16-Bit Microcontrollers

1.3.4 32-Bit Microcontrollers

1.4 Market Analysis by Application

1.4.1 Overview: Global Automotive Microcontrollers (MCU) Consumption Value by Application: 2020 Versus 2024 Versus 2031

1.4.2 Body Electronics

1.4.3 Chassis and Powertrain

1.4.4 Infotainment and Telematics

1.4.5 Safety & Security

1.5 Global Automotive Microcontrollers (MCU) Market Size & Forecast

1.5.1 Global Automotive Microcontrollers (MCU) Consumption Value (2020 & 2024 & 2031)

1.5.2 Global Automotive Microcontrollers (MCU) Sales Quantity (2020-2031)

1.5.3 Global Automotive Microcontrollers (MCU) Average Price (2020-2031)

2 MANUFACTURERS PROFILES

2.1 Infineon Technologies

2.1.1 Infineon Technologies Details

2.1.2 Infineon Technologies Major Business

2.1.3 Infineon Technologies Automotive Microcontrollers (MCU) Product and Services

2.1.4 Infineon Technologies Automotive Microcontrollers (MCU) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.1.5 Infineon Technologies Recent Developments/Updates

2.2 NXP Semiconductors

2.2.1 NXP Semiconductors Details

2.2.2 NXP Semiconductors Major Business

2.2.3 NXP Semiconductors Automotive Microcontrollers (MCU) Product and Services

2.2.4 NXP Semiconductors Automotive Microcontrollers (MCU) Sales Quantity,

Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.2.5 NXP Semiconductors Recent Developments/Updates

2.3 Renesas Electronics

2.3.1 Renesas Electronics Details

2.3.2 Renesas Electronics Major Business

2.3.3 Renesas Electronics Automotive Microcontrollers (MCU) Product and Services

2.3.4 Renesas Electronics Automotive Microcontrollers (MCU) Sales Quantity,
Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.3.5 Renesas Electronics Recent Developments/Updates

2.4 Microchip Technology

2.4.1 Microchip Technology Details

2.4.2 Microchip Technology Major Business

2.4.3 Microchip Technology Automotive Microcontrollers (MCU) Product and Services

2.4.4 Microchip Technology Automotive Microcontrollers (MCU) Sales Quantity,
Average Price, Revenue, Gross Margin and Market Share (2020-2025)

2.4.5 Microchip Technology Recent Developments/Updates

2.5 STMicroelectronics

2.5.1 STMicroelectronics Details

2.5.2 STMicroelectronics Major Business

2.5.3 STMicroelectronics Automotive Microcontrollers (MCU) Product and Services

2.5.4 STMicroelectronics Automotive Microcontrollers (MCU) Sales Quantity, Average
Price, Revenue, Gross Margin and Market Share (2020-2025)

2.5.5 STMicroelectronics Recent Developments/Updates

2.6 Texas Instruments

2.6.1 Texas Instruments Details

2.6.2 Texas Instruments Major Business

2.6.3 Texas Instruments Automotive Microcontrollers (MCU) Product and Services

2.6.4 Texas Instruments Automotive Microcontrollers (MCU) Sales Quantity, Average
Price, Revenue, Gross Margin and Market Share (2020-2025)

2.6.5 Texas Instruments Recent Developments/Updates

2.7 Analog Devices

2.7.1 Analog Devices Details

2.7.2 Analog Devices Major Business

2.7.3 Analog Devices Automotive Microcontrollers (MCU) Product and Services

2.7.4 Analog Devices Automotive Microcontrollers (MCU) Sales Quantity, Average
Price, Revenue, Gross Margin and Market Share (2020-2025)

2.7.5 Analog Devices Recent Developments/Updates

2.8 Silicon Laboratories

2.8.1 Silicon Laboratories Details

- 2.8.2 Silicon Laboratories Major Business
- 2.8.3 Silicon Laboratories Automotive Microcontrollers (MCU) Product and Services
- 2.8.4 Silicon Laboratories Automotive Microcontrollers (MCU) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
- 2.8.5 Silicon Laboratories Recent Developments/Updates
- 2.9 Toshiba
 - 2.9.1 Toshiba Details
 - 2.9.2 Toshiba Major Business
 - 2.9.3 Toshiba Automotive Microcontrollers (MCU) Product and Services
 - 2.9.4 Toshiba Automotive Microcontrollers (MCU) Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2020-2025)
 - 2.9.5 Toshiba Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: AUTOMOTIVE MICROCONTROLLERS (MCU) BY MANUFACTURER

