

Connected Car Devices Market by communication type (V2V, V2I, V2P), Connectivity Type (DSRC, Cellular Network), Product Type (ADAS, Telematics), Vehicle Type (Passenger and Commercial), and Region - Global Forecast to 2021

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Abstracts

“Stringency of vehicle safety legislations in developed regions, improving socio-economic conditions in developing regions along with growing demand for electric vehicles across the globe to fuel the demand for connected car devices”

The global connected car devices market is projected to grow at a CAGR of 16.3% from 2016 to 2021, to reach USD 57.15 billion by 2021. The major factors responsible for the growth of this market include the introduction of advance technologies such as adaptive cruise control and lane departure warning systems in premium and mid-segment cars and rising awareness about vehicle, driver, and pedestrian safety.

“Asia-Pacific: High growth potential market”

The Asia-Pacific region is projected to witness the highest CAGR from 2016 to 2021. The major factors responsible for this region’s growth include increasing demand for driver assistance systems and government laws favoring the implementations in passenger cars, especially in developed countries like Japan and South Korea. These two countries have vehicle safety regulations equally stringent as that of Europe and North America. Additionally, improving socio-economic conditions in countries such as India, Thailand, and Indonesia have resulted in the growth of demand for premium segment passenger cars, which in turn has accelerated the market for connected car devices in these countries.

“Dedicated Short Range Communication (DSRC): Technology for present and future”

Dedicated Short Range Communication (DSRC) enabled devices are used to communicate vehicle data for a short range up to 1000 feet. DSRC devices use Radar and Lidar technologies for short range rapid communication in various applications such as vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I). Its applications include driver assistance technologies such as lane departure warning and advance cruise control systems. The market for these technologies is on the rise and the trend is expected to continue in the near future. The DSRC technology is a high growth potential market in the overall connected car devices market.

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

By Company Type – Tier-1 - 62%, Tier-2 - 25%, and Tier-3 - 13%

By Designation – C Level - 38%, Director Level - 37%, and Manager Level - 25%

By Region – North America - 12%, Europe - 50%, and Asia-Pacific - 38%

The global connected car devices market is dominated by the globally established players such as Continental AG (Germany), Denso Corporation (Japan), Delphi Automotive, PLC (U.K.), Robert Bosch GmbH (Germany), and Autoliv Inc. (Sweden). The key growth strategies adopted by these players include expansion and new product development.

The report includes detailed profiles of the following companies:

Continental AG

Denso Corporation

Delphi Automotive, PLC

Robert Bosch GmbH

Autoliv, Inc.

Infineon Technologies AG

Valeo S.A.

Magna International, Inc.

ZF Friedrichshafen AG

Visteon Corporation

Reasons to Buy the Report:

This report contains various levels of analysis, including industry analysis (industry trends, Porter's Five Forces, and PEST analysis), supply chain analysis, and company profiles, which together comprise and discuss the basic views on the emerging and high growth segments of the connected car devices market, competitive landscape, high growth regions and countries, government initiatives, and market dynamics such as drivers, restraints, opportunities, and challenges.

The report enables new entrants and smaller firms as well as established firms to understand the market better to help them to acquire a larger market share. Firms purchasing the report could use any one or a combination of the below-mentioned four strategies (market development, product development/innovation, market diversification, and competitive assessment) to strengthen their position in the market.

The report provides insights with reference to the following points:

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for off-highway vehicle engine across regions.

Product Development/Innovation: The report offers detailed insights into R&D activities, upcoming technologies, and new product launches in the global off-highway vehicle engine market.

Market Diversification: The report provides detailed information about untapped

markets, investments, new products, and recent developments in the global off-highway vehicle engine market.

Competitive Assessment: The report includes an in-depth assessment of strategies, products, and manufacturing capabilities of leading players in the global off-highway vehicle engine market.

