

Global Automotive Over-The-Air Update Market Growth (Status and Outlook) 2024-2030

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Abstracts

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According to our LPI (LP Information) latest study, the global Automotive Over-The-Air Update market size was valued at US\$ million in 2023. With growing demand in downstream market, the Automotive Over-The-Air Update is forecast to a readjusted size of US\$ million by 2030 with a CAGR of % during review period.

The research report highlights the growth potential of the global Automotive Over-The-Air Update market. Automotive Over-The-Air Update are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Automotive Over-The-Air Update. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Automotive Over-The-Air Update market.

Over-the-Air (OTA) updates will change the way cars perform as they get older by providing system upgrades without needing as much take-it-to-the-shop maintenance. With OTA technology, automakers will have the ability to trim down warranty expenses and improve their completion rates for software related recall work.

Automotive is a key driver of this industry. According to data from the World Automobile Organization (OICA), global automobile production and sales in 2017 reached their peak in the past 10 years, at 97.3 million and 95.89 million respectively. In 2018, the global economic expansion ended, and the global auto market declined as a whole. In 2022, there will wear units 81.6 million vehicles in the world. At present, more than 90%

of the world's automobiles are concentrated in the three continents of Asia, Europe and North America, of which Asia automobile production accounts for 56% of the world, Europe accounts for 20%, and North America accounts for 16%. The world major automobile producing countries include China, the United States, Japan, South Korea, Germany, India, Mexico, and other countries; among them, China is the largest automobile producing country in the world, accounting for about 32%. Japan is the world's largest car exporter, exporting more than 3.5 million vehicles in 2022.

Key Features:

The report on Automotive Over-The-Air Update market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Automotive Over-The-Air Update market. It may include historical data, market segmentation by Type (e.g., Firmware Over-The-Air Technology (FOTA), Software Over-The-Air Technology (SOTA)), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Automotive Over-The-Air Update market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Automotive Over-The-Air Update market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Automotive Over-The-Air Update industry. This include advancements in Automotive Over-The-Air Update technology, Automotive Over-The-Air Update new entrants, Automotive Over-The-Air Update new investment, and other innovations that are shaping the future of Automotive Over-The-Air Update.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Automotive Over-The-Air Update market. It includes factors influencing customer ' purchasing decisions, preferences for Automotive Over-The-Air Update product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Automotive Over-The-Air Update market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Automotive Over-The-Air Update market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Automotive Over-The-Air Update market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Automotive Over-The-Air Update industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Automotive Over-The-Air Update market.

Market Segmentation:

Automotive Over-The-Air Update market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Segmentation by type

Firmware Over-The-Air Technology (FOTA)

Software Over-The-Air Technology (SOTA)

Segmentation by application

Electronic Control Unit (ECU)

Infotainment

Safety & Security

Telematics Control Unit (TCU)

User Interface & User Experience

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Continental AG

Robert Bosch

Delphi Automotive

Blackberry

Harman International

Garmin Ltd

NXP Semiconductors

Verizon Communications

Infineon Technologies

NVIDIA

Qualcomm

Airbiquity Inc

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Automotive Over-The-Air Update Market Size 2019-2030
 - 2.1.2 Automotive Over-The-Air Update Market Size CAGR by Region 2019 VS 2023 VS 2030
- 2.2 Automotive Over-The-Air Update Segment by Type
 - 2.2.1 Firmware Over-The-Air Technology (FOTA)
 - 2.2.2 Software Over-The-Air Technology (SOTA)
- 2.3 Automotive Over-The-Air Update Market Size by Type
 - 2.3.1 Automotive Over-The-Air Update Market Size CAGR by Type (2019 VS 2023 VS 2030)
 - 2.3.2 Global Automotive Over-The-Air Update Market Size Market Share by Type (2019-2024)
- 2.4 Automotive Over-The-Air Update Segment by Application
 - 2.4.1 Electronic Control Unit (ECU)
 - 2.4.2 Infotainment
 - 2.4.3 Safety & Security
 - 2.4.4 Telematics Control Unit (TCU)
 - 2.4.5 User Interface & User Experience
 - 2.4.6 Others
- 2.5 Automotive Over-The-Air Update Market Size by Application
 - 2.5.1 Automotive Over-The-Air Update Market Size CAGR by Application (2019 VS 2023 VS 2030)
 - 2.5.2 Global Automotive Over-The-Air Update Market Size Market Share by Application (2019-2024)