- 3.1 Global Automotive Microcontrollers (MCU) Sales Quantity by Manufacturer (2020-2025)
- 3.2 Global Automotive Microcontrollers (MCU) Revenue by Manufacturer (2020-2025)
- 3.3 Global Automotive Microcontrollers (MCU) Average Price by Manufacturer (2020-2025)
- 3.4 Market Share Analysis (2024)
 - 3.4.1 Producer Shipments of Automotive Microcontrollers (MCU) by Manufacturer Revenue (\$MM) and Market Share (%): 2024
 - 3.4.2 Top 3 Automotive Microcontrollers (MCU) Manufacturer Market Share in 2024
 - 3.4.3 Top 6 Automotive Microcontrollers (MCU) Manufacturer Market Share in 2024
- 3.5 Automotive Microcontrollers (MCU) Market: Overall Company Footprint Analysis
 - 3.5.1 Automotive Microcontrollers (MCU) Market: Region Footprint
 - 3.5.2 Automotive Microcontrollers (MCU) Market: Company Product Type Footprint
 - 3.5.3 Automotive Microcontrollers (MCU) Market: Company Product Application Footprint
- 3.6 New Market Entrants and Barriers to Market Entry
- 3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

- 4.1 Global Automotive Microcontrollers (MCU) Market Size by Region
 - 4.1.1 Global Automotive Microcontrollers (MCU) Sales Quantity by Region (2020-2031)

4.1.2 Global Automotive Microcontrollers (MCU) Consumption Value by Region (2020-2031)

4.1.3 Global Automotive Microcontrollers (MCU) Average Price by Region (2020-2031)

4.2 North America Automotive Microcontrollers (MCU) Consumption Value (2020-2031)

4.3 Europe Automotive Microcontrollers (MCU) Consumption Value (2020-2031)

4.4 Asia-Pacific Automotive Microcontrollers (MCU) Consumption Value (2020-2031)

4.5 South America Automotive Microcontrollers (MCU) Consumption Value (2020-2031)

4.6 Middle East & Africa Automotive Microcontrollers (MCU) Consumption Value (2020-2031)

5 MARKET SEGMENT BY TYPE

5.1 Global Automotive Microcontrollers (MCU) Sales Quantity by Type (2020-2031)

5.2 Global Automotive Microcontrollers (MCU) Consumption Value by Type (2020-2031)

5.3 Global Automotive Microcontrollers (MCU) Average Price by Type (2020-2031)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Automotive Microcontrollers (MCU) Sales Quantity by Application (2020-2031)

