

LAMEA Connected Car Market Analysis (2017-2023)

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Abstracts

The Latin America, Middle East and Africa Connected Car Market would witness market growth of 34.4% CAGR during the forecast period (2017 – 2023). 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.

Based on Product & Services, the Connected Car market segments the market into Fleet Manager, Sensors, Processors, Wireless & Cellular Modules, OEM Services, and Aftermarket Services. Based on Connectivity Solutions, the market report segments the market into Embedded, Integrated, and Tethered. Based on Application, the Connected Car market segments the market into Navigation, Telematics, and Infotainment. Based on Technology, the market report segments the market into 2G, 3G, and 4G & 5G. Based on Countries, the Connected Car market segments the market into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the competition analysis of key stake holders of the Latin America, Middle East and Africa 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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