3 AUTOMOTIVE OVER-THE-AIR UPDATE MARKET SIZE BY PLAYER

- 3.1 Automotive Over-The-Air Update Market Size Market Share by Players
 - 3.1.1 Global Automotive Over-The-Air Update Revenue by Players (2019-2024)
 - 3.1.2 Global Automotive Over-The-Air Update Revenue Market Share by Players (2019-2024)
- 3.2 Global Automotive Over-The-Air Update Key Players Head office and Products Offered
- 3.3 Market Concentration Rate Analysis
 - 3.3.1 Competition Landscape Analysis
 - 3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

4 AUTOMOTIVE OVER-THE-AIR UPDATE BY REGIONS

- 4.1 Automotive Over-The-Air Update Market Size by Regions (2019-2024)
- 4.2 Americas Automotive Over-The-Air Update Market Size Growth (2019-2024)
- 4.3 APAC Automotive Over-The-Air Update Market Size Growth (2019-2024)
- 4.4 Europe Automotive Over-The-Air Update Market Size Growth (2019-2024)
- 4.5 Middle East & Africa Automotive Over-The-Air Update Market Size Growth (2019-2024)

5 AMERICAS

- 5.1 Americas Automotive Over-The-Air Update Market Size by Country (2019-2024)
- 5.2 Americas Automotive Over-The-Air Update Market Size by Type (2019-2024)
- 5.3 Americas Automotive Over-The-Air Update Market Size by Application (2019-2024)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Automotive Over-The-Air Update Market Size by Region (2019-2024)
- 6.2 APAC Automotive Over-The-Air Update Market Size by Type (2019-2024)
- 6.3 APAC Automotive Over-The-Air Update Market Size by Application (2019-2024)

- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe Automotive Over-The-Air Update by Country (2019-2024)
- 7.2 Europe Automotive Over-The-Air Update Market Size by Type (2019-2024)
- 7.3 Europe Automotive Over-The-Air Update Market Size by Application (2019-2024)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Automotive Over-The-Air Update by Region (2019-2024)
- 8.2 Middle East & Africa Automotive Over-The-Air Update Market Size by Type (2019-2024)
- 8.3 Middle East & Africa Automotive Over-The-Air Update Market Size by Application (2019-2024)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 GLOBAL AUTOMOTIVE OVER-THE-AIR UPDATE MARKET FORECAST

- 10.1 Global Automotive Over-The-Air Update Forecast by Regions (2025-2030)
 - 10.1.1 Global Automotive Over-The-Air Update Forecast by Regions (2025-2030)
 - 10.1.2 Americas Automotive Over-The-Air Update Forecast
 - 10.1.3 APAC Automotive Over-The-Air Update Forecast
 - 10.1.4 Europe Automotive Over-The-Air Update Forecast
 - 10.1.5 Middle East & Africa Automotive Over-The-Air Update Forecast
- 10.2 Americas Automotive Over-The-Air Update Forecast by Country (2025-2030)
 - 10.2.1 United States Automotive Over-The-Air Update Market Forecast
 - 10.2.2 Canada Automotive Over-The-Air Update Market Forecast
 - 10.2.3 Mexico Automotive Over-The-Air Update Market Forecast
 - 10.2.4 Brazil Automotive Over-The-Air Update Market Forecast
- 10.3 APAC Automotive Over-The-Air Update Forecast by Region (2025-2030)
 - 10.3.1 China Automotive Over-The-Air Update Market Forecast
 - 10.3.2 Japan Automotive Over-The-Air Update Market Forecast
 - 10.3.3 Korea Automotive Over-The-Air Update Market Forecast
 - 10.3.4 Southeast Asia Automotive Over-The-Air Update Market Forecast
 - 10.3.5 India Automotive Over-The-Air Update Market Forecast
 - 10.3.6 Australia Automotive Over-The-Air Update Market Forecast
- 10.4 Europe Automotive Over-The-Air Update Forecast by Country (2025-2030)
 - 10.4.1 Germany Automotive Over-The-Air Update Market Forecast
 - 10.4.2 France Automotive Over-The-Air Update Market Forecast
 - 10.4.3 UK Automotive Over-The-Air Update Market Forecast
 - 10.4.4 Italy Automotive Over-The-Air Update Market Forecast
 - 10.4.5 Russia Automotive Over-The-Air Update Market Forecast
- 10.5 Middle East & Africa Automotive Over-The-Air Update Forecast by Region (2025-2030)
 - 10.5.1 Egypt Automotive Over-The-Air Update Market Forecast
 - 10.5.2 South Africa Automotive Over-The-Air Update Market Forecast
 - 10.5.3 Israel Automotive Over-The-Air Update Market Forecast
 - 10.5.4 Turkey Automotive Over-The-Air Update Market Forecast
 - 10.5.5 GCC Countries Automotive Over-The-Air Update Market Forecast
- 10.6 Global Automotive Over-The-Air Update Forecast by Type (2025-2030)
- 10.7 Global Automotive Over-The-Air Update Forecast by Application (2025-2030)