6.2 Global Automotive Microcontrollers (MCU) Consumption Value by Application (2020-2031)

6.3 Global Automotive Microcontrollers (MCU) Average Price by Application (2020-2031)

7 NORTH AMERICA

7.1 North America Automotive Microcontrollers (MCU) Sales Quantity by Type (2020-2031)

7.2 North America Automotive Microcontrollers (MCU) Sales Quantity by Application (2020-2031)

7.3 North America Automotive Microcontrollers (MCU) Market Size by Country

7.3.1 North America Automotive Microcontrollers (MCU) Sales Quantity by Country (2020-2031)

7.3.2 North America Automotive Microcontrollers (MCU) Consumption Value by Country (2020-2031)

7.3.3 United States Market Size and Forecast (2020-2031)

7.3.4 Canada Market Size and Forecast (2020-2031)

7.3.5 Mexico Market Size and Forecast (2020-2031)

8 EUROPE

8.1 Europe Automotive Microcontrollers (MCU) Sales Quantity by Type (2020-2031)

8.2 Europe Automotive Microcontrollers (MCU) Sales Quantity by Application (2020-2031)

8.3 Europe Automotive Microcontrollers (MCU) Market Size by Country

8.3.1 Europe Automotive Microcontrollers (MCU) Sales Quantity by Country (2020-2031)

8.3.2 Europe Automotive Microcontrollers (MCU) Consumption Value by Country (2020-2031)

8.3.3 Germany Market Size and Forecast (2020-2031)

8.3.4 France Market Size and Forecast (2020-2031)

8.3.5 United Kingdom Market Size and Forecast (2020-2031)

8.3.6 Russia Market Size and Forecast (2020-2031)

8.3.7 Italy Market Size and Forecast (2020-2031)

9 ASIA-PACIFIC

9.1 Asia-Pacific Automotive Microcontrollers (MCU) Sales Quantity by Type (2020-2031)

9.2 Asia-Pacific Automotive Microcontrollers (MCU) Sales Quantity by Application (2020-2031)

9.3 Asia-Pacific Automotive Microcontrollers (MCU) Market Size by Region

9.3.1 Asia-Pacific Automotive Microcontrollers (MCU) Sales Quantity by Region (2020-2031)

9.3.2 Asia-Pacific Automotive Microcontrollers (MCU) Consumption Value by Region (2020-2031)

9.3.3 China Market Size and Forecast (2020-2031)

9.3.4 Japan Market Size and Forecast (2020-2031)

9.3.5 South Korea Market Size and Forecast (2020-2031)

9.3.6 India Market Size and Forecast (2020-2031)

9.3.7 Southeast Asia Market Size and Forecast (2020-2031)

9.3.8 Australia Market Size and Forecast (2020-2031)

10 SOUTH AMERICA

10.1 South America Automotive Microcontrollers (MCU) Sales Quantity by Type (2020-2031)

10.2 South America Automotive Microcontrollers (MCU) Sales Quantity by Application (2020-2031)

10.3 South America Automotive Microcontrollers (MCU) Market Size by Country

10.3.1 South America Automotive Microcontrollers (MCU) Sales Quantity by Country (2020-2031)

10.3.2 South America Automotive Microcontrollers (MCU) Consumption Value by Country (2020-2031)

10.3.3 Brazil Market Size and Forecast (2020-2031)

10.3.4 Argentina Market Size and Forecast (2020-2031)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Automotive Microcontrollers (MCU) Sales Quantity by Type (2020-2031)

11.2 Middle East & Africa Automotive Microcontrollers (MCU) Sales Quantity by Application (2020-2031)

11.3 Middle East & Africa Automotive Microcontrollers (MCU) Market Size by Country

11.3.1 Middle East & Africa Automotive Microcontrollers (MCU) Sales Quantity by Country (2020-2031)

11.3.2 Middle East & Africa Automotive Microcontrollers (MCU) Consumption Value by Country (2020-2031)

11.3.3 Turkey Market Size and Forecast (2020-2031)

11.3.4 Egypt Market Size and Forecast (2020-2031)

11.3.5 Saudi Arabia Market Size and Forecast (2020-2031)

11.3.6 South Africa Market Size and Forecast (2020-2031)

12 MARKET DYNAMICS

12.1 Automotive Microcontrollers (MCU) Market Drivers

12.2 Automotive Microcontrollers (MCU) Market Restraints

12.3 Automotive Microcontrollers (MCU) Trends Analysis

12.4 Porters Five Forces Analysis

12.4.1 Threat of New Entrants

12.4.2 Bargaining Power of Suppliers

12.4.3 Bargaining Power of Buyers

12.4.4 Threat of Substitutes

12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Automotive Microcontrollers (MCU) and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Automotive Microcontrollers (MCU)
- 13.3 Automotive Microcontrollers (MCU) Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Automotive Microcontrollers (MCU) Typical Distributors
- 14.3 Automotive Microcontrollers (MCU) Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Automotive Microcontrollers (MCU) Consumption Value by Type, (USD Million), 2020 & 2024 & 2031

Table 2. Global Automotive Microcontrollers (MCU) Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Table 3. Infineon Technologies Basic Information, Manufacturing Base and Competitors

Table 4. Infineon Technologies Major Business

Table 5. Infineon Technologies Automotive Microcontrollers (MCU) Product and Services

Table 6. Infineon Technologies Automotive Microcontrollers (MCU) Sales Quantity (M Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 7. Infineon Technologies Recent Developments/Updates

Table 8. NXP Semiconductors Basic Information, Manufacturing Base and Competitors

Table 9. NXP Semiconductors Major Business

Table 10. NXP Semiconductors Automotive Microcontrollers (MCU) Product and Services

Table 11. NXP Semiconductors Automotive Microcontrollers (MCU) Sales Quantity (M Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 12. NXP Semiconductors Recent Developments/Updates

Table 13. Renesas Electronics Basic Information, Manufacturing Base and Competitors

Table 14. Renesas Electronics Major Business

Table 15. Renesas Electronics Automotive Microcontrollers (MCU) Product and Services

