

# **Automotive Hypervisor Market by Type, Vehicle Type, End User, Level Of Autonomous Driving, Bus System (Controller Area Network (CAN), Local Interconnect Network (LIN), Ethernet, and FlexRay), Sales Channel and Region - Global Forecast to 2027**

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## **Abstracts**

Automotive Hypervisor market, is projected to grow at a CAGR of 27.0% from 2022 to 2027, to reach USD 566 million by 2027 from USD 171 million in 2022. Due to the rise in the penetration of V2V, V2I features, demand in the hypervisor market is expected to rise.

“Integration of various automotive applications to support centralized function”

The foundation of the hypervisor was laid by technological advancements and innovations in the automotive industry such as the Internet of Things (IoT), telematics, autonomous vehicle, personal assistance, and Artificial Intelligence (AI) which are already implemented in vehicles and are expected to upgrade future automotive applications. The hypervisor technology is expected to play a key role in the evolution of autonomous vehicles and mobility services. ADAS has already proved to be a robust system and continues to be upgraded with improved versions. For instance, it has been upgraded with the vehicle-to-vehicle and vehicle-to-infrastructure communication technology for safety in 2019. Radio signals transmit traffic data from car to car to alert drivers about potential road hazards.

“Increasing complexity of electrical/electronic (E/E) architecture in modern vehicles”

Modern vehicles may have more than 80 ECUs including the powertrain control module (PCM), transmission control module (TCM), engine control module (ECM), general

electronic module (GEM), brake control module (BCM), suspension control module (SCM), central timing module (CTM), body control module (BCM), and others. The adoption of electronic components in vehicles has increased rapidly during the last two decades and the pace is expected to accelerate further. This is expected to enable vehicle users to use features such as in-car payment services, on-road entertainment, and other connected services. The increasing consumer preference for these features is a major factor driving the growth of the market. Moreover, stringent safety norms implemented by governments and legislative agencies have led automobile manufacturers to develop compatible and reliable software for various applications such as telematics, infotainment & communication systems, powertrain, body control & comfort, and ADAS & safety systems. These safety features rely significantly on inputs from ECUs and software platforms. Thus, the demand for electronics has increased at a rapid pace in the automotive industry, which, in turn, is expected to drive the growth of the market.

#### “Increasing use of innovative technologies in advanced user interface”

The human machine interface solution has transformed the automotive industry in recent years. The complexity in controlling and operating functions has been eliminated. This enhances the user experience. A user, with the help of an HMI solution, can easily control vehicle applications such as the music system, vehicle lights, and the infotainment system. HMI offers various convenience features to users such as heads-up display, rear seat entertainment systems, steering based controls, digital instrument clusters, voice recognition, and voice guidance. Earlier, the share of electronic systems in vehicles was only 1–2% of the cost of the vehicle. Due to the rising trend in enhanced user experience and convenience features, the share of the cost of electronic systems has increased to 8–12% of a vehicle.

#### “Increasing adoption of connected cars and advanced automotive technologies”

The increasing number of connected cars has opened new revenue generating opportunities for stakeholders in the connected car ecosystem. A high number of non-automotive players have joined the race in the development of connected cars and autonomous driving to leverage opportunities in revenue generation. Today's vehicles are no longer hardware-based moving machines. They comprise approximately 40% electronic systems which are expected to increase to more than 60% during the next few decades. A majority of electronic systems are expected to be dominated by domain controllers, consolidated ECUs, HMI, and AI for advanced vehicle applications such as ADAS, telematics, and engine management systems. These applications are required

to be programmed with a significantly high number of lines of codes for proper functioning. As vehicles are being increasingly made technically advanced, the complexity of applications is increasing. As a result, systems are required to be programmed with a higher number of codes, which, in turn, is increasing the need for the embedded hypervisor technology.?

The study contains insights from various industry experts, ranging from component suppliers to tier 1 companies and OEMs. The break-up of the primaries is as follows:

By Company Type: OEMs - 57%, Tier 1 – 29%, Tier 2 - 14%

By Designation: CXOs - 54%, Directors - 32%, Others - 14%

By Region: Asia Pacific- 32%, Europe - 36%, North America - 24%, RoW - 8%

Major players profiled in the report are Panasonic (Japan), NXP Semiconductors (Netherlands), Renesas Electronics (Japan), BlackBerry (Canada), and Visteon Corporation (US).

### Research Coverage

In this report, Automotive Hypervisor market is segmented into four major regions, namely, North America, Europe, Asia Pacific and Rest of the World. The report estimates the size of the automotive hypervisor market, by value, based on type (type 1 and type 2), by bus system (CAN, LIN, Ethernet and Flexray), by end user (economy vehicles, mid-priced vehicles and luxury vehicles), by vehicle type (passenger cars, LCVs and HCVs), by level of autonomous driving (semi-autonomous and autonomous vehicles) and by sales channel (OEM and Aftermarket).

### Key Benefits of Buying the Report:

The report will help market leaders/new entrants in this market with information on the closest approximations of revenue and volume numbers for the Automotive Hypervisor market and its sub segments.

This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies.

The report also helps stakeholders understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.

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