Contents

1 INTRODUCTION

1.1 OBJECTIVES

1.2 MARKET SCOPE

1.2.1 MARKETS COVERED

1.2.2 PRODUCT DEFINITION

1.2.3 YEARS CONSIDERED IN THE REPORT

1.3 CURRENCY

1.3.1 CURRENCY EXCHANGE RATES OF THE COUNTRIES

1.4 PACKAGE SIZE

1.5 LIMITATIONS

1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

2.2 SECONDARY DATA

2.2.1 KEY SECONDARY SOURCES

2.3 DATA FROM SECONDARY SOURCES

2.4 PRIMARY DATA

2.4.1 SAMPLING TECHNIQUES & DATA COLLECTION METHODS

2.4.2 PRIMARY PARTICIPANTS

2.5 FACTOR ANALYSIS

2.5.1 INTRODUCTION

2.5.2 DEMAND SIDE ANALYSIS

2.5.2.1 Growing information and telecommunication infrastructure is increasing the demand of connected car devices

2.5.2.2 Growth in luxury vehicle sales

2.5.3 SUPPLY-SIDE ANALYSIS

2.5.3.1 Technological advancements

2.5.3.2 Need of connectivity for safety, security, and fuel efficient vehicles

2.5.4 MARKET SIZE ESTIMATION

2.6 DATA TRIANGULATION

2.7 ASSUMPTIONS

3 EXECUTIVE SUMMARY

3.1 INTRODUCTION

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN THE CONNECTED CAR DEVICES MARKET