Table 16. Renesas Electronics Automotive Microcontrollers (MCU) Sales Quantity (M Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 17. Renesas Electronics Recent Developments/Updates

Table 18. Microchip Technology Basic Information, Manufacturing Base and Competitors

Table 19. Microchip Technology Major Business

Table 20. Microchip Technology Automotive Microcontrollers (MCU) Product and Services

Table 21. Microchip Technology Automotive Microcontrollers (MCU) Sales Quantity (M Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market

Share (2020-2025)

Table 22. Microchip Technology Recent Developments/Updates

Table 23. STMicroelectronics Basic Information, Manufacturing Base and Competitors

Table 24. STMicroelectronics Major Business

Table 25. STMicroelectronics Automotive Microcontrollers (MCU) Product and Services

Table 26. STMicroelectronics Automotive Microcontrollers (MCU) Sales Quantity (M Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 27. STMicroelectronics Recent Developments/Updates

Table 28. Texas Instruments Basic Information, Manufacturing Base and Competitors

Table 29. Texas Instruments Major Business

Table 30. Texas Instruments Automotive Microcontrollers (MCU) Product and Services

Table 31. Texas Instruments Automotive Microcontrollers (MCU) Sales Quantity (M Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 32. Texas Instruments Recent Developments/Updates

Table 33. Analog Devices Basic Information, Manufacturing Base and Competitors

Table 34. Analog Devices Major Business

Table 35. Analog Devices Automotive Microcontrollers (MCU) Product and Services

Table 36. Analog Devices Automotive Microcontrollers (MCU) Sales Quantity (M Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 37. Analog Devices Recent Developments/Updates

Table 38. Silicon Laboratories Basic Information, Manufacturing Base and Competitors

Table 39. Silicon Laboratories Major Business

Table 40. Silicon Laboratories Automotive Microcontrollers (MCU) Product and Services

Table 41. Silicon Laboratories Automotive Microcontrollers (MCU) Sales Quantity (M Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 42. Silicon Laboratories Recent Developments/Updates

Table 43. Toshiba Basic Information, Manufacturing Base and Competitors

Table 44. Toshiba Major Business

Table 45. Toshiba Automotive Microcontrollers (MCU) Product and Services

Table 46. Toshiba Automotive Microcontrollers (MCU) Sales Quantity (M Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2020-2025)

Table 47. Toshiba Recent Developments/Updates

Table 48. Global Automotive Microcontrollers (MCU) Sales Quantity by Manufacturer (2020-2025) & (M Units)

Table 49. Global Automotive Microcontrollers (MCU) Revenue by Manufacturer (2020-2025) & (USD Million)

Table 50. Global Automotive Microcontrollers (MCU) Average Price by Manufacturer (2020-2025) & (US\$/Unit)

Table 51. Market Position of Manufacturers in Automotive Microcontrollers (MCU), (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2024

Table 52. Head Office and Automotive Microcontrollers (MCU) Production Site of Key Manufacturer

Table 53. Automotive Microcontrollers (MCU) Market: Company Product Type Footprint

Table 54. Automotive Microcontrollers (MCU) Market: Company Product Application Footprint

Table 55. Automotive Microcontrollers (MCU) New Market Entrants and Barriers to Market Entry

Table 56. Automotive Microcontrollers (MCU) Mergers, Acquisition, Agreements, and Collaborations

Table 57. Global Automotive Microcontrollers (MCU) Consumption Value by Region (2020-2024-2031) & (USD Million) & CAGR

Table 58. Global Automotive Microcontrollers (MCU) Sales Quantity by Region (2020-2025) & (M Units)

Table 59. Global Automotive Microcontrollers (MCU) Sales Quantity by Region (2026-2031) & (M Units)

Table 60. Global Automotive Microcontrollers (MCU) Consumption Value by Region (2020-2025) & (USD Million)

Table 61. Global Automotive Microcontrollers (MCU) Consumption Value by Region (2026-2031) & (USD Million)

Table 62. Global Automotive Microcontrollers (MCU) Average Price by Region (2020-2025) & (US\$/Unit)

Table 63. Global Automotive Microcontrollers (MCU) Average Price by Region (2026-2031) & (US\$/Unit)

Table 64. Global Automotive Microcontrollers (MCU) Sales Quantity by Type (2020-2025) & (M Units)

Table 65. Global Automotive Microcontrollers (MCU) Sales Quantity by Type (2026-2031) & (M Units)

