

Automotive Software Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global automotive software market size reached US\$ 17.2 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 47.7 Billion by 2028, exhibiting a growth rate (CAGR) of 17.4% during 2023-2028.

Automotive software is a set of programmable data instructions embedded in the vehicle for upgrading and operating the dashboard to eliminate the risk of accidents and ensure passenger safety. It utilizes its advanced driver assistance systems (ADAS) for facilitating telematics, body control, convenience, and communication. Automotive software is further used to schedule appointments, accept bookings, and digitally inspect vehicles. At present, the software is commercially available in varying product types, such as application software, operating system, and middleware.

Automotive Software Market Trends:

The rapid expansion in the automotive sector, along with the continual launch of semi-autonomous and autonomous vehicles, are some of the key factors primarily driving the market growth. Additionally, the widespread adoption of ADAS as the main component of self-driving technology and the rising demand for various advanced safety features, such as adaptive cruise control and autonomous emergency braking systems, is acting as another major growth-inducing factor. Moreover, the numerous initiatives undertaken by the regulatory bodies of several countries for reducing road accidents and ensuring road safety are providing an impetus to market growth. Other factors, such as the integration of artificial intelligence (AI), the Internet of Things (IoT), and cloud-based solutions for controlling devices and ensuring security, are contributing to the market growth. The market is also driven by the development of smart capabilities in various infotainment systems in automobiles, which is facilitating the utilization of automotive

software significantly. Extensive research and development (R&D) activities, rising focus on connected vehicles, increasing demand for passenger vehicles, especially in the developing regions, and significant investments for engineering upgraded solutions represent some of the other factors driving the automotive software market toward growth further across the globe.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global automotive software market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, vehicle type and application.

Breakup by Product:

- Application Software
- Middleware
- Operating System

Breakup by Vehicle Type:

- ICE Passenger Vehicle
- ICE Light Commercial Vehicle
- ICE Heavy Commercial Vehicle
- Battery Electric Vehicle
- Hybrid Electric Vehicle
- Plug-in Hybrid Electric Vehicle
- Autonomous Vehicles

Breakup by Application:

- Safety and Security
- Infotainment and Instrument Cluster
- Vehicle Connectivity
- Others

Breakup by Region:

- North America
- United States

Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Airbiquity Inc., Autonet Mobile Inc., BlackBerry Limited, Google LLC, Green Hills Software, KPIT Technologies Limited, Microsoft Corporation, MontaVista Software LLC, NVIDIA Corporation, NXP Semiconductors N.V., Robert Bosch GmbH and Wind River Systems Inc. (Intel Corporation).

Key Questions Answered in This Report

1. What was the size of the global automotive software market in 2022?
2. What is the expected growth rate of the global automotive software market during 2023-2028?
3. What has been the impact of COVID-19 on the global automotive software market?
4. What are the key factors driving the global automotive software market?
5. What is the breakup of the global automotive software market based on the product?
6. What is the breakup of the global automotive software market based on the vehicle

type?

7. What is the breakup of the global automotive software market based on the application?
8. What are the key regions in the global automotive software market?
9. Who are the key players/companies in the global automotive software market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL AUTOMOTIVE SOFTWARE MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT

- 6.1 Application Software
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Middleware
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Operating System

6.3.1 Market Trends

6.3.2 Market Forecast

7 MARKET BREAKUP BY VEHICLE TYPE

7.1 ICE Passenger Vehicle

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 ICE Light Commercial Vehicle

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 ICE Heavy Commercial Vehicle

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Battery Electric Vehicle

7.4.1 Market Trends

7.4.2 Market Forecast

7.5 Hybrid Electric Vehicle

7.5.1 Market Trends

7.5.2 Market Forecast

7.6 Plug-in Hybrid Electric Vehicle

7.6.1 Market Trends

7.6.2 Market Forecast

7.7 Autonomous Vehicles

7.7.1 Market Trends

7.7.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 Safety and Security

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Infotainment and Instrument Cluster

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Vehicle Connectivity

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Others

8.4.1 Market Trends

8.4.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

9.2.4 South Korea

9.2.4.1 Market Trends

9.2.4.2 Market Forecast

9.2.5 Australia

9.2.5.1 Market Trends

9.2.5.2 Market Forecast

9.2.6 Indonesia

9.2.6.1 Market Trends

9.2.6.2 Market Forecast

9.2.7 Others

9.2.7.1 Market Trends

9.2.7.2 Market Forecast

9.3 Europe

9.3.1 Germany

9.3.1.1 Market Trends

9.3.1.2 Market Forecast

9.3.2 France

- 9.3.2.1 Market Trends
- 9.3.2.2 Market Forecast
- 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
- 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
- 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 Airbiquity Inc.
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.2 Autonet Mobile Inc.
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.3 BlackBerry Limited
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.3.4 SWOT Analysis
 - 14.3.4 Google LLC
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.4.3 SWOT Analysis
 - 14.3.5 Green Hills Software
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.6 KPIT Technologies Limited
 - 14.3.6.1 Company Overview