11 KEY PLAYERS ANALYSIS

- 11.1 Continental AG
 - 11.1.1 Continental AG Company Information
 - 11.1.2 Continental AG Automotive Over-The-Air Update Product Offered

11.1.3 Continental AG Automotive Over-The-Air Update Revenue, Gross Margin and Market Share (2019-2024)

11.1.4 Continental AG Main Business Overview

11.1.5 Continental AG Latest Developments

11.2 Robert Bosch

11.2.1 Robert Bosch Company Information

11.2.2 Robert Bosch Automotive Over-The-Air Update Product Offered

11.2.3 Robert Bosch Automotive Over-The-Air Update Revenue, Gross Margin and Market Share (2019-2024)

11.2.4 Robert Bosch Main Business Overview

11.2.5 Robert Bosch Latest Developments

11.3 Delphi Automotive

11.3.1 Delphi Automotive Company Information

11.3.2 Delphi Automotive Automotive Over-The-Air Update Product Offered

11.3.3 Delphi Automotive Automotive Over-The-Air Update Revenue, Gross Margin and Market Share (2019-2024)

11.3.4 Delphi Automotive Main Business Overview

11.3.5 Delphi Automotive Latest Developments

11.4 Blackberry

11.4.1 Blackberry Company Information

11.4.2 Blackberry Automotive Over-The-Air Update Product Offered

11.4.3 Blackberry Automotive Over-The-Air Update Revenue, Gross Margin and Market Share (2019-2024)

11.4.4 Blackberry Main Business Overview

11.4.5 Blackberry Latest Developments

11.5 Harman International

11.5.1 Harman International Company Information

11.5.2 Harman International Automotive Over-The-Air Update Product Offered

11.5.3 Harman International Automotive Over-The-Air Update Revenue, Gross Margin and Market Share (2019-2024)

11.5.4 Harman International Main Business Overview

11.5.5 Harman International Latest Developments

11.6 Garmin Ltd

11.6.1 Garmin Ltd Company Information

11.6.2 Garmin Ltd Automotive Over-The-Air Update Product Offered

11.6.3 Garmin Ltd Automotive Over-The-Air Update Revenue, Gross Margin and Market Share (2019-2024)

11.6.4 Garmin Ltd Main Business Overview

11.6.5 Garmin Ltd Latest Developments

11.7 NXP Semiconductors

11.7.1 NXP Semiconductors Company Information

11.7.2 NXP Semiconductors Automotive Over-The-Air Update Product Offered

11.7.3 NXP Semiconductors Automotive Over-The-Air Update Revenue, Gross Margin and Market Share (2019-2024)

11.7.4 NXP Semiconductors Main Business Overview

11.7.5 NXP Semiconductors Latest Developments

11.8 Verizon Communications

11.8.1 Verizon Communications Company Information

11.8.2 Verizon Communications Automotive Over-The-Air Update Product Offered

11.8.3 Verizon Communications Automotive Over-The-Air Update Revenue, Gross Margin and Market Share (2019-2024)

11.8.4 Verizon Communications Main Business Overview

11.8.5 Verizon Communications Latest Developments

11.9 Infineon Technologies

11.9.1 Infineon Technologies Company Information

11.9.2 Infineon Technologies Automotive Over-The-Air Update Product Offered

11.9.3 Infineon Technologies Automotive Over-The-Air Update Revenue, Gross Margin and Market Share (2019-2024)

11.9.4 Infineon Technologies Main Business Overview