4.2 CONNECTED CAR DEVICES MARKET, BY REGION & COMMUNICATION TYPE, 2016

4.3 REGIONAL MARKET SHARE OF CONNECTED CAR DEVICES MARKET, 2016 VS. 2021

4.4 CONNECTED CAR DEVICES MARKET, BY CONNECTIVITY MODE

4.5 CONNECTED CAR DEVICES MARKET, BY VEHICLE TYPE

4.6 CONNECTED CAR DEVICES MARKET, BY TECHNOLOGY

4.7 INTRODUCTION

4.8 MARKET SEGMENTATION

4.8.1 CONNECTED CAR DEVICES MARKET, BY COMMUNICATION TYPE

4.8.2 CONNECTED CAR DEVICES MARKET, BY PRODUCT TYPE

4.8.3 CONNECTED CAR DEVICES MARKET, BY MODE OF CONNECTIVITY

4.8.4 CONNECTED CAR DEVICES MARKET, BY REGION

4.8.5 CONNECTED CAR DEVICES MARKET, BY VEHICLE TYPE

4.8.6 CONNECTED CAR DEVICES MARKET, BY ELECTRIC VEHICLE TYPE

4.9 MARKET DYNAMICS

4.9.1 DRIVERS

4.9.1.1 Industry compliance and government laws supporting connectivity and telematics in automobiles

4.9.1.2 Increasing penetration of telecommunication services in automotive industry

4.9.1.3 Intense competition among connected car manufacturers

4.9.2 RESTRAINTS

4.9.2.1 Privacy issues related to data generated by the vehicles

4.9.2.2 Lack of infrastructure to support connectivity

4.9.3 OPPORTUNITIES

4.9.3.1 Opportunity for non-automotive players to enter the automotive industry

4.9.3.2 Opportunity for development of new business models

4.9.4 CHALLENGES

4.9.4.1 To integrate the cost of connectivity into the cost of vehicles

4.9.4.2 Threat to safety and security of passengers

4.10 PORTER'S FIVE FORCES ANALYSIS

4.10.1 INTENSITY OF COMPETITIVE RIVALRY

4.10.2 THREAT OF SUBSTITUTES

4.10.3 BARGAINING POWER OF BUYERS

4.10.4 BARGAINING POWER OF SUPPLIERS

4.10.5 THREAT OF NEW ENTRANTS

5 CONNECTED CAR DEVICES MARKET, BY REGION

5.1 INTRODUCTION

5.2 ASIA-PACIFIC

5.2.1 CHINA: CONNECTED CAR DEVICES MARKET SIZE

5.2.2 JAPAN: CONNECTED CAR DEVICES MARKET SIZE

5.2.3 INDIA: CONNECTED CAR DEVICES MARKET SIZE

5.2.4 SOUTH KOREA: CONNECTED CAR DEVICES MARKET SIZE

5.3 EUROPE

5.3.1 GERMANY: CONNECTED CAR DEVICES MARKET SIZE

5.3.2 FRANCE: CONNECTED CAR DEVICES MARKET SIZE

5.3.3 U.K.: CONNECTED CAR DEVICES MARKET SIZE

5.3.4 SPAIN: CONNECTED CAR DEVICES MARKET SIZE

5.4 NORTH AMERICA

5.4.1 THE U.S.: CONNECTED CAR DEVICES MARKET SIZE

5.4.2 CANADA: CONNECTED CAR DEVICES MARKET SIZE

5.4.3 MEXICO: CONNECTED CAR DEVICES MARKET SIZE

5.5 ROW

5.5.1 RUSSIA: CONNECTED CAR DEVICES MARKET SIZE

5.5.2 BRAZIL: CONNECTED CAR DEVICES MARKET SIZE

6 CONNECTED CAR DEVICES MARKET, BY COMMUNICATION TYPE

6.1 INTRODUCTION

6.2 VEHICLE TO VEHICLE

6.3 VEHICLE TO INFRASTRUCTURE

6.4 VEHICLE TO PEDESTRIAN

6.5 OTHERS

7 CONNECTED CAR DEVICES MARKET, BY CONNECTIVITY MODE

7.1 INTRODUCTION

7.1.1 DEDICATED SHORT RANGE COMMUNICATION

7.1.2 CELLULAR NETWORK/WI-FI

8 CONNECTED CAR DEVICES MARKET, BY VEHICLE TYPE

8.1 INTRODUCTION

8.1.1 PASSENGER CARS

8.2 COMMERCIAL VEHICLES

8.2.1 LIGHT COMMERCIAL VEHICLES

8.2.2 HEAVY COMMERCIAL VEHICLES

9 CONNECTED CAR DEVICES MARKET, BY PRODUCT TYPE

9.1 INTRODUCTION

9.1.1 DRIVER ASSISTANCE SYSTEM

9.1.2 TELEMATICS

9.1.3 OTHERS

10 CONNECTED CAR DEVICES MARKET, BY ELECTRIC VEHICLE TYPE

10.1 INTRODUCTION

10.2 BEV

10.2.1 INTRODUCTION

10.3 PHEV

10.3.1 INTRODUCTION

10.4 HEV

10.4.1 INTRODUCTION

10.5 FCEV

10.5.1 INTRODUCTION

11 COMPETITIVE LANDSCAPE

11.1 INTRODUCTION

11.1.1 VANGUARDS

11.1.2 INNOVATORS

11.1.3 DYNAMIC

11.1.4 EMERGING

11.2 COMPETITIVE BENCHMARKING

11.2.1 PRODUCT OFFERINGS (FOR ALL 25 COMPANIES)

11.2.2 BUSINESS STRATEGY (FOR ALL 25 COMPANIES)

Top companies analyzed for this study are – Robert Bosch GmbH, Panasonic Corporation, Continental AG, Denso Corporation, ZF Friedrichshafen AG, Valeo SA, Delphi Automotive PLC ,Infineon Technologies AG, Lear Corporation (Arada Systems) ,

Harman International Industries Inc., Pioneer Corporation, Trimble Inc., Takata Corporation, Nvidia Corporation, Garmin LTD., Alpine Electronics, Inc., TomTom N.V., Mobileye N.V., Verizon Communications, Inc., Magna International Inc., Aisin Seiki Co., Ltd, Qualcomm Inc., Autoliv Inc., NXP Semiconductors N.V., Visteon Corporation

12 COMPANY PROFILES

(Business Overview, Product Offerings & Business Strategies, Key Insights, Recent Developments, MnM View)*

12.1 CONTINENTAL AG

12.2 DELPHI AUTOMOTIVE PLC

12.3 DENSO CORPORATION

12.4 ROBERT BOSCH GMBH

12.5 ZF FRIEDRICHSHAFEN AG

12.6 AUTOLIV, INC.

12.7 VALEO S.A.

12.8 VISTEON CORPORATION

12.9 MAGNA INTERNATIONAL, INC.

12.10 INFINEON TECHNOLOGIES AG

12.11 HARMAN INTERNATIONAL INDUSTRIES, INCORPORATED

12.12 PANASONIC CORPORATION

*Details on Business Overview, Product Offerings & Business Strategies, Key Insights, Recent Developments, MnM View might not be captured in case of unlisted companies.