Table 66. Global Automotive Microcontrollers (MCU) Consumption Value by Type (2020-2025) & (USD Million)

Table 67. Global Automotive Microcontrollers (MCU) Consumption Value by Type (2026-2031) & (USD Million)

Table 68. Global Automotive Microcontrollers (MCU) Average Price by Type (2020-2025) & (US\$/Unit)

Table 69. Global Automotive Microcontrollers (MCU) Average Price by Type (2026-2031) & (US\$/Unit)

Table 70. Global Automotive Microcontrollers (MCU) Sales Quantity by Application (2020-2025) & (M Units)

Table 71. Global Automotive Microcontrollers (MCU) Sales Quantity by Application (2026-2031) & (M Units)

Table 72. Global Automotive Microcontrollers (MCU) Consumption Value by Application (2020-2025) & (USD Million)

Table 73. Global Automotive Microcontrollers (MCU) Consumption Value by Application (2026-2031) & (USD Million)

Table 74. Global Automotive Microcontrollers (MCU) Average Price by Application (2020-2025) & (US\$/Unit)

Table 75. Global Automotive Microcontrollers (MCU) Average Price by Application (2026-2031) & (US\$/Unit)

Table 76. North America Automotive Microcontrollers (MCU) Sales Quantity by Type (2020-2025) & (M Units)

Table 77. North America Automotive Microcontrollers (MCU) Sales Quantity by Type (2026-2031) & (M Units)

Table 78. North America Automotive Microcontrollers (MCU) Sales Quantity by Application (2020-2025) & (M Units)

Table 79. North America Automotive Microcontrollers (MCU) Sales Quantity by Application (2026-2031) & (M Units)

Table 80. North America Automotive Microcontrollers (MCU) Sales Quantity by Country (2020-2025) & (M Units)

Table 81. North America Automotive Microcontrollers (MCU) Sales Quantity by Country (2026-2031) & (M Units)

Table 82. North America Automotive Microcontrollers (MCU) Consumption Value by Country (2020-2025) & (USD Million)

Table 83. North America Automotive Microcontrollers (MCU) Consumption Value by Country (2026-2031) & (USD Million)

Table 84. Europe Automotive Microcontrollers (MCU) Sales Quantity by Type (2020-2025) & (M Units)

Table 85. Europe Automotive Microcontrollers (MCU) Sales Quantity by Type (2026-2031) & (M Units)

Table 86. Europe Automotive Microcontrollers (MCU) Sales Quantity by Application (2020-2025) & (M Units)

Table 87. Europe Automotive Microcontrollers (MCU) Sales Quantity by Application (2026-2031) & (M Units)

Table 88. Europe Automotive Microcontrollers (MCU) Sales Quantity by Country

(2020-2025) & (M Units)

Table 89. Europe Automotive Microcontrollers (MCU) Sales Quantity by Country

(2026-2031) & (M Units)

Table 90. Europe Automotive Microcontrollers (MCU) Consumption Value by Country

(2020-2025) & (USD Million)

Table 91. Europe Automotive Microcontrollers (MCU) Consumption Value by Country

(2026-2031) & (USD Million)

Table 92. Asia-Pacific Automotive Microcontrollers (MCU) Sales Quantity by Type

(2020-2025) & (M Units)

Table 93. Asia-Pacific Automotive Microcontrollers (MCU) Sales Quantity by Type

(2026-2031) & (M Units)

Table 94. Asia-Pacific Automotive Microcontrollers (MCU) Sales Quantity by Application

(2020-2025) & (M Units)

Table 95. Asia-Pacific Automotive Microcontrollers (MCU) Sales Quantity by Application

(2026-2031) & (M Units)

Table 96. Asia-Pacific Automotive Microcontrollers (MCU) Sales Quantity by Region

(2020-2025) & (M Units)

Table 97. Asia-Pacific Automotive Microcontrollers (MCU) Sales Quantity by Region

(2026-2031) & (M Units)

Table 98. Asia-Pacific Automotive Microcontrollers (MCU) Consumption Value by

Region (2020-2025) & (USD Million)

Table 99. Asia-Pacific Automotive Microcontrollers (MCU) Consumption Value by

Region (2026-2031) & (USD Million)

Table 100. South America Automotive Microcontrollers (MCU) Sales Quantity by Type

(2020-2025) & (M Units)

Table 101. South America Automotive Microcontrollers (MCU) Sales Quantity by Type

(2026-2031) & (M Units)