11.9.5 Infineon Technologies Latest Developments

11.10 NVIDIA

11.10.1 NVIDIA Company Information

11.10.2 NVIDIA Automotive Over-The-Air Update Product Offered

11.10.3 NVIDIA Automotive Over-The-Air Update Revenue, Gross Margin and Market Share (2019-2024)

11.10.4 NVIDIA Main Business Overview

11.10.5 NVIDIA Latest Developments

11.11 Qualcomm

11.11.1 Qualcomm Company Information

11.11.2 Qualcomm Automotive Over-The-Air Update Product Offered

11.11.3 Qualcomm Automotive Over-The-Air Update Revenue, Gross Margin and Market Share (2019-2024)

11.11.4 Qualcomm Main Business Overview

11.11.5 Qualcomm Latest Developments

11.12 Airbiquity Inc

11.12.1 Airbiquity Inc Company Information

11.12.2 Airbiquity Inc Automotive Over-The-Air Update Product Offered

11.12.3 Airbiquity Inc Automotive Over-The-Air Update Revenue, Gross Margin and

Market Share (2019-2024)

11.12.4 Airbiquity Inc Main Business Overview

11.12.5 Airbiquity Inc Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Automotive Over-The-Air Update Market Size CAGR by Region (2019 VS 2023 VS 2030) & (\$ Millions)

Table 2. Major Players of Firmware Over-The-Air Technology (FOTA)

Table 3. Major Players of Software Over-The-Air Technology (SOTA)

Table 4. Automotive Over-The-Air Update Market Size CAGR by Type (2019 VS 2023 VS 2030) & (\$ Millions)

Table 5. Global Automotive Over-The-Air Update Market Size by Type (2019-2024) & (\$ Millions)

Table 6. Global Automotive Over-The-Air Update Market Size Market Share by Type (2019-2024)

Table 7. Automotive Over-The-Air Update Market Size CAGR by Application (2019 VS 2023 VS 2030) & (\$ Millions)

Table 8. Global Automotive Over-The-Air Update Market Size by Application (2019-2024) & (\$ Millions)

Table 9. Global Automotive Over-The-Air Update Market Size Market Share by Application (2019-2024)

Table 10. Global Automotive Over-The-Air Update Revenue by Players (2019-2024) & (\$ Millions)

Table 11. Global Automotive Over-The-Air Update Revenue Market Share by Player (2019-2024)

Table 12. Automotive Over-The-Air Update Key Players Head office and Products Offered

Table 13. Automotive Over-The-Air Update Concentration Ratio (CR3, CR5 and CR10) & (2022-2024)

Table 14. New Products and Potential Entrants

Table 15. Mergers & Acquisitions, Expansion

Table 16. Global Automotive Over-The-Air Update Market Size by Regions 2019-2024 & (\$ Millions)

Table 17. Global Automotive Over-The-Air Update Market Size Market Share by Regions (2019-2024)

Table 18. Global Automotive Over-The-Air Update Revenue by Country/Region (2019-2024) & (\$ millions)

Table 19. Global Automotive Over-The-Air Update Revenue Market Share by Country/Region (2019-2024)

Table 20. Americas Automotive Over-The-Air Update Market Size by Country

(2019-2024) & (\$ Millions)

Table 21. Americas Automotive Over-The-Air Update Market Size Market Share by Country (2019-2024)

Table 22. Americas Automotive Over-The-Air Update Market Size by Type (2019-2024) & (\$ Millions)