13 APPENDIX

13.1 DISCUSSION GUIDE

13.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

13.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

13.4 AVAILABLE CUSTOMIZATIONS

13.5 RELATED REPORTS

13.6 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

Table 1 CONNECTED CAR DEVICES MARKET: PORTER'S FIVE FORCES ANALYSIS

Table 2 GLOBAL CONNECTED CAR DEVICES MARKET, BY REGION, 2014–2021 (MILLION UNITS)

Table 3 GLOBAL CONNECTED CAR DEVICES MARKET, BY REGION, 2014–2021 (USD BILLION)

Table 4 ASIA-PACIFIC: CONNECTED CAR DEVICES MARKET, BY COUNTRY, 2014–2021 ('000 UNITS)

Table 5 ASIA-PACIFIC: CONNECTED CAR DEVICES MARKET, BY COUNTRY, 2014–2021 (USD MILLION)

Table 6 CHINA: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021 ('000 UNITS)

Table 7 CHINA: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021 (USD MILLION)

Table 8 JAPAN: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021 ('000 UNITS)

Table 9 JAPAN: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021 (USD MILLION)

Table 10 INDIA: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021 ('000 UNITS)

Table 11 INDIA: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021 (USD MILLION)

Table 12 SOUTH KOREA: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021 ('000 UNITS)

Table 13 SOUTH KOREA: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021 (USD MILLION)

Table 14 EUROPE: CONNECTED CAR DEVICES MARKET, BY COUNTRY ('000 UNITS)

Table 15 EUROPE: CONNECTED CAR DEVICES MARKET, BY COUNTRY, 2014–2021 (USD MILLION)

Table 16 GERMANY: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021 ('000 UNITS)

Table 17 GERMANY: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021 (USD MILLION)

Table 18 FRANCE: CONNECTED CAR DEVICES MARKET, BY PRODUCT,

2014–2021 ('000 UNITS)

Table 19 FRANCE: CONNECTED CAR DEVICES MARKET, BY PRODUCT,
2014–2021 (USD MILLION)

Table 20 U.K.: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021
(‘000 UNITS)

Table 21 U.K.: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021
(USD MILLION)

Table 22 SPAIN: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021
(‘000 UNITS)

Table 23 SPAIN: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014–2021
(USD MILLION)

Table 24 NORTH AMERICA CONNECTED CAR DEVICES MARKET, BY COUNTRY,
2014-2021 ('000 UNITS)

Table 25 NORTH AMERICA CONNECTED CAR DEVICES MARKET, BY COUNTRY,
2014-2021 (USD MILLION)

Table 26 U.S.: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014-2021
(‘000 UNITS)

Table 27 U.S. CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014-2021
(USD MILLION)

Table 28 CANADA CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014-2021
(‘000 UNITS)

Table 29 CANADA CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014-2021
(USD MILLION)

Table 30 MEXICO CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014-2021
(‘000 UNITS)

Table 31 MEXICO CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014-2021
(USD MILLION)

Table 32 ROW CONNECTED CAR DEVICES MARKET, BY COUNTRY, 2014-2021
(‘000 UNITS)

Table 33 ROW CONNECTED CAR DEVICES MARKET, BY COUNTRY, 2014-2021
(USD MILLION)

Table 34 RUSSIA CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014-2021
(‘000 UNITS)

Table 35 RUSSIA CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014-2021
(USD MILLION)

Table 36 BRAZIL CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014-2021
(‘000 UNITS)

Table 37 BRAZIL: CONNECTED CAR DEVICES MARKET, BY PRODUCT, 2014-2021
(USD MILLION)

Table 38 CONNECTED CAR DEVICES MARKET SIZE, BY COMMUNICATION TYPE , 2014–2021 (MILLION UNITS)

Table 39 CONNECTED CAR DEVICES MARKET SIZE, BY COMMUNICATION TYPE, 2014–2021 (USD BILLION)

Table 40 VEHICLE-TO-VEHICLE CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 ('000 UNITS)

Table 41 VEHICLE-TO-VEHICLE CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 42 VEHICLE-TO-INFRASTRUCTURE CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 ('000 UNITS)

Table 43 VEHICLE-TO-INFRASTRUCTURE CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 44 VEHICLE-TO-PEDESTRIAN CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 ('000 UNITS)

Table 45 VEHICLE-TO-PEDESTRIAN CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 46 OTHER CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 ('000 UNITS)

Table 47 OTHER CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 48 CONNECTED CAR DEVICES MARKET SIZE, BY CONNECTIVITY MODE , 2014–2021 (MILLION UNITS)

Table 49 CONNECTED CAR DEVICES MARKET SIZE, BY CONNECTIVITY MODE, 2014–2021 (USD BILLION)

Table 50 DSRC MARKET SIZE, BY REGION, 2014–2021 ('000 UNITS)

Table 51 DSRC MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 52 DSRC MARKET SIZE, BY COUNTRY (ASIA-PACIFIC), 2014–2021 ('000 UNITS)

