

South Korea Connected Car Market Report by Technology (3G, 4G/LTE, 5G), Connectivity Solutions (Integrated, Embedded, Tethered), Service (Driver Assistance, Safety, Entertainment, Vehicle Management, Mobility Management, and Others), End Market (Original Equipment Manufacturer (OEMs), Aftermarket), and Region 2026-2034

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Abstracts

South Korea connected car market size reached USD 2,130.4 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 7,724.8 Million by 2034, exhibiting a growth rate (CAGR) of 14.93% during 2026-2034. The evolution of communication technologies, such as 5G networks, which has significantly enhanced the capabilities of connected cars, is driving the market.

A connected car refers to an automobile equipped with advanced communication technologies that enable it to connect to the internet and other devices, creating a networked ecosystem. These vehicles leverage various sensors, GPS systems, and communication modules to collect and exchange data, enhancing the driving experience and safety. Connected cars offer features like real-time navigation, traffic updates, remote diagnostics, and vehicle-to-vehicle communication. Additionally, they enable users to access entertainment, receive software updates, and control certain functions through mobile apps. The integration of connected car technology not only enhances convenience for drivers but also contributes to efficient traffic management and the development of autonomous driving capabilities. As the automotive industry continues to evolve, connected cars represent a pivotal aspect of the broader trend toward smart and interconnected transportation systems.

SOUTH KOREA CONNECTED CAR MARKET TRENDS:

The connected car market in South Korea is experiencing unprecedented growth, propelled by a convergence of technological advancements and shifting consumer preferences. Firstly, the widespread adoption of Internet of Things (IoT) technology has emerged as a primary driver. With seamless connectivity, vehicles can now communicate with each other and the surrounding infrastructure, paving the way for enhanced safety features and efficient traffic management. Additionally, the growing emphasis on data-driven insights has fueled the demand for connected vehicles. Notably, telematics solutions have become instrumental in collecting and analyzing real-time data, offering valuable information for both consumers and businesses. Moreover, the increasing consumer demand for enhanced in-car experiences has played a pivotal role in the market's expansion. Connectivity features such as advanced infotainment systems, navigation services, and remote vehicle monitoring have become integral to the modern driving experience. Furthermore, the rise of autonomous driving technologies has bolstered the connected car market, with vehicles requiring robust connectivity for seamless communication and coordination. Besides this, regulatory initiatives promoting safety standards and the integration of connected technologies to reduce accidents and improve overall road safety are expected to drive the connected car market in South Korea during the forecast period.

SOUTH KOREA 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 level for 2026-2034. Our report has categorized the market based on technology, connectivity solutions, service, and end market.

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 Solutions Insights:

Integrated

Embedded

Tethered

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

Service Insights:

Driver Assistance

Safety

Entertainment

Vehicle Management

Mobility Management

Others

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:

Seoul Capital Area

Yeongam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), 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

How has the South Korea connected car market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea connected car market on the basis of technology?

What is the breakup of the South Korea connected car market on the basis of connectivity solutions?

What is the breakup of the South Korea connected car market on the basis of service?

What is the breakup of the South Korea connected car market on the basis of end market?

What are the various stages in the value chain of the South Korea connected car

market?

What are the key driving factors and challenges in the South Korea connected car?

What is the structure of the South Korea connected car market and who are the key players?

What is the degree of competition in the South Korea connected car market?

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