Table 23. Americas Automotive Over-The-Air Update Market Size Market Share by Type (2019-2024)

Table 24. Americas Automotive Over-The-Air Update Market Size by Application (2019-2024) & (\$ Millions)

Table 25. Americas Automotive Over-The-Air Update Market Size Market Share by Application (2019-2024)

Table 26. APAC Automotive Over-The-Air Update Market Size by Region (2019-2024) & (\$ Millions)

Table 27. APAC Automotive Over-The-Air Update Market Size Market Share by Region (2019-2024)

Table 28. APAC Automotive Over-The-Air Update Market Size by Type (2019-2024) & (\$ Millions)

Table 29. APAC Automotive Over-The-Air Update Market Size Market Share by Type (2019-2024)

Table 30. APAC Automotive Over-The-Air Update Market Size by Application (2019-2024) & (\$ Millions)

Table 31. APAC Automotive Over-The-Air Update Market Size Market Share by Application (2019-2024)

Table 32. Europe Automotive Over-The-Air Update Market Size by Country (2019-2024) & (\$ Millions)

Table 33. Europe Automotive Over-The-Air Update Market Size Market Share by Country (2019-2024)

Table 34. Europe Automotive Over-The-Air Update Market Size by Type (2019-2024) & (\$ Millions)

Table 35. Europe Automotive Over-The-Air Update Market Size Market Share by Type (2019-2024)

Table 36. Europe Automotive Over-The-Air Update Market Size by Application (2019-2024) & (\$ Millions)

Table 37. Europe Automotive Over-The-Air Update Market Size Market Share by Application (2019-2024)

Table 38. Middle East & Africa Automotive Over-The-Air Update Market Size by Region (2019-2024) & (\$ Millions)

Table 39. Middle East & Africa Automotive Over-The-Air Update Market Size Market Share by Region (2019-2024)

Table 40. Middle East & Africa Automotive Over-The-Air Update Market Size by Type (2019-2024) & (\$ Millions)

Table 41. Middle East & Africa Automotive Over-The-Air Update Market Size Market Share by Type (2019-2024)

Table 42. Middle East & Africa Automotive Over-The-Air Update Market Size by Application (2019-2024) & (\$ Millions)

Table 43. Middle East & Africa Automotive Over-The-Air Update Market Size Market Share by Application (2019-2024)

Table 44. Key Market Drivers & Growth Opportunities of Automotive Over-The-Air Update

Table 45. Key Market Challenges & Risks of Automotive Over-The-Air Update

Table 46. Key Industry Trends of Automotive Over-The-Air Update

Table 47. Global Automotive Over-The-Air Update Market Size Forecast by Regions (2025-2030) & (\$ Millions)

Table 48. Global Automotive Over-The-Air Update Market Size Market Share Forecast by Regions (2025-2030)

Table 49. Global Automotive Over-The-Air Update Market Size Forecast by Type (2025-2030) & (\$ Millions)

Table 50. Global Automotive Over-The-Air Update Market Size Forecast by Application (2025-2030) & (\$ Millions)

Table 51. Continental AG Details, Company Type, Automotive Over-The-Air Update Area Served and Its Competitors

Table 52. Continental AG Automotive Over-The-Air Update Product Offered

Table 53. Continental AG Automotive Over-The-Air Update Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 54. Continental AG Main Business

Table 55. Continental AG Latest Developments

Table 56. Robert Bosch Details, Company Type, Automotive Over-The-Air Update Area Served and Its Competitors

Table 57. Robert Bosch Automotive Over-The-Air Update Product Offered

Table 58. Robert Bosch Main Business

Table 59. Robert Bosch Automotive Over-The-Air Update Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 60. Robert Bosch Latest Developments

Table 61. Delphi Automotive Details, Company Type, Automotive Over-The-Air Update Area Served and Its Competitors

Table 62. Delphi Automotive Automotive Over-The-Air Update Product Offered

Table 63. Delphi Automotive Main Business

Table 64. Delphi Automotive Automotive Over-The-Air Update Revenue (\$ million),

Gross Margin and Market Share (2019-2024)