Table 53 DSRC MARKET SIZE, BY COUNTRY (ASIA-PACIFIC), 2014–2021 (USD MILLION)

Table 54 DSRC MARKET SIZE, BY COUNTRY (EUROPE), 2014–2021 ('000 UNITS)

Table 55 DSRC MARKET SIZE, BY COUNTRY (EUROPE), 2014–2021 (USD MILLION)

Table 56 DSRC MARKET SIZE, BY COUNTRY (NORTH AMERICA), 2014–2021 ('000 UNITS)

Table 57 DSRC MARKET SIZE, BY COUNTRY (NORTH AMERICA), 2014–2021 (USD MILLION)

Table 58 DSRC MARKET SIZE, BY COUNTRY (ROW), 2014–2021 ('000 UNITS)

Table 59 DSRC MARKET SIZE, BY COUNTRY (ROW), 2014–2021 (USD MILLION)

Table 60 CELLULAR NETWORK/WI-FI MARKET SIZE, BY REGION, 2014–2021 ('000 UNITS)

Table 61 CELLULAR NETWORK/WI-FI MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 62 CELLULAR NETWORK/WI-FI MARKET SIZE, BY COUNTRY (APAC), 2014–2021 ('000 UNITS)

Table 63 CELLULAR NETWORK/WI-FI MARKET SIZE, BY COUNTRY (APAC), 2014–2021 (USD MILLION)

Table 64 CELLULAR NETWORK/WI-FI MARKET SIZE, BY COUNTRY (EUROPE), 2014–2021 ('000 UNITS)

Table 65 CELLULAR NETWORK/WI-FI MARKET SIZE, BY COUNTRY (EUROPE), 2014–2021 (USD MILLION)

Table 66 CELLULAR NETWORK/WI-FI MARKET SIZE, BY COUNTRY (NORTH AMERICA), 2014–2021 ('000 UNITS)

Table 67 CELLULAR NETWORK/WI-FI MARKET SIZE, BY COUNTRY (NORTH AMERICA), 2014–2021 (USD MILLION)

Table 68 CELLULAR NETWORK/WI-FI MARKET SIZE, BY COUNTRY (ROW), 2014–2021 ('000 UNITS)

Table 69 CELLULAR NETWORK/WI-FI MARKET SIZE, BY COUNTRY (ROW), 2014–2021 (USD MILLION)

Table 70 CONNECTED CAR DEVICES MARKET SIZE, BY VEHICLE TYPE, 2014–2021 ('000 UNITS)

Table 71 CONNECTED CAR DEVICES MARKET SIZE, BY VEHICLE TYPE, 2014–2021 (USD MILLION)

Table 72 PASSENGER CARS CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 ('000 UNITS)

Table 73 PASSENGER CARS CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 74 LIGHT COMMERCIAL VEHICLES CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 ('000 UNITS)

Table 75 LIGHT COMMERCIAL VEHICLES CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 76 HEAVY COMMERCIAL VEHICLES CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 ('000 UNITS)

Table 77 HEAVY COMMERCIAL VEHICLES CONNECTED CAR DEVICES MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 78 CONNECTED CAR DEVICES MARKET SIZE, BY PRODUCT TYPE, 2014–2021 (MILLION UNITS)

Table 79 CONNECTED CAR DEVICES MARKET SIZE, BY PRODUCT TYPE,

2014–2021 (USD BILLION)

Table 80 DRIVER ASSISTANCE SYSTEM MARKET SIZE, BY REGION, 2014–2021 ('000 UNITS)

Table 81 DRIVER ASSISTANCE SYSTEM MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 82 DRIVER ASSISTANCE SYSTEM MARKET SIZE, BY COUNTRY (ASIA-PACIFIC) , 2014–2021 ('000 UNITS)

Table 83 DRIVER ASSISTANCE SYSTEM MARKET SIZE, BY COUNTRY (ASIA-PACIFIC), 2014–2021 (USD MILLION)

Table 84 DRIVER ASSISTANCE SYSTEM MARKET SIZE, BY COUNTRY (EUROPE) , 2014–2021 ('000 UNITS)

Table 85 DRIVER ASSISTANCE SYSTEM MARKET SIZE, BY COUNTRY (EUROPE), 2014–2021 (USD MILLION)

