

LAMEA Connected Car Market (2016 - 2022)

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Abstracts

Consumers' interest in high-tech vehicles is growing due to promotional activities conducted to spread the awareness of connected cars in Middle East, Latin America and Africa. Connected cars offer a wide range of features such as providing surrounding information, navigation system, safety and security, etc. to the drivers. Government initiative pertaining to value added services are becoming integral part of the connected cars market in this region. LAMEA is expected to adopt connectivity services owing to growing disposable income among people within the region and growing technological awareness among the masses. The road safety technology implemented in vehicles is at a mature stage, limiting further modifications.

Integrated, Embedded and Tethered are different connectivity solutions used to transform a car into a connected car. Connected Car finds its major application in navigation, telematics and infotainment. Navigation application segment would dominate the LAMEA connected car market, with a market share of approximately 54.5% in 2015. Automotive manufacturing companies in collaborations with Internet security providers are emphasizing on digital connectivity and security related to the connected car.

The market for connected car market is further segmented based on products & services into sensors, processors, fleet managers, wireless & cellular modules, OEM services and aftermarket services. For better understanding of the market penetration of connected car, the LAMEA connected car market is analyzed based on countries including UAE, Saudi Arabia, Brazil, Argentina, South Africa, Nigeria and rest of LAMEA.

The report covers the analysis of key stake holders of the connected car market. Key companies profiled in the report include Telefonica, S.A., Verizon Communications, Inc., Harman International Industries, Incorporated, TomTom NV, AT&T, Vodafone Group

Plc, Ford Motor Company, Bayerische Motoren Werke AG, AUDI AG and Daimler AG.

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