Table 102. South America Automotive Microcontrollers (MCU) Sales Quantity by

Application (2020-2025) & (M Units)

Table 103. South America Automotive Microcontrollers (MCU) Sales Quantity by

Application (2026-2031) & (M Units)

Table 104. South America Automotive Microcontrollers (MCU) Sales Quantity by

Country (2020-2025) & (M Units)

Table 105. South America Automotive Microcontrollers (MCU) Sales Quantity by

Country (2026-2031) & (M Units)

Table 106. South America Automotive Microcontrollers (MCU) Consumption Value by

Country (2020-2025) & (USD Million)

Table 107. South America Automotive Microcontrollers (MCU) Consumption Value by

Country (2026-2031) & (USD Million)

Table 108. Middle East & Africa Automotive Microcontrollers (MCU) Sales Quantity by Type (2020-2025) & (M Units)

Table 109. Middle East & Africa Automotive Microcontrollers (MCU) Sales Quantity by Type (2026-2031) & (M Units)

Table 110. Middle East & Africa Automotive Microcontrollers (MCU) Sales Quantity by Application (2020-2025) & (M Units)

Table 111. Middle East & Africa Automotive Microcontrollers (MCU) Sales Quantity by Application (2026-2031) & (M Units)

Table 112. Middle East & Africa Automotive Microcontrollers (MCU) Sales Quantity by Country (2020-2025) & (M Units)

Table 113. Middle East & Africa Automotive Microcontrollers (MCU) Sales Quantity by Country (2026-2031) & (M Units)

Table 114. Middle East & Africa Automotive Microcontrollers (MCU) Consumption Value by Country (2020-2025) & (USD Million)

Table 115. Middle East & Africa Automotive Microcontrollers (MCU) Consumption Value by Country (2026-2031) & (USD Million)

Table 116. Automotive Microcontrollers (MCU) Raw Material

Table 117. Key Manufacturers of Automotive Microcontrollers (MCU) Raw Materials

Table 118. Automotive Microcontrollers (MCU) Typical Distributors

Table 119. Automotive Microcontrollers (MCU) Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Automotive Microcontrollers (MCU) Picture

Figure 2. Global Automotive Microcontrollers (MCU) Revenue by Type, (USD Million), 2020 & 2024 & 2031

Figure 3. Global Automotive Microcontrollers (MCU) Revenue Market Share by Type in 2024

Figure 4. 8-Bit Microcontrollers Examples

Figure 5. 16-Bit Microcontrollers Examples

Figure 6. 32-Bit Microcontrollers Examples

Figure 7. Global Automotive Microcontrollers (MCU) Consumption Value by Application, (USD Million), 2020 & 2024 & 2031

Figure 8. Global Automotive Microcontrollers (MCU) Revenue Market Share by Application in 2024

Figure 9. Body Electronics Examples

Figure 10. Chassis and Powertrain Examples

Figure 11. Infotainment and Telematics Examples

Figure 12. Safety & Security Examples

Figure 13. Global Automotive Microcontrollers (MCU) Consumption Value, (USD Million): 2020 & 2024 & 2031

Figure 14. Global Automotive Microcontrollers (MCU) Consumption Value and Forecast (2020-2031) & (USD Million)

Figure 15. Global Automotive Microcontrollers (MCU) Sales Quantity (2020-2031) & (M Units)

Figure 16. Global Automotive Microcontrollers (MCU) Price (2020-2031) & (US\$/Unit)

Figure 17. Global Automotive Microcontrollers (MCU) Sales Quantity Market Share by Manufacturer in 2024

Figure 18. Global Automotive Microcontrollers (MCU) Revenue Market Share by Manufacturer in 2024

Figure 19. Producer Shipments of Automotive Microcontrollers (MCU) by Manufacturer Sales (\$MM) and Market Share (%): 2024

Figure 20. Top 3 Automotive Microcontrollers (MCU) Manufacturer (Revenue) Market Share in 2024

Figure 21. Top 6 Automotive Microcontrollers (MCU) Manufacturer (Revenue) Market Share in 2024

Figure 22. Global Automotive Microcontrollers (MCU) Sales Quantity Market Share by Region (2020-2031)

Figure 23. Global Automotive Microcontrollers (MCU) Consumption Value Market Share by Region (2020-2031)