- 14.3.6.2 Product Portfolio
- 14.3.6.3 Financials
- 14.3.7 Microsoft Corporation
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
 - 14.3.7.3 Financials
 - 14.3.7.4 SWOT Analysis
- 14.3.8 MontaVista Software LLC
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
- 14.3.9 NVIDIA Corporation
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
 - 14.3.9.3 Financials
 - 14.3.9.4 SWOT Analysis
- 14.3.10 NXP Semiconductors N.V.
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
 - 14.3.10.3 Financials
 - 14.3.10.4 SWOT Analysis
- 14.3.11 Robert Bosch GmbH
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio
 - 14.3.11.3 SWOT Analysis
- 14.3.12 Wind River Systems Inc. (Intel Corporation)
 - 14.3.12.1 Company Overview
 - 14.3.12.2 Product Portfolio
 - 14.3.12.3 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Automotive Software Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Automotive Software Market Forecast: Breakup by Product (in Million US\$), 2023-2028

Table 3: Global: Automotive Software Market Forecast: Breakup by Vehicle Type (in Million US\$), 2023-2028

Table 4: Global: Automotive Software Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 5: Global: Automotive Software Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Automotive Software Market: Competitive Structure

Table 7: Global: Automotive Software Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Automotive Software Market: Major Drivers and Challenges

Figure 2: Global: Automotive Software Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Automotive Software Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Automotive Software Market: Breakup by Product (in %), 2022

Figure 5: Global: Automotive Software Market: Breakup by Vehicle Type (in %), 2022

Figure 6: Global: Automotive Software Market: Breakup by Application (in %), 2022

Figure 7: Global: Automotive Software Market: Breakup by Region (in %), 2022

Figure 8: Global: Automotive Software (Application Software) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Automotive Software (Application Software) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Automotive Software (Middleware) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Automotive Software (Middleware) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Automotive Software (Operating System) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Automotive Software (Operating System) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Automotive Software (ICE Passenger Vehicle) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Automotive Software (ICE Passenger Vehicle) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Automotive Software (ICE Light Commercial Vehicle) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Automotive Software (ICE Light Commercial Vehicle) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Automotive Software (ICE Heavy Commercial Vehicle) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Automotive Software (ICE Heavy Commercial Vehicle) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Automotive Software (Battery Electric Vehicle) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Automotive Software (Battery Electric Vehicle) Market Forecast:

Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Automotive Software (Hybrid Electric Vehicle) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Automotive Software (Hybrid Electric Vehicle) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Automotive Software (Plug-in Hybrid Electric Vehicle) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Automotive Software (Plug-in Hybrid Electric Vehicle) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Automotive Software (Autonomous Vehicles) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Automotive Software (Autonomous Vehicles) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Automotive Software (Safety and Security) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Automotive Software (Safety and Security) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Automotive Software (Infotainment and Instrument Cluster) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Automotive Software (Infotainment and Instrument Cluster) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: Automotive Software (Vehicle Connectivity) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Global: Automotive Software (Vehicle Connectivity) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Global: Automotive Software (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Global: Automotive Software (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: North America: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: North America: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: United States: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: United States: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Canada: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Canada: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Asia-Pacific: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Asia-Pacific: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: China: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: China: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Japan: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Japan: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: India: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: India: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: South Korea: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: South Korea: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Australia: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Australia: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Indonesia: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Indonesia: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Others: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Others: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Europe: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Europe: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Germany: Automotive Software Market: Sales Value (in Million US\$), 2017 &

2022

Figure 61: Germany: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: France: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: France: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: United Kingdom: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: United Kingdom: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Italy: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Italy: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Spain: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Spain: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Russia: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Russia: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Others: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Others: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Latin America: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Latin America: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 76: Brazil: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 77: Brazil: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 78: Mexico: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 79: Mexico: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 80: Others: Automotive Software Market: Sales Value (in Million US\$), 2017 &

2022

Figure 81: Others: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 82: Middle East and Africa: Automotive Software Market: Sales Value (in Million US\$), 2017 & 2022

Figure 83: Middle East and Africa: Automotive Software Market: Breakup by Country (in %), 2022

Figure 84: Middle East and Africa: Automotive Software Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 85: Global: Automotive Software Industry: SWOT Analysis

Figure 86: Global: Automotive Software Industry: Value Chain Analysis

Figure 87: Global: Automotive Software Industry: Porter's Five Forces Analysis

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