Table 65. Delphi Automotive Latest Developments

Table 66. Blackberry Details, Company Type, Automotive Over-The-Air Update Area Served and Its Competitors

Table 67. Blackberry Automotive Over-The-Air Update Product Offered

Table 68. Blackberry Main Business

Table 69. Blackberry Automotive Over-The-Air Update Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 70. Blackberry Latest Developments

Table 71. Harman International Details, Company Type, Automotive Over-The-Air Update Area Served and Its Competitors

Table 72. Harman International Automotive Over-The-Air Update Product Offered

Table 73. Harman International Main Business

Table 74. Harman International Automotive Over-The-Air Update Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 75. Harman International Latest Developments

Table 76. Garmin Ltd Details, Company Type, Automotive Over-The-Air Update Area Served and Its Competitors

Table 77. Garmin Ltd Automotive Over-The-Air Update Product Offered

Table 78. Garmin Ltd Main Business

Table 79. Garmin Ltd Automotive Over-The-Air Update Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 80. Garmin Ltd Latest Developments

Table 81. NXP Semiconductors Details, Company Type, Automotive Over-The-Air Update Area Served and Its Competitors

Table 82. NXP Semiconductors Automotive Over-The-Air Update Product Offered

Table 83. NXP Semiconductors Main Business

Table 84. NXP Semiconductors Automotive Over-The-Air Update Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 85. NXP Semiconductors Latest Developments

Table 86. Verizon Communications Details, Company Type, Automotive Over-The-Air Update Area Served and Its Competitors

Table 87. Verizon Communications Automotive Over-The-Air Update Product Offered

Table 88. Verizon Communications Main Business

Table 89. Verizon Communications Automotive Over-The-Air Update Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 90. Verizon Communications Latest Developments

Table 91. Infineon Technologies Details, Company Type, Automotive Over-The-Air Update Area Served and Its Competitors

Table 92. Infineon Technologies Automotive Over-The-Air Update Product Offered

Table 93. Infineon Technologies Main Business

Table 94. Infineon Technologies Automotive Over-The-Air Update Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 95. Infineon Technologies Latest Developments

Table 96. NVIDIA Details, Company Type, Automotive Over-The-Air Update Area Served and Its Competitors

Table 97. NVIDIA Automotive Over-The-Air Update Product Offered

Table 98. NVIDIA Main Business

Table 99. NVIDIA Automotive Over-The-Air Update Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 100. NVIDIA Latest Developments

Table 101. Qualcomm Details, Company Type, Automotive Over-The-Air Update Area Served and Its Competitors

Table 102. Qualcomm Automotive Over-The-Air Update Product Offered

Table 103. Qualcomm Automotive Over-The-Air Update Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 104. Qualcomm Main Business

Table 105. Qualcomm Latest Developments

Table 106. Airbiquity Inc Details, Company Type, Automotive Over-The-Air Update Area Served and Its Competitors

Table 107. Airbiquity Inc Automotive Over-The-Air Update Product Offered

Table 108. Airbiquity Inc Main Business

Table 109. Airbiquity Inc Automotive Over-The-Air Update Revenue (\$ million), Gross Margin and Market Share (2019-2024)

Table 110. Airbiquity Inc Latest Developments

List Of Figures

LIST OF FIGURES

Figure 1. Automotive Over-The-Air Update Report Years Considered

Figure 2. Research Objectives

Figure 3. Research Methodology

Figure 4. Research Process and Data Source

Figure 5. Global Automotive Over-The-Air Update Market Size Growth Rate 2019-2030 (\$ Millions)

Figure 6. Automotive Over-The-Air Update Sales by Geographic Region (2019, 2023 & 2030) & (\$ millions)

Figure 7. Automotive Over-The-Air Update Sales Market Share by Country/Region (2023)

Figure 8. Automotive Over-The-Air Update Sales Market Share by Country/Region (2019, 2023 & 2030)

Figure 9. Global Automotive Over-The-Air Update Market Size Market Share by Type in 2023

Figure 10. Automotive Over-The-Air Update in Electronic Control Unit (ECU)

