

# Global In-Car Apps Market by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

It incorporates various technologies such as voice control, gesture recognition and aids in eliminating extra buttons in order to maintain driver's focus on the road. In-car apps assist in ensuring safety by offering improved features such as autonomous emergency brake, evolved cruise control, blind spot data, traffic jam help, cross traffic, and change of lane assist. Furthermore, it also facilitates driver in lane departure, parking assist, traffic signal warning, pedestrian warning, autonomous parking, surround view systems and car to car communications. It offers aforementioned features by installing sensor technologies such as, radar, camera and ultrasound.

### Scope of the Report:

This report studies the In-Car Apps market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the In-Car Apps market by product type and applications/end industries.

The increasing demand for In-Car Apps drives the market size on account of development of automobile industries. Fuel economy and efficiency, health and personal efficiency, security, road safety and insurance liability are anticipated to furnish colossal in-car apps market growth avenues over the forecast period. This app provides convenience for driver such as entertainment, autonomous emergency brake, function of monitoring and GPS system. Ford is likely to launch a new application called Sync Connect by 2016, which could start, stop, lock and unlock with the help of a remote. Furthermore, this app includes voice activation for smartphones that allows free emergency calls and also enables user to retrieve status of car systems such as tire pressure, fuel levels, battery status and oil level. This app encompasses two tier

authentication security and needs user confirmation of system setup through in car console.

The global In-Car Apps market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of In-Car Apps.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Apple

Google

Mirrorlink

Ford Motor Company

Delphi Automotive

Alcatel-Lucent

Audi

NXP Semiconductors

Sierra Wireless

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Embedded Model

External Model

Hybrid Model

Market Segment by Applications, can be divided into

Navigation

Social Networking

Travel

Music

Entertainment

Lifestyle

News

Weather

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