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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

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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

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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

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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?

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