Figure 11. Global Automotive Over-The-Air Update Market: Electronic Control Unit (ECU) (2019-2024) & (\$ Millions)

Figure 12. Automotive Over-The-Air Update in Infotainment

Figure 13. Global Automotive Over-The-Air Update Market: Infotainment (2019-2024) & (\$ Millions)

Figure 14. Automotive Over-The-Air Update in Safety & Security

Figure 15. Global Automotive Over-The-Air Update Market: Safety & Security (2019-2024) & (\$ Millions)

Figure 16. Automotive Over-The-Air Update in Telematics Control Unit (TCU)

Figure 17. Global Automotive Over-The-Air Update Market: Telematics Control Unit (TCU) (2019-2024) & (\$ Millions)

Figure 18. Automotive Over-The-Air Update in User Interface & User Experience

Figure 19. Global Automotive Over-The-Air Update Market: User Interface & User Experience (2019-2024) & (\$ Millions)

Figure 20. Automotive Over-The-Air Update in Others

Figure 21. Global Automotive Over-The-Air Update Market: Others (2019-2024) & (\$ Millions)

Figure 22. Global Automotive Over-The-Air Update Market Size Market Share by Application in 2023

Figure 23. Global Automotive Over-The-Air Update Revenue Market Share by Player in

2023

Figure 24. Global Automotive Over-The-Air Update Market Size Market Share by Regions (2019-2024)

Figure 25. Americas Automotive Over-The-Air Update Market Size 2019-2024 (\$ Millions)

Figure 26. APAC Automotive Over-The-Air Update Market Size 2019-2024 (\$ Millions)

Figure 27. Europe Automotive Over-The-Air Update Market Size 2019-2024 (\$ Millions)

Figure 28. Middle East & Africa Automotive Over-The-Air Update Market Size 2019-2024 (\$ Millions)

Figure 29. Americas Automotive Over-The-Air Update Value Market Share by Country in 2023

Figure 30. United States Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 31. Canada Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 32. Mexico Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 33. Brazil Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 34. APAC Automotive Over-The-Air Update Market Size Market Share by Region in 2023

Figure 35. APAC Automotive Over-The-Air Update Market Size Market Share by Type in 2023

Figure 36. APAC Automotive Over-The-Air Update Market Size Market Share by Application in 2023

Figure 37. China Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 38. Japan Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 39. Korea Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 40. Southeast Asia Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 41. India Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 42. Australia Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 43. Europe Automotive Over-The-Air Update Market Size Market Share by Country in 2023

Figure 44. Europe Automotive Over-The-Air Update Market Size Market Share by Type (2019-2024)

Figure 45. Europe Automotive Over-The-Air Update Market Size Market Share by Application (2019-2024)

Figure 46. Germany Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 47. France Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 48. UK Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 49. Italy Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 50. Russia Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 51. Middle East & Africa Automotive Over-The-Air Update Market Size Market Share by Region (2019-2024)

Figure 52. Middle East & Africa Automotive Over-The-Air Update Market Size Market Share by Type (2019-2024)

Figure 53. Middle East & Africa Automotive Over-The-Air Update Market Size Market Share by Application (2019-2024)

Figure 54. Egypt Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 55. South Africa Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 56. Israel Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 57. Turkey Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 58. GCC Country Automotive Over-The-Air Update Market Size Growth 2019-2024 (\$ Millions)

Figure 59. Americas Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 60. APAC Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 61. Europe Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 62. Middle East & Africa Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 63. United States Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 64. Canada Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 65. Mexico Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 66. Brazil Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 67. China Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 68. Japan Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 69. Korea Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 70. Southeast Asia Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 71. India Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 72. Australia Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 73. Germany Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 74. France Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 75. UK Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 76. Italy Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 77. Russia Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 78. Spain Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 79. Egypt Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 80. South Africa Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 81. Israel Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 82. Turkey Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 83. GCC Countries Automotive Over-The-Air Update Market Size 2025-2030 (\$ Millions)

Figure 84. Global Automotive Over-The-Air Update Market Size Market Share Forecast by Type (2025-2030)

Figure 85. Global Automotive Over-The-Air Update Market Size Market Share Forecast by Application (2025-2030)

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