

# Automotive Microcontroller Market: Trends, Opportunities and Competitive Analysis [2023-2028]

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## Abstracts

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### Automotive Microcontroller Market Trends and Forecast

The future of the global automotive microcontroller market looks promising with opportunities in the body electronic, chassis & powertrain, infotainment & telematic, and safety & security segment applications. The global automotive microcontroller market is expected to reach an estimated \$9.9 billion by 2028 with a CAGR of 7.2% from 2023 to 2028. The major drivers for this market are high demand for safety features in vehicles and an increase in demand for capacitive touch sensing button sliders and wheels.

### Automotive Microcontroller Market by Electric Vehicle, Bit Size, Technology, and Application

A more than 150-page report is developed to help in your business decisions. A sample figure with some insights is shown below.

### Automotive Microcontroller Market by Segments

### Automotive Microcontroller Market by Segment

The study includes trends and forecast for the global automotive microcontroller market by electric vehicle, bit size, technology, application, and region, as follows:

Automotive Microcontroller Market by Electric Vehicle [Value (\$B) Shipment Analysis from 2017 to 2028]:

Battery Electric Vehicles

Plug-in Hybrid Electric Vehicles

Hybrid Electric Vehicles

Automotive Microcontroller Market by Bit Size [Value (\$B) Shipment Analysis from 2017 to 2028]:

8-Bit Microcontrollers

16-Bit Microcontrollers

32-Bit Microcontrollers

Automotive Microcontroller Market by Technology [Value (\$B) Shipment Analysis from 2017 to 2028]:

Adaptive Cruise Control

Park Assist System

Blind Spot Detection

Tire Pressure Monitoring System

Automotive Microcontroller Market by Application [Value (\$B) Shipment Analysis from 2017 to 2028]:

Body Electronics

Chassis and Powertrain

Infotainment and Telematics

Safety and Security Systems

Automotive Microcontroller Market by Region [Value (\$B) Shipment Analysis from 2017

to 2028]:

North America

Europe

Asia Pacific

The Rest of the World

### List of Automotive Microcontroller Companies

Companies in the market compete on the basis of product quality offered. Major players in this market focus on expanding their manufacturing facilities, R&D investments, infrastructural development, and leverage integration opportunities across the value chain. With these strategies, automotive microcontroller companies cater to increasing demand, ensure competitive effectiveness, develop innovative products & technologies, reduce production costs, and expand their customer base. Some of the automotive microcontroller companies profiled in this report include-

Toshiba

Infineon

NXP Semiconductors

ON Semiconductor

Analog Devices

### Automotive Microcontroller Market Insights

Lucintel forecasts that 32-bit microcontrollers will remain the largest bit size segment over the forecast period due to the increasing usage of this microcontroller in all the major applications of vehicles, like gearbox and central control units.

Hybrid electric vehicles (HEV) are expected to remain the largest electric vehicle segment due to the increasing production of HEVs across the globe.

APAC will remain the largest region due to significant growth in automotive production and increasing demand for vehicles equipped with advanced body electronics and safety features in countries, like South Korea and Japan.

## Features of the Automotive Microcontroller Market

**Market Size Estimates:** Automotive microcontroller market size estimation in terms of value (\$B)

**Trend And Forecast Analysis:** Market trends (2017-2022) and forecast (2023-2028) by various segments and regions.

**Segmentation Analysis:** Automotive microcontroller market size by various segments, such as by electric vehicle, bit size, technology, application, and region

**Regional Analysis:** Automotive microcontroller market breakdown by North America, Europe, Asia Pacific, and the Rest of the World.

**Growth Opportunities:** Analysis on growth opportunities in different electric vehicles, bit sizes, technology, applications, and regions for the automotive microcontroller market.

**Strategic Analysis:** This includes M&A, new product development, and competitive landscape for the automotive microcontroller market.

**Analysis of competitive intensity of the industry** based on Porter's Five Forces model.

## FAQ

**Q1. What is the automotive microcontroller market size?**

**Answer:** The global automotive microcontroller market is expected to reach an estimated \$9.9 billion by 2028.

**Q2. What is the growth forecast for automotive microcontroller market?**

**Answer:** The global automotive microcontroller market is expected to grow with a CAGR of 7.2% from 2023 to 2028.

**Q3. What are the major drivers influencing the growth of the automotive microcontroller**

market?

Answer: The major drivers for this market are high demand for safety features in vehicles and an increase in demand for capacitive touch sensing button sliders and wheels.

Q4. What are the major segments for automotive microcontroller market?

Answer: The future of the automotive microcontroller market looks promising with opportunities in body electronic, chassis & powertrain, infotainment & telematic, and safety & security segment applications.

Q5. Who are the key automotive microcontroller companies?

Answer: Some of the key automotive microcontroller companies are as follows:

Toshiba

Infineon

NXP Semiconductors

ON Semiconductor

Analog Devices

Q6. Which automotive microcontroller segment will be the largest in future?

Answer: Lucintel forecasts that 32-bit microcontroller will remain the largest bit size segment over the forecast period due to the increasing usage of this microcontroller in all the major applications of vehicles, like gearbox and central control units.

Q7. In automotive microcontroller market, which region is expected to be the largest in next 5 years?

Answer: APAC will remain the largest region due to significant growth in the automotive production and increasing demand for vehicles equipped with advanced body electronics and safety features in countries, like South Korea and Japan.

Q8. Do we receive customization in this report?

Answer: Yes, Lucintel provides 10% Customization Without any Additional Cost.

This report answers following 11 key questions

Q.1. What are some of the most promising, high-growth opportunities for the automotive microcontroller market by electric vehicle (battery electric vehicles, plug-in hybrid electric vehicles, and hybrid electric vehicles), bit size (8-bit microcontrollers, 16-bit microcontrollers, and 32-bit microcontrollers), technology (adaptive cruise control, park assist system, blind spot detection, and tire pressure monitoring system), application (body electronics, chassis & powertrain, infotainment & telematics, and safety & security segments), and region (North America, Europe, Asia Pacific, and the Rest of the World)?

Q.2. Which segments will grow at a faster pace and why?

Q.3. Which region will grow at a faster pace and why?

Q.4. What are the key factors affecting market dynamics? What are the key challenges and business risks in this market?

Q.5. What are the business risks and competitive threats in this market?

Q.6. What are the emerging trends in this market and the reasons behind them?

Q.7. What are some of the changing demands of customers in the market?

Q.8. What are the new developments in the market? Which companies are leading these developments?

Q.9. Who are the major players in this market? What strategic initiatives are key players pursuing for business growth?

Q.10. What are some of the competing products in this market and how big of a threat do they pose for loss of market share by material or product substitution?

Q.11. What M&A activity has occurred in the last five years and what has its impact been on the industry?

For any questions related to automotive microcontroller market or related automotive microcontroller companies, automotive microcontroller market size, automotive microcontroller market share, automotive microcontroller analysis, write Lucintel analyst at email: [helpdesk@lucintel.com](mailto:helpdesk@lucintel.com) we will be glad to get back to you soon.

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