Figure 24. North America Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 25. Europe Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 26. Asia-Pacific Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 27. South America Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 28. Middle East & Africa Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 29. Global Automotive Microcontrollers (MCU) Sales Quantity Market Share by Type (2020-2031)

Figure 30. Global Automotive Microcontrollers (MCU) Consumption Value Market Share by Type (2020-2031)

Figure 31. Global Automotive Microcontrollers (MCU) Average Price by Type (2020-2031) & (US\$/Unit)

Figure 32. Global Automotive Microcontrollers (MCU) Sales Quantity Market Share by Application (2020-2031)

Figure 33. Global Automotive Microcontrollers (MCU) Revenue Market Share by Application (2020-2031)

Figure 34. Global Automotive Microcontrollers (MCU) Average Price by Application (2020-2031) & (US\$/Unit)

Figure 35. North America Automotive Microcontrollers (MCU) Sales Quantity Market Share by Type (2020-2031)

Figure 36. North America Automotive Microcontrollers (MCU) Sales Quantity Market Share by Application (2020-2031)

Figure 37. North America Automotive Microcontrollers (MCU) Sales Quantity Market Share by Country (2020-2031)

Figure 38. North America Automotive Microcontrollers (MCU) Consumption Value Market Share by Country (2020-2031)

Figure 39. United States Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 40. Canada Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 41. Mexico Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 42. Europe Automotive Microcontrollers (MCU) Sales Quantity Market Share by

Type (2020-2031)

Figure 43. Europe Automotive Microcontrollers (MCU) Sales Quantity Market Share by Application (2020-2031)

Figure 44. Europe Automotive Microcontrollers (MCU) Sales Quantity Market Share by Country (2020-2031)

Figure 45. Europe Automotive Microcontrollers (MCU) Consumption Value Market Share by Country (2020-2031)

Figure 46. Germany Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 47. France Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 48. United Kingdom Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 49. Russia Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 50. Italy Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 51. Asia-Pacific Automotive Microcontrollers (MCU) Sales Quantity Market Share by Type (2020-2031)

Figure 52. Asia-Pacific Automotive Microcontrollers (MCU) Sales Quantity Market Share by Application (2020-2031)

Figure 53. Asia-Pacific Automotive Microcontrollers (MCU) Sales Quantity Market Share by Region (2020-2031)

Figure 54. Asia-Pacific Automotive Microcontrollers (MCU) Consumption Value Market Share by Region (2020-2031)

Figure 55. China Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 56. Japan Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 57. South Korea Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 58. India Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 59. Southeast Asia Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 60. Australia Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 61. South America Automotive Microcontrollers (MCU) Sales Quantity Market Share by Type (2020-2031)

Figure 62. South America Automotive Microcontrollers (MCU) Sales Quantity Market Share by Application (2020-2031)

Figure 63. South America Automotive Microcontrollers (MCU) Sales Quantity Market Share by Country (2020-2031)

Figure 64. South America Automotive Microcontrollers (MCU) Consumption Value Market Share by Country (2020-2031)

Figure 65. Brazil Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 66. Argentina Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 67. Middle East & Africa Automotive Microcontrollers (MCU) Sales Quantity Market Share by Type (2020-2031)

Figure 68. Middle East & Africa Automotive Microcontrollers (MCU) Sales Quantity Market Share by Application (2020-2031)

Figure 69. Middle East & Africa Automotive Microcontrollers (MCU) Sales Quantity Market Share by Country (2020-2031)

Figure 70. Middle East & Africa Automotive Microcontrollers (MCU) Consumption Value Market Share by Country (2020-2031)

Figure 71. Turkey Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 72. Egypt Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 73. Saudi Arabia Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 74. South Africa Automotive Microcontrollers (MCU) Consumption Value (2020-2031) & (USD Million)

Figure 75. Automotive Microcontrollers (MCU) Market Drivers

Figure 76. Automotive Microcontrollers (MCU) Market Restraints

Figure 77. Automotive Microcontrollers (MCU) Market Trends

Figure 78. Porters Five Forces Analysis

Figure 79. Manufacturing Cost Structure Analysis of Automotive Microcontrollers (MCU) in 2024

Figure 80. Manufacturing Process Analysis of Automotive Microcontrollers (MCU)

Figure 81. Automotive Microcontrollers (MCU) Industrial Chain

Figure 82. Sales Channel: Direct to End-User vs Distributors

Figure 83. Direct Channel Pros & Cons

Figure 84. Indirect Channel Pros & Cons

Figure 85. Methodology

Figure 86. Research Process and Data Source

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