Table 86 DRIVER ASSISTANCE SYSTEM MARKET SIZE, BY COUNTRY (NORTH AMERICA) , 2014–2021 ('000 UNITS)

Table 87 DRIVER ASSISTANCE SYSTEM MARKET SIZE, BY COUNTRY (NORTH AMERICA), 2014–2021 (USD MILLION)

Table 88 DRIVER ASSISTANCE SYSTEM MARKET SIZE, BY COUNTRY (ROW) , 2014–2021 ('000 UNITS)

Table 89 DRIVER ASSISTANCE SYSTEM MARKET SIZE, BY COUNTRY (ROW), 2014–2021 (USD MILLION)

Table 90 TELEMATICS MARKET SIZE, BY REGION, 2014–2021 ('000 UNITS)

Table 91 TELEMATICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 92 TELEMATICS MARKET SIZE, BY COUNTRY (ASIA-PACIFIC) , 2014–2021 ('000 UNITS)

Table 93 TELEMATICS MARKET SIZE, BY COUNTRY (ASIA-PACIFIC), 2014–2021 (USD MILLION)

Table 94 TELEMATICS MARKET SIZE, BY COUNTRY (EUROPE) , 2014–2021 ('000 UNITS)

Table 95 TELEMATICS MARKET SIZE, BY COUNTRY (EUROPE), 2014–2021 (USD MILLION)

Table 96 TELEMATICS MARKET SIZE, BY COUNTRY (NORTH AMERICA) , 2014–2021 ('000 UNITS)

Table 97 TELEMATICS MARKET SIZE, BY COUNTRY (NORTH AMERICA), 2014–2021 (USD MILLION)

Table 98 TELEMATICS MARKET SIZE, BY COUNTRY (ROW) , 2014–2021 ('000 UNITS)

Table 99 TELEMATICS MARKET SIZE, BY COUNTRY (ROW), 2014–2021 (USD MILLION)

- Table 100 OTHERS MARKET SIZE, BY REGION, 2014–2021 ('000 UNITS)
- Table 101 OTHERS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)
- Table 102 OTHERS MARKET SIZE, BY COUNTRY (ASIA-PACIFIC) , 2014–2021 ('000 UNITS)
- Table 103 OTHERS MARKET SIZE, BY COUNTRY (ASIA-PACIFIC), 2014–2021 (USD MILLION)
- Table 104 OTHERS MARKET SIZE, BY COUNTRY (EUROPE) , 2014–2021 ('000 UNITS)
- Table 105 OTHERS MARKET SIZE, BY COUNTRY (EUROPE), 2014–2021 (USD MILLION)
- Table 106 OTHERS MARKET SIZE, BY COUNTRY (NORTH AMERICA) , 2014–2021 ('000 UNITS)
- Table 107 OTHERS MARKET SIZE, BY COUNTRY (NORTH AMERICA), 2014–2021 (USD MILLION)
- Table 108 OTHERS MARKET SIZE, BY COUNTRY (ROW) , 2014–2021 ('000 UNITS)
- Table 109 OTHERS MARKET SIZE, BY COUNTRY (ROW), 2014–2021 (USD MILLION)
- Table 110 GLOBAL CONNECTED CAR DEVICES MARKET, BY ELECTRIC VEHICLE TYPE, 2014–2021 (UNITS)
- Table 111 GLOBAL CONNECTED CAR DEVICES MARKET, BY ELECTRIC VEHICLE TYPE, 2014–2021 (USD MILLION)
- Table 112 BEV: CONNECTED CAR DEVICES MARKET, BY REGION, 2014–2021 (UNITS)
- Table 113 BEV: CONNECTED CAR DEVICES MARKET, BY REGION, 2014–2021 (USD MILLION)
- Table 114 PHEV: CONNECTED CAR DEVICES MARKET, BY REGION, 2014–2021 (UNITS)
- Table 115 PHEV: CONNECTED CAR DEVICES MARKET, BY REGION, 2014–2021 (USD MILLION)
- Table 116 HEV: CONNECTED CAR DEVICES MARKET, BY REGION, 2014–2021 (UNITS)
- Table 117 HEV: CONNECTED CAR DEVICES MARKET, BY REGION, 2014–2021 (USD MILLION)
- Table 118 FCEV: CONNECTED CAR DEVICES MARKET, BY REGION, 2014–2021 (UNITS)
- Table 119 FCEV: CONNECTED CAR DEVICES MARKET, BY REGION, 2014–2021 ('000 USD)

