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Mexico Connected Car Market Size, Share, Trends and Forecast by Technology, Connectivity Solution, Service, End Market, and Region, 2026-2034

https://marketpublishers.com/r/MB4A4D4CC28BEN.html
Date: June 2026
Pages: 118
Price: US$ 2,999.00 (Single User License)
ID: MB4A4D4CC28BEN

Abstracts

The Mexico connected car market size reached USD 1,628.4 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 4,591.6 Million by 2034, exhibiting a growth rate (CAGR) of 11.84% during 2026-2034. The growth of the market is driven by expanding 5G networks, increasing demand for telematics, and government policies promoting smart mobility. Consumer preferences for safety, real-time navigation, and in-car connectivity also fuel market expansion, while partnerships between automakers, insurers, and tech firms enhance innovation and adoption. Additionally, rising EV adoption, coupled with smart charging infrastructure, is further expanding the Mexico connected car market share.

MEXICO CONNECTED CAR MARKET TRENDS:

Increasing Adoption of 5G and Telematics in Connected Cars

The market is experiencing rapid growth due to the increasing adoption of 5G technology and advanced telematics systems. Mexico has reached 5G uptake with 6.6 million customers, representing 51% of the overall mobile subscriptions within the country. Industries such as logistics and transportation show strong interest. Over 70% of Mexico's executives plan to adopt 5G technology in 2024, driven by the promise of higher revenues and improved efficiency of operations. However, challenges including skill gaps and security concerns remain, highlighting the need for investments in connectivity, particularly in areas such as connected vehicles. As telecom providers expand 5G coverage across urban and semi-urban areas, automakers are integrating high-speed connectivity to enhance real-time navigation, over-the-air (OTA) updates, and vehicle-to-everything (V2X) communication. Telematics solutions, such as remote

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diagnostics, stolen vehicle tracking, and predictive maintenance, are gaining traction among consumers and fleet operators. Insurance companies are also promoting usage-based insurance (UBI) programs, leveraging telematics data to offer personalized premiums. Government initiatives supporting smart mobility and stricter safety regulations are further accelerating demand. With major automakers introducing connected features in their Mexican models, the market is poised for sustained expansion, driven by consumer preference for enhanced safety, convenience, and entertainment on the road.

Growth of Electric Vehicles (EVs) and Smart Charging Infrastructure

The rising popularity of electric vehicles (EVs) integrated with smart connectivity features is propelling the Mexico connected car market growth. Mexico became the fourth-largest auto parts producer in the world, and it?is poised to become the fifth-largest vehicle manufacturer by the end of 2025. Having produced over 200,000?units and securing 68 new investments in electromobility just this year, the country is quickly moving towards EVs. With U.S. automotive giants and China's EV makers establishing localized supply chains for them, Mexico's fledgling foundry sector is fast becoming integral to?the future of the automotive sector. Mexico is all set to play a key role as the future of auto?technology in North America transforms, with over 170 Tier 1 and Tier 2 suppliers of EV components. As sustainability becomes a priority, both domestic and international automakers are launching EVs with embedded IoT sensors, battery management systems, and AI-driven analytics. These connected EVs enable drivers to locate charging stations, monitor battery health, and optimize routes for energy efficiency via mobile apps. The Mexican government is supporting this shift through incentives for EV adoption and investments in smart charging infrastructure, particularly in major cities including Mexico City and Monterrey. Additionally, partnerships between automakers, energy providers, and tech firms are fostering innovations such as vehicle-to-grid (V2G) technology, allowing EVs to supply power back to the grid. This trend aligns with global decarbonization efforts and positions Mexico as an emerging hub for connected and electric mobility solutions in Latin America.

MEXICO CONNECTED CAR MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on technology, connectivity solution, service, and end market.

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Technology Insights:

- 3G
- 4G/LTE
- 5G

The report has provided a detailed breakup and analysis of the market based on the technology. This includes 3G, 4G/LTE, and 5G.

Connectivity Solution Insights:

- Integrated
- Embedded
- Tethered

A detailed breakup and analysis of the market based on the connectivity solution have also been provided in the report. This includes integrated, embedded, and tethered.

Service Insights:

- Driver Assistance
- Safety
- Entertainment
- Vehicle Management
- Mobility Management
- Others

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The report has provided a detailed breakup and analysis of the market based on the service. This includes driver assistance, safety, entertainment, vehicle management, mobility management, and others.

End Market Insights:

Original Equipment Manufacturer (OEMs)

Aftermarket

A detailed breakup and analysis of the market based on the end market have also been provided in the report. This includes original equipment manufacturer (OEMs) and aftermarket.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and Others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

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How has the Mexico connected car market performed so far and how will it perform in the coming years?
What is the breakup of the Mexico connected car market on the basis of technology?
What is the breakup of the Mexico connected car market on the basis of connectivity solution?
What is the breakup of the Mexico connected car market on the basis of service?
What is the breakup of the Mexico connected car market on the basis of end market?
What is the breakup of the Mexico connected car market on the basis of region?
What are the various stages in the value chain of the Mexico connected car market?
What are the key driving factors and challenges in the Mexico connected car market?
What is the structure of the Mexico connected car market and who are the key players?
What is the degree of competition in the Mexico connected car market?

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