

Connected Car Market Size, Share & Trends Analysis Report By Connectivity Solutions (Embedded, Integrated, Tethered), By Technology, By Application, By Sales Channel (OEM, Aftermarket), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Connected Car Market Growth & Trends

The global connected car market size is expected to reach USD 26.47 billion by 2030, registering a CAGR of 12.8% from 2025 to 2030, according to a new report by Grand View Research, Inc. Surging consumer demand, the constant need for connectivity, increased dependency on technology and the growing number of tech-savvy people are some of the factors expected to boost global connected car market growth.

Connected cars offer connectivity on wheels providing comfort, performance along with safety and security. Such advanced technology enables the driver and passengers to connect with various online platforms that facilitate real-time communication on the go.

The connected car market has the potential to significantly boost revenues of automobile manufacturers over the next five to seven years. Car manufacturers are expected to deliver the right mix of application and product packages for the right customers, and must systematically invest in R&D if they are willing to maintain their technological leadership.

Increasing regulations by governments and transportation authorities for the installation of advanced safety and vehicle to vehicle communications systems are expected to

positively impact industry growth.

Connected Car Market Report Highlights

The embedded segment held the largest market share of over 48% in 2024, owing to rising demand for real-time vehicle services and compliance with safety regulations.

The 4G segment held the largest market share in 2024, driven by the wide availability and affordability of 4G networks.

The driver assistance segment held the largest market share in 2024. The increasing demand for real-time, data-driven driving support is accelerating the deployment of connected driver assistance technologies.

The aftermarket segment held a significant market share in 2024. The growing demand for personalized and data-driven vehicle management is fueling the expansion of aftermarket telematics services.

Companies Mentioned

ALE International, ALE USA Inc.

Apple Inc.

AT&T Intellectual Property

AUDI AG

BMW AG

Aptiv

Ford Motor Company

General Motors

Google LLC

NXP Semiconductors

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