List Of Figures

LIST OF FIGURES

Figure 1 RESEARCH DESIGN

Figure 2 RESEARCH METHODOLOGY MODEL

Figure 3 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, & REGION

Figure 4 GLOBAL LUXURY VEHICLE Y-O-Y SALES TREND (2011-2015)

Figure 5 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 6 ASIA-PACIFIC ESTIMATED TO BE THE LARGEST MARKET FOR CONNECTED CAR DEVICES, 2016 VS. 2021 (USD BILLION)

Figure 7 OTHERS (VEHICLE TO CLOUD AND VEHICLE TO DEVICE AND VEHICLE TO INFRASTRUCTURE) TO HOLD THE LARGEST SHARE IN THE CONNECTED CAR DEVICES MARKET, 2016 VS. 2021 (USD BILLION)

Figure 8 TELEMATICS SYSTEMS TO DOMINATE THE CONNECTED CAR DEVICES MARKET, 2016 VS. 2021 (USD BILLION)

Figure 9 PASSENGER CARS SEGMENT TO DOMINATE THE CONNECTED CAR DEVICES MARKET, 2016 VS. 2021 (USD BILLION)

Figure 10 GOVERNMENT REGULATIONS & CHANGING PREFERENCES OF BUYERS EXPECTED TO DRIVE THE DEMAND FOR CONNECTED CAR DEVICES

Figure 11 ASIA-PACIFIC TO DOMINATE THE CONNECTED CAR DEVICES MARKET IN 2016

Figure 12 ASIA-PACIFIC TO HOLD THE LARGEST SHARE, BY VOLUME, OF THE CONNECTED CAR DEVICES MARKET, 2016–2021

Figure 13 CELLULAR NETWORK/WI-FI TO DOMINATE THE CONNECTED CAR DEVICES MARKET IN 2016

Figure 14 PASSENGER CARS TO HOLD THE LARGEST SHARE IN THE CONNECTED CAR DEVICES MARKET IN 2016

Figure 15 TELEMATICS SYSTEM TO HOLD THE LARGEST MARKET SHARE, IN 2016

Figure 16 MARKET SEGMENTATION

Figure 17 CONNECTED CAR DEVICES MARKET, BY TECHNOLOGY

Figure 18 CONNECTED CAR DEVICES MARKET, BY PRODUCT TYPE

Figure 19 CONNECTED CAR DEVICES MARKET, BY MODE OF CONNECTIVITY

Figure 20 CONNECTED CAR DEVICES MARKET, BY REGION

Figure 21 CONNECTED CAR DEVICES MARKET, BY ELECTRIC VEHICLE TYPE

Figure 22 CONNECTED CAR DEVICES MARKET, BY ELECTRIC VEHICLE TYPE

Figure 23 CONNECTED CAR DEVICES MARKET: MARKET DYNAMICS

Figure 24 CONNECTED CAR DEVICES MARKET: PORTER'S FIVE FORCES ANALYSIS

Figure 25 THREAT OF NEW ENTRANTS IN CONNECTED CAR DEVICES MARKET IS HIGH

Figure 26 NEW PRODUCT LAUNCH AND INNOVATION IN MARKETS LEADS TO HIGH COMPETITION IN THE CCD MARKET

Figure 27 LIMITED AVAILABILITY OF SUBSTITUTES MAKES THE THREAT OF SUBSTITUTE LOW

Figure 28 THE BUYER BARGAINING POWER IS HIGH AS LOTS OF NEW AND INNOVATIVE PRODUCTS ARE BEING LAUNCHED

Figure 29 TECHNOLOGY FACTOR AND GOVERNMENT REGULATIONS MAKES THE BARGAINING POWER OF SUPPLIERS MEDIUM

Figure 30 TECHNOLOGY FIRMS TRYING TO ENTER THE CCD MARKET ARE MAKING THE THREAT OF NEW ENTRANTS HIGH

Figure 31 CONNECTED CAR DEVICES MARKET OUTLOOK, BY REGION (USD BILLION)

Figure 32 ASIA-PACIFIC: CONNECTED CAR DEVICES MARKET SNAPSHOT

Figure 33 NORTH AMERICA: CONNECTED CAR DEVICES MARKET SNAPSHOT

Figure 34 CONNECTED CAR DEVICES MARKET, BY COMMUNICATION TYPE, 2016 VS. 2021 (USD MILLION)

Figure 35 CONNECTED CAR DEVICES MARKET, BY CONNECTIVITY MODE, 2016 VS. 2021 (USD MILLION)

Figure 36 CONNECTED CAR DEVICES MARKET, BY VEHICLE TYPE, 2016 VS.

2021 (USD MILLION)

Figure 37 CONNECTED CAR DEVICES MARKET, BY PRODUCT TYPE, 2016 VS. 2021 (USD MILLION)

Figure 38 CONNECTED CAR DEVICES MARKET, BY ELECTRIC VEHICLE TYPE, 2016 VS. 2021 (USD MILLION)

Figure 39 DIVE CHART

Figure 40 CONTINENTAL AG: COMPANY SNAPSHOT (2015)

Figure 41 CONTINENTAL AG: PRODUCT OFFERING SCORECARD

Figure 42 CONTINENTAL AG: BUSINESS STRATEGY SCORECARD

Figure 43 DELPHI AUTOMOTIVE PLC: COMPANY SNAPSHOT (2015)

Figure 44 DELPHI AUTOMOTIVE PLC: PRODUCT OFFERING SCORECARD

Figure 45 DELPHI AUTOMOTIVE PLC: BUSINESS STRATEGY SCORECARD

Figure 46 DENSO CORPORATION: COMPANY SNAPSHOT (2015)

- Figure 47 DENSO CORPORATION: PRODUCT OFFERING SCORECARD
- Figure 48 DENSO CORPORATION: BUSINESS STRATEGY SCORECARD
- Figure 49 ROBERT BOSCH GMBH: COMPANY SNAPSHOT (2015)
- Figure 50 ROBERT BOSCH GMBH: PRODUCT OFFERING SCORECARD
- Figure 51 ROBERT BOSCH GMBH: BUSINESS STRATEGY SCORECARD
- Figure 52 ZF FRIEDRICHSHAFEN AG: COMPANY SNAPSHOT (2015)
- Figure 53 ZF FRIEDRICHSHAFEN AG: PRODUCT OFFERING SCORECARD
- Figure 54 ZF FRIEDRICHSHAFEN AG: BUSINESS STRATEGY SCORECARD
- Figure 55 AUTOLIV, INC.: COMPANY SNAPSHOT (2015)
- Figure 56 AUTOLIV, INC.: PRODUCT OFFERING SCORECARD
- Figure 57 AUTOLIV, INC.: BUSINESS STRATEGY SCORECARD
- Figure 58 VALEO S.A.: COMPANY SNAPSHOT (2015)
- Figure 59 VALEO S.A.: PRODUCT OFFERING SCORECARD
- Figure 60 VALEO S.A.: BUSINESS STRATEGY SCORECARD
- Figure 61 VISTEON CORP.: COMPANY SNAPSHOT (2015)
- Figure 62 VISTEON CORP.: PRODUCT OFFERING SCORECARD
- Figure 63 VISTEON CORP.: BUSINESS STRATEGY SCORECARD
- Figure 64 MAGNA INTERNATIONAL, INC.: COMPANY SNAPSHOT (2015)
- Figure 65 MAGNA INTERNATIONAL, INC.: PRODUCT OFFERING SCORECARD
- Figure 66 MAGNA INTERNATIONAL, INC.: BUSINESS STRATEGY SCORECARD
- Figure 67 INFINEON TECHNOLOGIES AG: COMPANY SNAPSHOT (2015)
- Figure 68 INFINEON TECHNOLOGIES AG: PRODUCT OFFERING SCORECARD
- Figure 69 INFINEON TECHNOLOGIES AG: BUSINESS STRATEGY SCORECARD
- Figure 70 HARMAN INTERNATIONAL INDUSTRIES, INCORPORATED: COMPANY SNAPSHOT (2015)
- Figure 71 HARMAN INTERNATIONAL INDUSTRIES, INCORPORATED: PRODUCT OFFERING SCORECARD
- Figure 72 HARMAN INTERNATIONAL INDUSTRIES, INCORPORATED: BUSINESS STRATEGY SCORECARD
- Figure 73 PANASONIC CORPORATION: COMPANY SNAPSHOT (2015)
- Figure 74 PANASONIC CORPORATION: PRODUCT OFFERING SCORECARD
- Figure 75 PANASONIC CORPORATION: BUSINESS STRATEGY SCORECARD

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